TMAM
Total Media Audience Measurement

How the Media Club brought the currencies together in The Netherlands

The TMAM cooperation: how it came about?

- This type of initiative has been tried before, but was never successful.
- Media Club: moving in together has led to stronger connections between different silos and has made cooperation easier.
- There was already cooperation between JIC’s in several projects (Establishment Survey, Media:Tijd time budget survey).
- There was a cooperation between SKO (TV) and Vinex (digital) in sharing the digital panel.
- There was a cooperation between research companies: Establishment Survey (Kantar) delivers respondents for TAM panel recruitment (GfK).
- The need for cross-media insights was getting stronger, on publishers’ as well as on advertisers’ and agencies’ side.
- Declining audience figures in some markets and the pressure on financing drive change.
TMAM Goal and Principles

1. Better insight in cross media reach
2. Comply to industry standards and best practices. Design, data collection and processing should be GDPR proof and E-privacy compliant
3. Future proof: new ways of media planning, trading and buying should be supported. New devices should be measured when relevant.
4. Efficiency: reducing costs by cooperating, and combining panels, samples and measurement technology

TMAM has to measure viewing, listening and reading on all platforms and devices for content and campaigns
The TMAM cooperation: first steps

- Talks between publishers started in 2017 – managing directors of NLO (listening), NOM (reading), SKO (viewing) and VINEX (digital traffic) were appointed to design the conditions and show the benefits of a technical cooperation between the four audience measurements.
- Requirements and wishes for measurement and data sets were collected from the stakeholders.
- Managing directors – backed up by a group of technical experts from different stakeholders – wrote a Request for Proposal for Total Media Audience Measurement (TMAM) which was sent out in July 2018.
Which elements does it involve?

Combined contracts for 3 out of 5 elements of the RfP:

1. Media Audience Measurement
   a. Digital
   b. Viewing
   c. Listening
   d. Reading
2. Consumer survey
3. Cross media – postponed
4. Establishment Survey (MSS)
5. Harmonisation
TMAM process...

**Phase 0**
- 2 July: Publication RfP
- August/September: Q&A sessions Bidders
- 1 October: Deadline proposals RfP
- 15 & 18 October: Presentations

**Phase 1**
- 1 October: Vendors
- 29 October: Evaluation RfP Group
- 31 October: "Day in the woods" RfP directors
- 27 November: RFP Group
- Continuation Q&A sessions Vendors Contract 1
- 30 November: Presentation Blue Print Steering Group

TOTAL MEDIA AUDIENCE MEASUREMENT
TMAM process...

Phase 2
- Recommendation
- Blue Print
- Deep dive technologies (TAM RAM DAM)
- Definitions data sets
- Deep dive modelling
- New offers on the basis of blueprint
- Cooperations measuring solutions
- Recommendations measurement solutions
- Start transition to TMAM
- Negotiations
- Parallel operation
- Final transition

Phase 3
- New offers on the basis of blueprint
- Deep dive technologies (TAM RAM DAM)
- Definitions data sets
- Deep dive modelling
Learnings from the process so far

• Moving in together (Media Club) has led to stronger connections between different silos and has made cooperation easier

• Open discussions with vendors during the first RfP phase lead to better proposals
  • After sending out the RfP and during the writing of the proposals we had meetings with individual vendors in order to discuss their ideas and directions
  • Both vendors and TMAM team appreciated this openness very much

• Cooperation is a political process - it is easier to achieve cooperation between the stakeholders if the process is lead along the research / technical lines (content first)

• Due to the great number of stakeholders it’s difficult to keep everybody informed all the time
Blue Print Design

With the Blue Print we hope to achieve all the principles.

Due to the high level of overlap we believe we created an efficient measurement set-up that offers extensive insight into cross media behavior.

Also we believe the Blue Print offers a great framework to link to other, external data sources (1st party data, census / RPD) and to accommodate / react to future developments.
Where are we now and what does this mean?

- The choice of preferred type of measuring solutions / technology per medium type has been made and approved by the boards
- The ideal solution / scenario involves several vendors
- There will have to be a close cooperation between the chosen vendors / research providers, with shared responsibilities for delivering the required measurements and data sets
- On the side of JIC’s / MOC, legal cooperation has to be arranged
- Talks with vendors / negotiations will start in the beginning of July
General learnings from the Dutch

In the 17th century, when the English and the Dutch were trying to lord it over the rest of the world, the English tried to smear the competition by prefixing anything cowardly, fake or otherwise worthy of disdain with ‘Dutch’:

- Double Dutch
- A Dutch uncle
- A Dutch wife
- Going Dutch
- A Dutch treat
- A Dutch agreement

But the Dutch also invented the “polder model” : cooperation / working together / looking for what connects us, not what divides us!
Thank you!
Thank you!

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