

# MONETIZING APPRECIATION

The effects of program engagement  
on commercial effectiveness



# Agenda

- 1 Engagement and advertising effectiveness
- 2 How to measure engagement
- 3 Buying and selling engagement



# Engagement at Ster



**ARIAN BUURMAN**  
Managing Director | Ster

# Engagement & TV advertising effectiveness

## Engagement matters!

Evidence of positive impact of engagement and program appreciation on TV advertising effectiveness.

3 studies to prove it.



# Program appreciation influences intent of purchase

## Evidence n.1

Pre and Post exposure study (AdMeasure of Ster, fieldwork by MarketResponse)

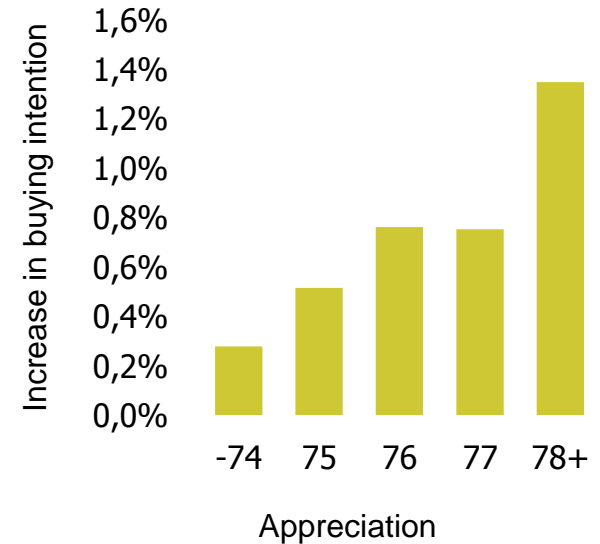
Matched for 93 advertising campaigns

Audience engagement study (GfK Appreciation Panel)

### Equals this...

Strong correlation between program appreciation and campaign effectiveness:

- Buying intention (corr=0,31)
- Recommendation (corr=0,25)



# Program and channel environment influences TV advertising

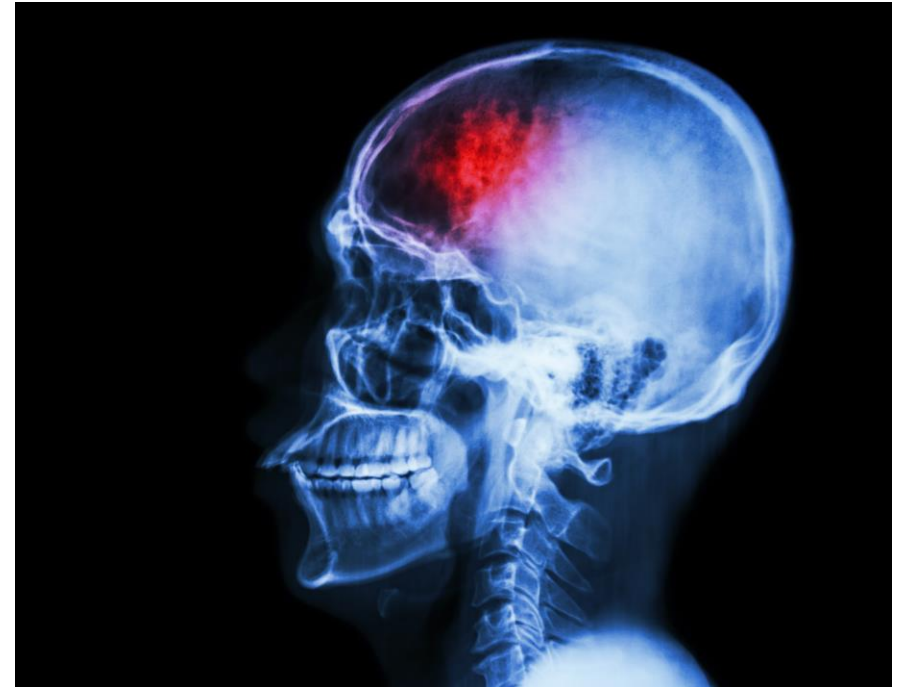


## Evidence n.2

fMRI scanner with 3D Brain Rating (Neurensic, 48 respondents). A variety of program content and advertising breaks. Measurement of 13 emotions (positive versus negative).

### Result:

The impact of a program before a commercial break has a positive effect on the impact of the TV commercials in the break.



# Device research: program appreciation has a positive impact on campaign effectiveness across devices



## Evidence n.3

Online research on the effect of devices used to watch program content (fieldwork IPSOS, n=2,656)

- 4 devices: TV, laptop, tablet, smart phone
- Commercials in break or as pre roll
- Impact: recall, recognition and brand link

## Results:

1. Appreciation of a program before a commercial break has positive effect on the advertising effectiveness.
2. Appreciation not only relevant for linear TV but also for on demand and watching TV on smaller screens such as iPad or even mobile phone



# How is Ster offering appreciation?





# Engagement: Take-aways

Appreciation is offered as a premium airtime package

Programs with appreciation score of 7,6 or higher are published online

Package: advertising space before and after such programs

# How is appreciation measured?

A representative sample of viewers of a channel and its competition\*...



...is invited to participate every day...



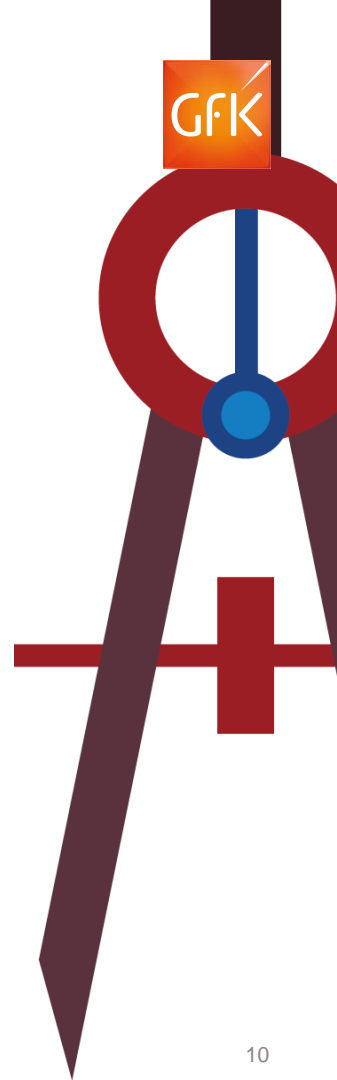
...to fill out a short and user-friendly questionnaire...



...either on PC or mobile device



\*A sample big enough to evaluate required number of programs within a timeframe



# Daily appreciation questionnaire



## Introduction question

Screening question on watching television at least 5 minutes previous day

The screenshot shows a survey question interface with a blue header. On the left is the GfK logo. On the right are five icons: GfK Media, Privacy, Help, Contact, and Stop. Below the header is a question in a light orange box: "Did you watch any programs on any of these channels for at least 5 minutes yesterday Saturday August 1 2015: ABC (Main Channel), ABC2, ABC NEWS 24, Seven, 7 Two, Nine, GO!, Ten, ONE or SBSONE". Below the question are four radio button options: "Yes", "No, didn't watch any program on these channels for more than 5 minutes", "No, didn't watch any of these channels", and "No, didn't watch TV at all". A play button icon is in the bottom right corner, and the text "Growth from Knowledge" is at the very bottom.

# Daily appreciation questionnaire



## Program selection screen

Program files uploaded on day of broadcast

16:00	16:30	16:30	16:30	16:30	16:30	16:30	16:30	16:30	16:30	16:30
16:00 QI	16:30 #talkabout	16:30 Better Homes And Gardens	16:30 Sydney Weekender	16:30 Club Rugby	16:30 Five	16:30 Jerry Show	16:30 Adams	16:30 Escape With ET	16:30 Roman Homicides	16:30 The Stuarts
16:31 Landline	17:00 ABC News	17:00 ABC News	17:00 ABC News	17:00 Homes Under The Hammer	17:26 Getaway	17:02 The Tom & Jerry Show	17:00 Ten Eyewitness News First At Five	17:30 Robson's Extreme Fishing Challenge	17:30 The Stuarts	17:30 The Stuarts
17:01 Midsomer Murders	17:31 One Plus One	17:30 Sydney Weekender	17:30 Sydney Weekender	17:30 Sydney Weekender	17:59 Nine News Saturday	17:31 The Voice	17:31 The Voice	17:31 The Voice	17:31 The Voice	17:31 The Voice
18:00	18:00	18:00	18:00	18:00	18:00	18:00	18:00	18:00	18:00	18:00
18:31 <b>Cartemmy Australia</b>	19:02 Spicks And Specks	18:00 ABC News	18:00 Seven News	18:00 Motorway Patrol	19:01 The Hotplate	19:35 What A Girl Wants	18:00 Far Flung With Gary Mehigan	18:30 Monster Jam	18:30 SBS World News	18:30 SBS World News
19:00 ABC News	19:30 Total Wipeout	18:30 Foreign Correspondent	19:00 Spider-Man 2	18:30 Castle	20:27 The Hotplate	21:47 Stick It	19:30 Cops	19:30 Cops	19:30 Wild West With Ray Mears	19:30 Wild West With Ray Mears
19:32 Father Brown	20:31 <b>Secrets Of Mexico's Drug War</b>	19:00 ABC News	20:30 Restaurant Revolution	19:30 Castle	21:42 The Hotplate	23:40 Anger Management	19:00 Epic	20:00 Cops	20:30 Room 101	20:30 Room 101
20:19 New Tricks	21:25 How To Make Money Selling Drugs	19:31 The Mix Update	21:35 Get Him To The Greek	20:30 The Saint	23:00 Body Of Proof	23:57 National Lampoon's Senior Trip	21:00 Mission: Impossible - Ghost Protocol	20:30 V8 Supercars Highlights	21:00 The Finishers	21:00 The Finishers
21:20 Doc Martin	22:07 The Bletchley Circle	20:00 ABC News	23:50 The Goldbergs	20:30 Best Houses Australia	23:31 Taking Lives	00:07 MAD	21:30 The Bachelor Australia - Encore	21:30 Ross Kemp: Back On The Frontline	22:35 Declaration Of War	22:35 Declaration Of War
22:07 The Bletchley Circle	22:56 Dirty Laundry Live	20:47 The Quarters	01:00 Frost/nixon	00:00 Bargain Hunt	01:34 Oranges And Sunshine	00:33 Supernatural: The Animation	01:09 Supernatural: The Animation	00:00 The Project - Encore	00:05 Go Back To Where You Came From	00:05 Go Back To Where You Came From
22:54 The Weekly With Charlie Pickering	23:37 The Tonight Show Starring Jimmy Fallon	21:00 ABC News Wide	21:31 Australia Wide	01:00 Dr Oz		01:37 Rabbits Invasion	01:37 Rabbits Invasion	01:00 The Doctors	01:00 Home Shopping	01:00 Home Shopping
23:21 Dirty Laundry	23:42 Mock The Week	22:01 Iq2	23:00 ABC News							
23:29 Adam Hills: The Last Leg	00:17 Doctor Who	23:30 7.30	23:30 One Plus One							
00:07 Rage	01:04 The Tonight Show Starring Jimmy Fallon	23:30 One Plus One	00:00 ABC News							
	01:44 ABC News Update	00:30 The Drum	00:30 The Drum							
	01:00 Al Jazeera Newshour	01:00 Al Jazeera Newshour	01:00 Al Jazeera Newshour							

# Daily appreciation questionnaire

## Standard questions asked for all programs seen

Appreciation and other standard questions measured every day for all programs of each channel

Could you please rate each of the programs you watched yesterday with a mark out of 10, where 10 is the highest score? Please rate only yesterday's issue of the program, not the program in general.

	1	2	3	4	5	6	7	8	9	10
Secrets Of Mexico's Drug War (ABC2/20:31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening Australia (ABC (Main Channel)/18:31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spider-Man 2 (Seven/19:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please state which part of the program you watched:

	I watched a small piece of the program of about 5-10 minutes	I watched more than 10 minutes of it but not the whole program	I watched all of it
Secrets Of Mexico's Drug War (ABC2/20:31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening Australia (ABC (Main Channel)/18:31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spider-Man 2 (Seven/19:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree with the following statement: "This was a high quality program." Please give a mark out of 10, where 10 indicates 'strongly agree', and 1 indicates 'strongly disagree.'

	1 Strongly Disagree	2	3	4	5	6	7	8	9	10 Strongly Agree
Secrets Of Mexico's Drug War (ABC2/20:31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening Australia (ABC (Main Channel)/18:31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spider-Man 2 (Seven/19:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Daily appreciation questionnaire



## In-depth questions for selected programs

- Questions per channel, genre or specific titles
- Optional: program or broadcast-specific questions

The screenshot shows a GfK questionnaire interface. At the top left is the GfK logo. At the top right are icons for GfK Media, Privacy, Help, Contact, and Stop. Below the header, a light blue bar contains the text: "The following questions are about the program **Secrets Of Mexico's Drug War** on ABC2 at 20:31".

The first question is: "How informative was this program?" with five radio button options: "Very informative", "Fairly informative", "Not so informative", "Not at all informative", and "Don't know".

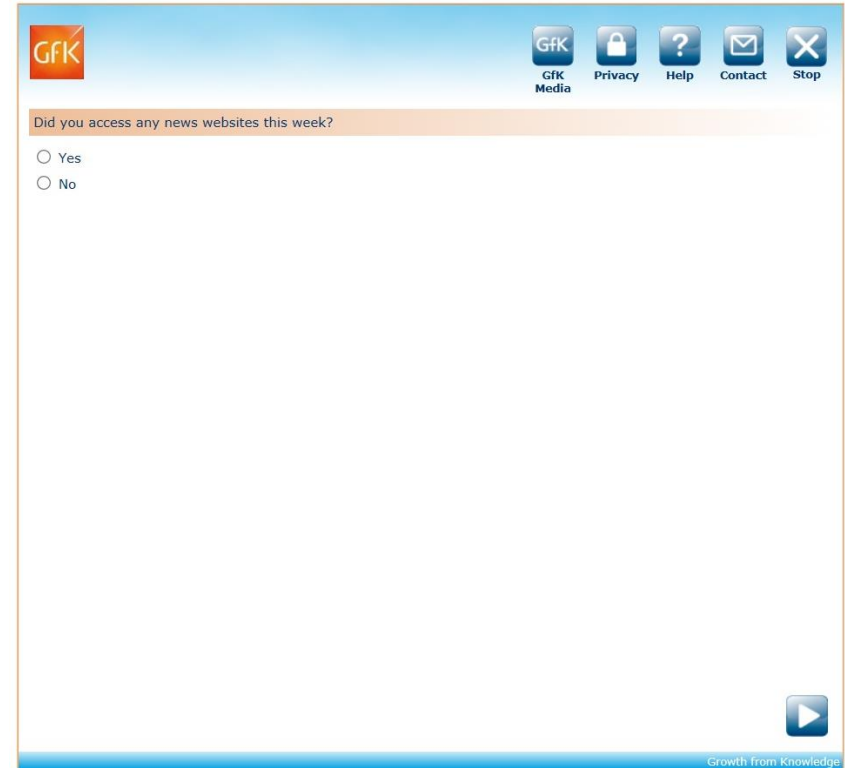
The second question is: "What did you think about the way the program was presented?" with five radio button options: "Very well presented", "Fairly well presented", "Not so well presented", "Not at all well presented", and "Don't know".

The third question is: "How thought-provoking was this program?" with five radio button options: "Very thought-provoking", "Fairly thought-provoking", "Not so thought-provoking", "Not at all thought-provoking", and "Don't know".

# Daily appreciation questionnaire

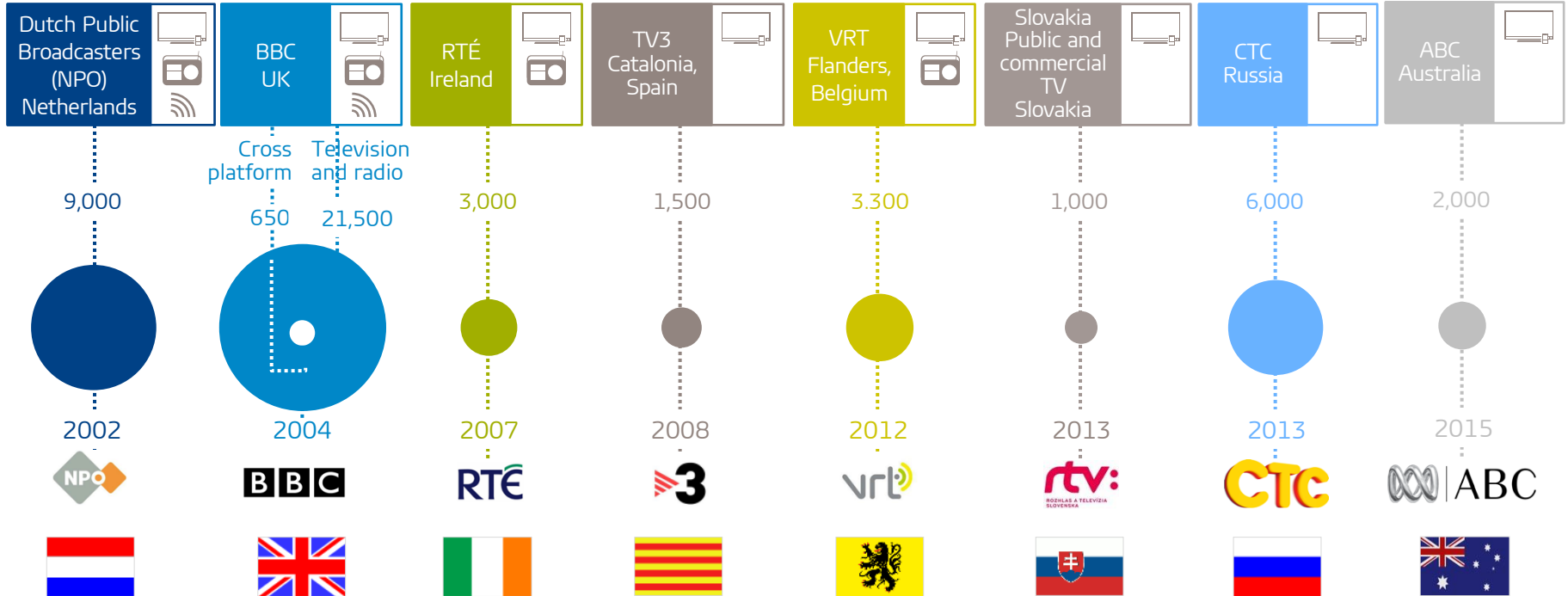
## Non-program- related questions

Additional questions on any subject not related to programs



The screenshot shows a web-based survey interface. At the top left is the GfK logo. To its right are five navigation icons: GfK Media, Privacy, Help, Contact, and Stop. Below the navigation bar is a question: "Did you access any news websites this week?". Underneath the question are two radio button options: "Yes" and "No". In the bottom right corner of the survey area, there is a play button icon. At the very bottom of the page, the text "Growth from Knowledge" is visible.

# Appreciation panels



\*More than 10 million questionnaires every year

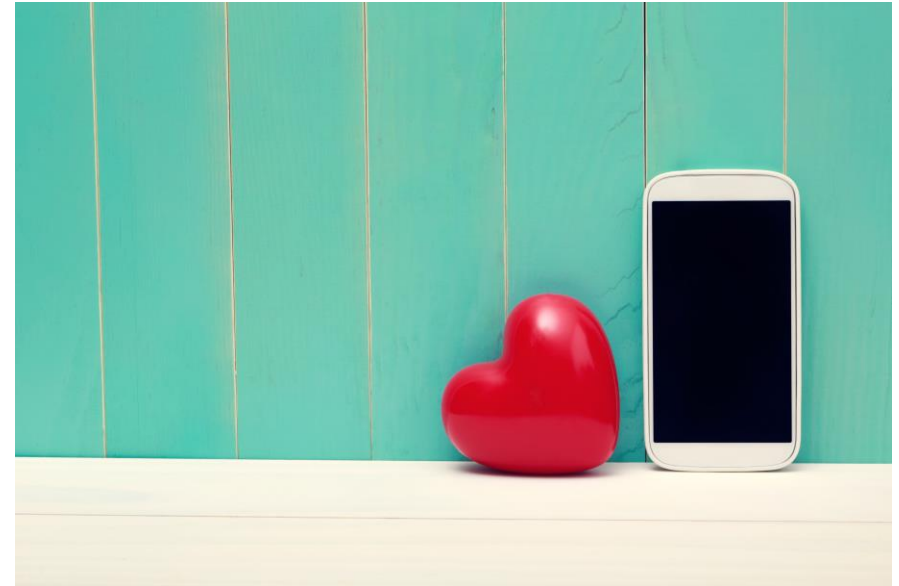


For what type of advertisers and campaigns can buying engagement make a difference?



## Advertisers can buy appreciation

- TV advertising effectiveness depends on the quality of the content it is placed in
- There is more than GRPs
- Advertisers and consumers prefer high quality programs



## Quotes advertiser

“Ster is right to emphasize qualitative aspects. It’s no longer all about the number of GRPs you score; the importance of qualitative media planning is increasing rapidly.”

- Harry Dekker, Media Director at Unilever



Source: Broadcast Magazine September 2015

## Quotes advertiser



“Ster’s appreciation package is a clever and effective way of purchasing media. We’re assured of the right surroundings and it adds value to our image campaign, which is all about brand positioning. Choosing the Ster appreciation package means our brands benefit from the influence of the public network’s highly appreciated programs. That makes it a smart choice.”

- Gwendolyn Kleinjan, Mediaplanner at De Persgroep Nederland



## Take-aways

- There is a market for selling and buying engagement
- Opportunities are for both broadcasters and advertisers
- TV is so much more than GRPs



# Get in touch



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