

# Client-vendor Tug of War!

David Boyle, EVP Insight, BBC Worldwide

*We have  
impossible  
jobs*

# WEBSITES



# WEBSITES SOCIAL NETWORKS





# WEBSITES SOCIAL NETWORKS APPS



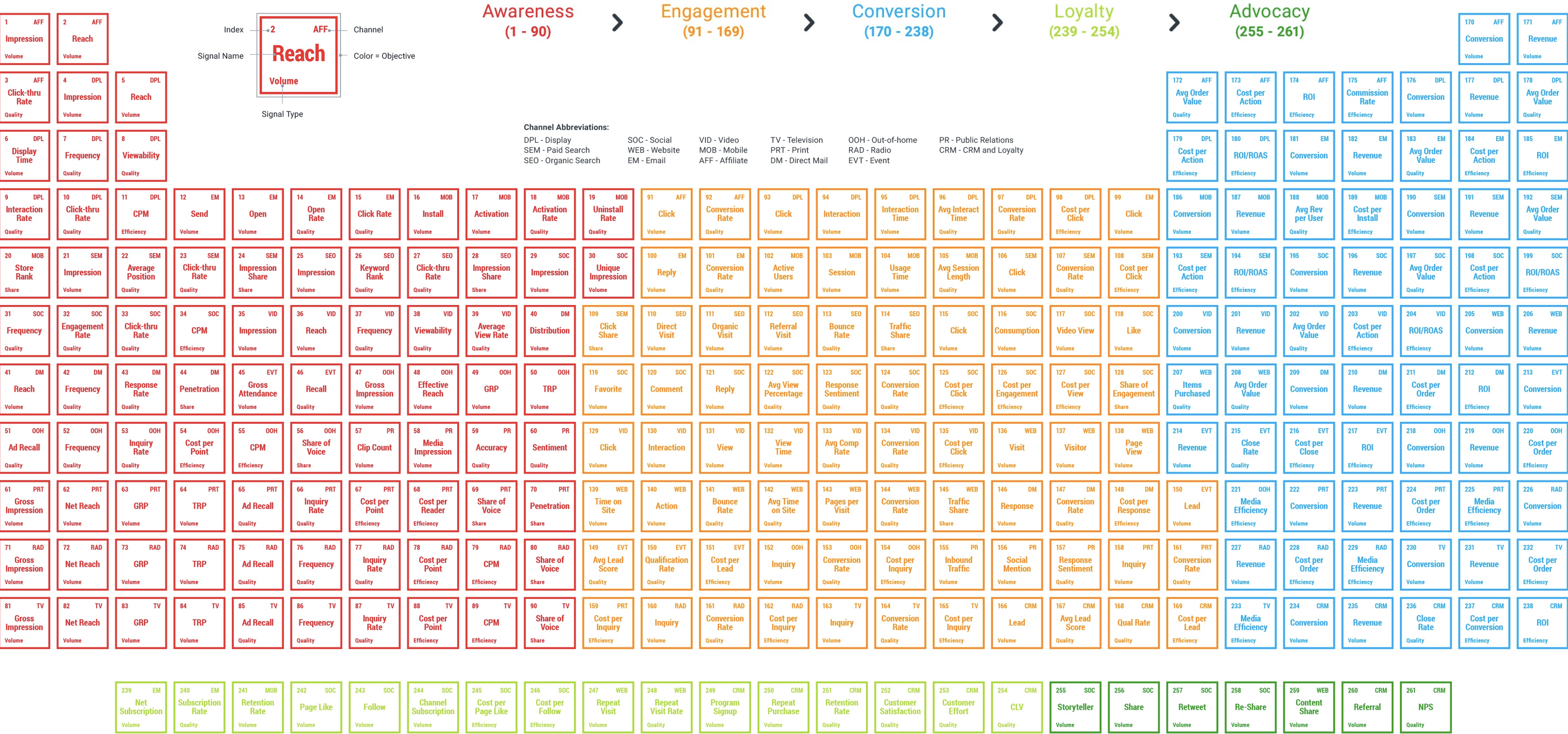


WEBSITES  
SOCIAL NETWORKS  
APPS  
MESSAGING



# Periodic Table of Marketing Signals

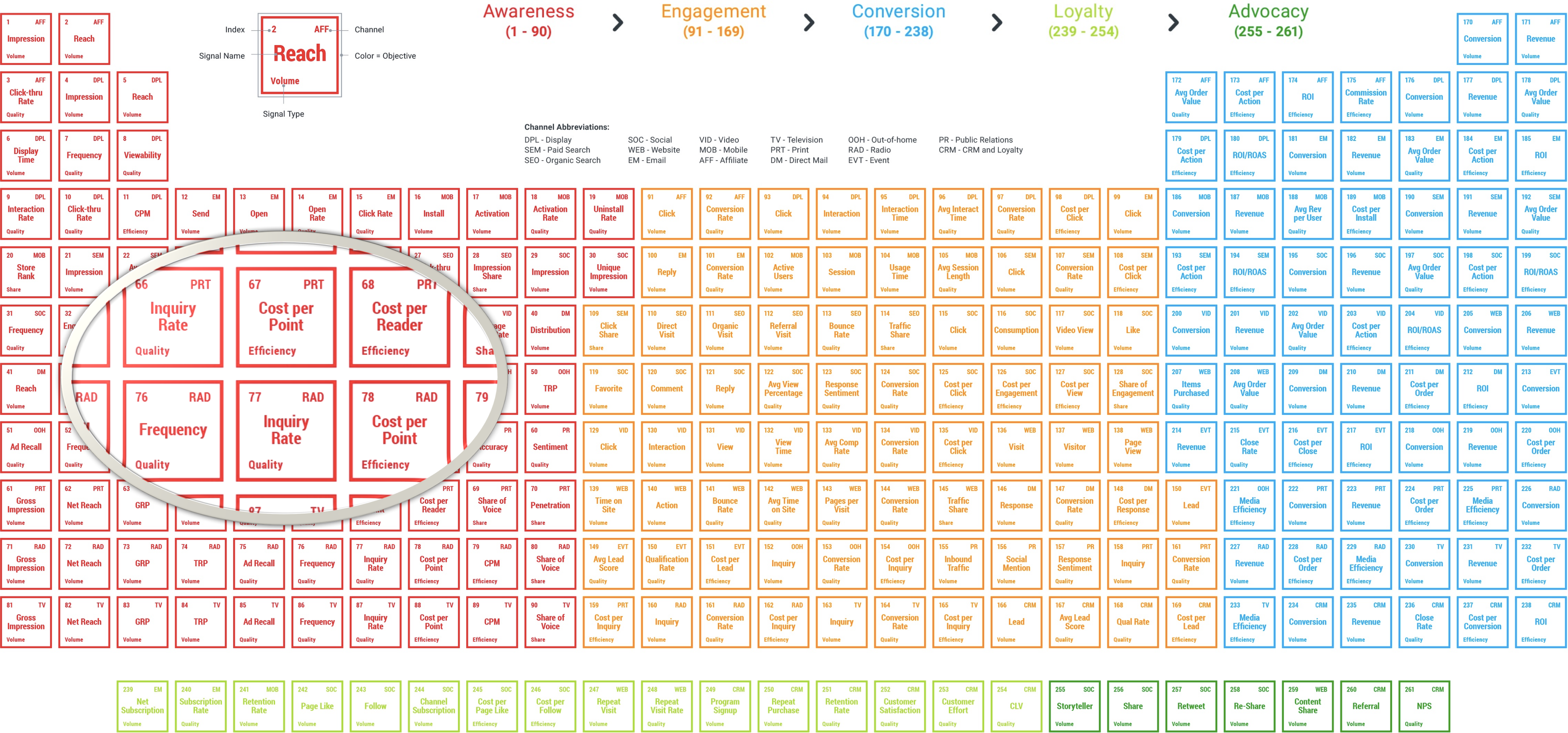
A Visualization of the Marketing Signals Framework





# Periodic Table of Marketing Signals

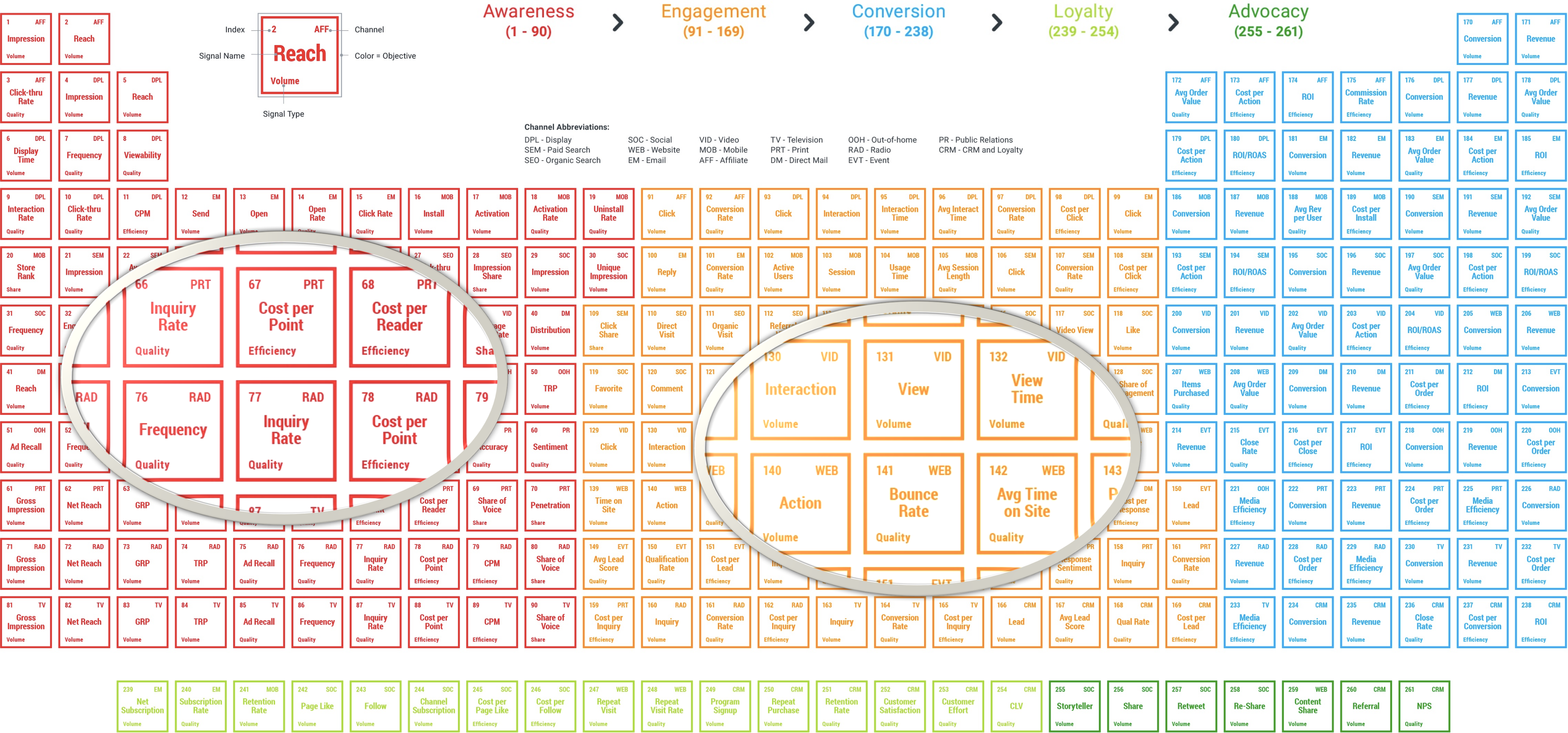
A Visualization of the Marketing Signals Framework





# Periodic Table of Marketing Signals

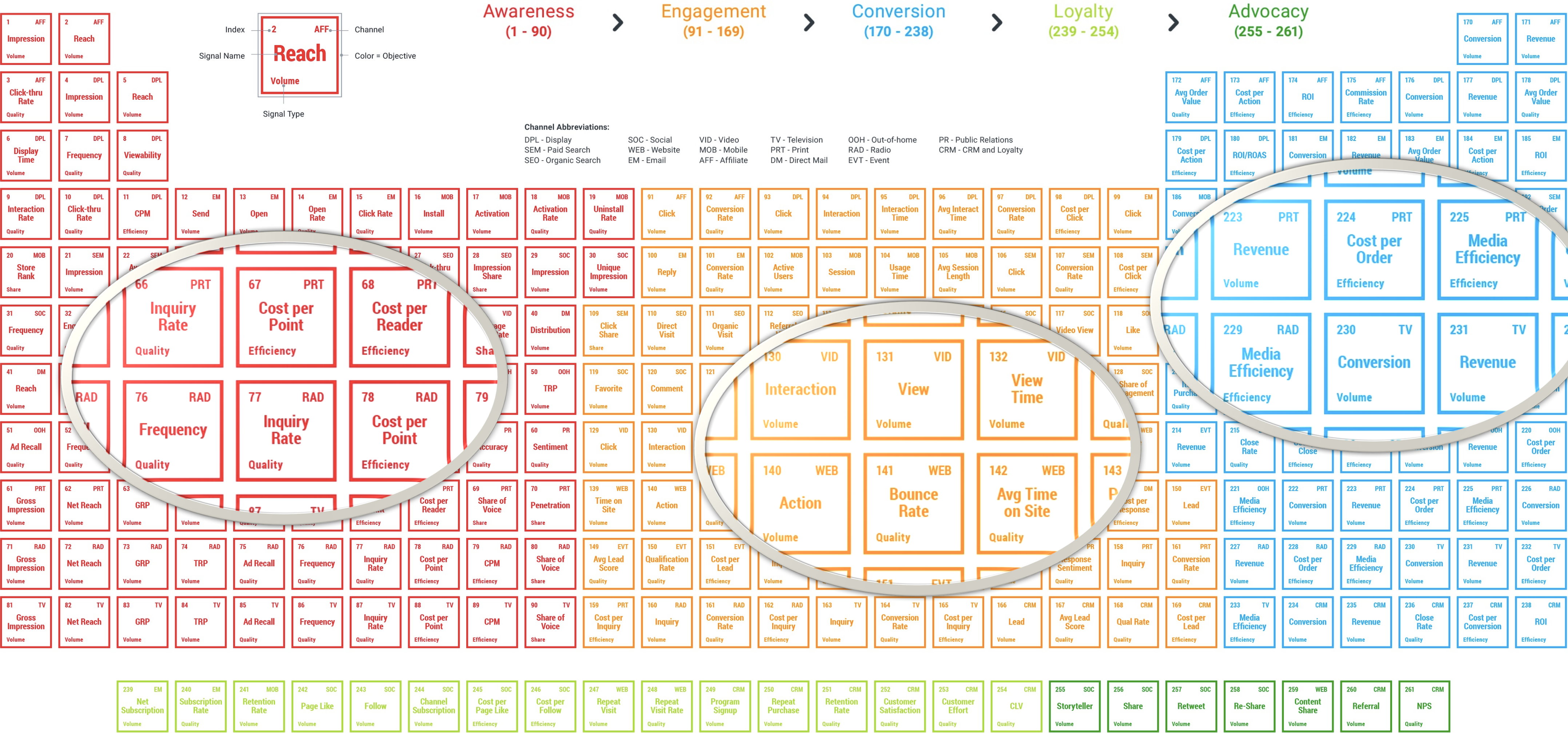
A Visualization of the Marketing Signals Framework





# Periodic Table of Marketing Signals

A Visualization of the Marketing Signals Framework





*There is hope*

"The future is here,  
it's just not evenly distributed yet"

"The future is here,  
it's just not evenly distributed yet"

Data Science,  
Artificial Intelligence  
/ Machine Learning

Automation  
(or semi-automation)

"The future is here,  
it's just not evenly distributed yet"

Data Science,  
Artificial Intelligence  
/ Machine Learning

Automation  
(or semi-automation)

"... and sometimes needs polishing"



# *Partnership*









OLD WORLD



nielsen



OLD WORLD

NEW WORLD

*(Semi-)automate  
the old world*

+

*'Listening' to  
everyday behavior.*

Data science.

BARB  
BROADCASTERS' AUDIENCE RESEARCH BOARD



nielsen





*Outdated skills?*  
*Get over it!*





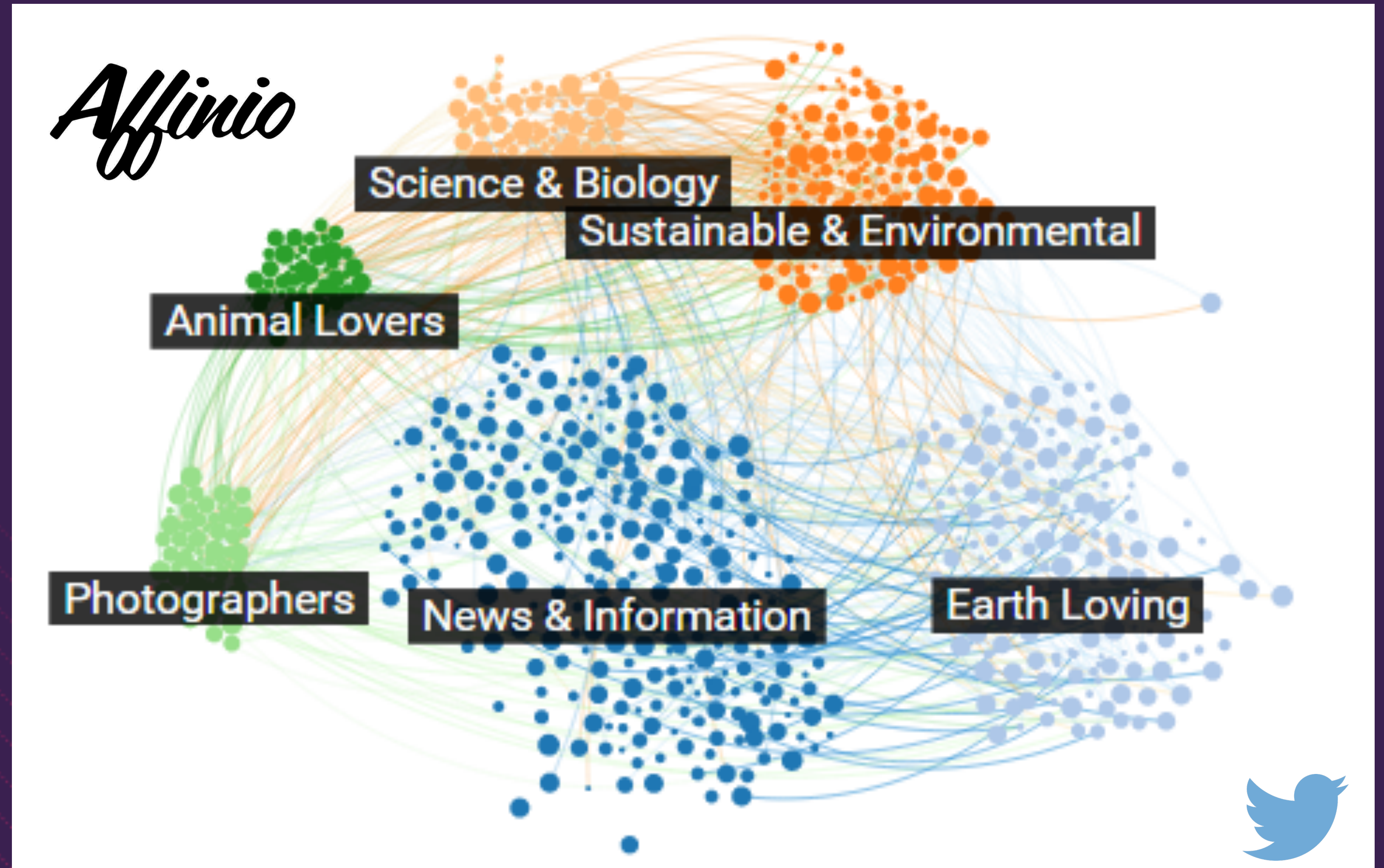
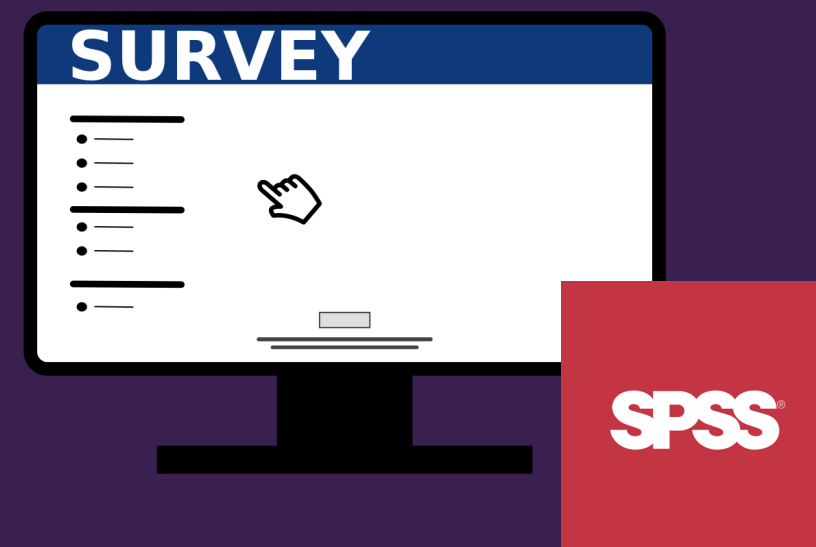






OLD WORLD

NEW WORLD





*Help people  
help themselves*





# Samsung phone fans versus Apple fans



Demographics		Samsung fans		Apple fans	
Gender	Male	58%	55%		
		42%	45%	Female	
Age Group		1%	3%	Under 18 Years Old	
		3%	5%	18 - 24 Years Old	
	55 - 64 Years Old	29%	26%		
Race		85%	87%	White	
	Black	6%	4%		
		1%	1%	Asian	
Urbanicity	Rural	27%	25%		
Income Level	Low Income	13%	10%		
	Middle Income	66%	59%		
		21%	31%	High Income	
Education Level	Have a High School Education or Less	20%	17%		
	Have Attended College Without Graduating	32%	28%		
		15%	20%	Have a Graduate Degree	
Marital Status		63%	66%	Married	
	Divorced	16%	13%		

# Samsung phone fans versus Apple fans



Entertainment		Samsung fans		Apple fans	
NFL Following	No significant differences were found with respect to NFL Following.				
Sports TV Viewing Frequency	No significant differences were found with respect to Sports TV Viewing Frequency.				
Favorite Movie Genre		20%	23%	Prefer Drama Movies	
Movie Attendance		9%	10%	Go to the Movies Regularly	
		56%	61%	Go to the Movies Occasionally	
	→	Never Go to the Movies	35%	29%	

Health and Lifestyle		Samsung fans		Apple fans		
Exercise Frequency		34%	40%	Exercise Regularly		
Considering Themselves to Be Overweight	→	Never Exercise	48%	44%		
		Consider Themselves to Be Overweight	65%	61%		

Media Consumption		Samsung fans		Apple fans		
Most Watched Television Network	No significant differences were found with respect to Most Watched Television Network.					
Most Watched Cable News Network	→	Don't Watch News on TV	14%	12%		

Personal Finance		Samsung fans		Apple fans	
National Economy Characterization		14%	17%	Describe the National Economy as Good	
		Describe the National Economy as Bad	86%	83%	
Personal Finance Characterization		59%	65%	Describe Their Own Personal Finances as Good	
	→	Describe Their Own Personal Finances as Bad	41%	35%	



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# A global cross-media buzz reporting system

## with APTURIS

### CRITERIA:

1. As close to real-time as possible
2. Country-by-country for many countries
3. For ANY Media, Brands, Celebrities or competitors
4. Several years back in time
5. Daily data
6. Automatically detect and identify 'interesting' results
7. *Very, very cheap*

# WEEKLY REPORT WE CAN NOW BUILD

SUMMARY: [BRAND] had significant and sustained marketing impact in a number of markets last week.

WHERE: There were significant and sustained marketing impacts in UK (+10%), US (+13%) and AU (+7%) on Tuesday of last week. Medium size, short term impacts were felt in FR (4%) and DE (5%).

WHAT: Most of the impact manifested in search for [PRESENTER 1] (61%), however [PRESENTER 2] (16%) and [BRAND] overall (15%) were impacted.



# WEEKLY REPORT WE CAN NOW BUILD

So what?

SUMMARY: [BRAND] had significant and sustained marketing impact in a number of markets last week.

Great! Must congratulate the team

WHERE: There were significant and sustained marketing impacts in UK (+10%), US (+13%) and AU (+7%) on Tuesday of last week. Medium size, short term impacts were felt in FR (4%) and DE (5%).

Ask FR and DE why the marketing wasn't as successful

WHAT: Most of the impact manifested in search for [PRESENTER 1] (61%), however [PRESENTER 2] (16%) and [BRAND] overall (15%) were impacted.

- Ask marketing to drive Brand attribution, rather than talent
- Give [Presenter 2] more share of marketing
- Why aren't other presenters connecting?

# WEBSITES



# WEBSITES SOCIAL NETWORKS





# WEBSITES SOCIAL NETWORKS APPS





# POKÉMON GO





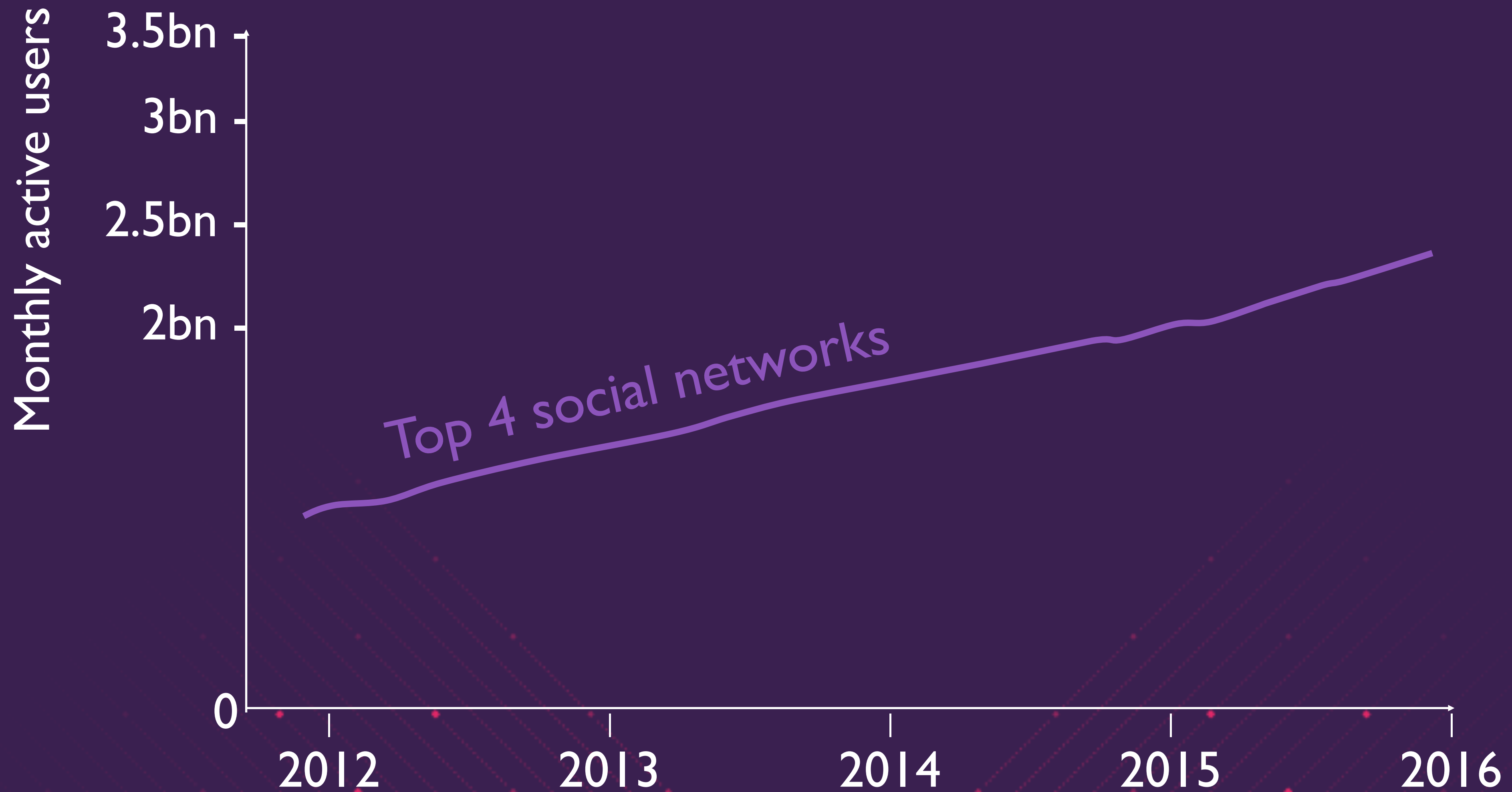
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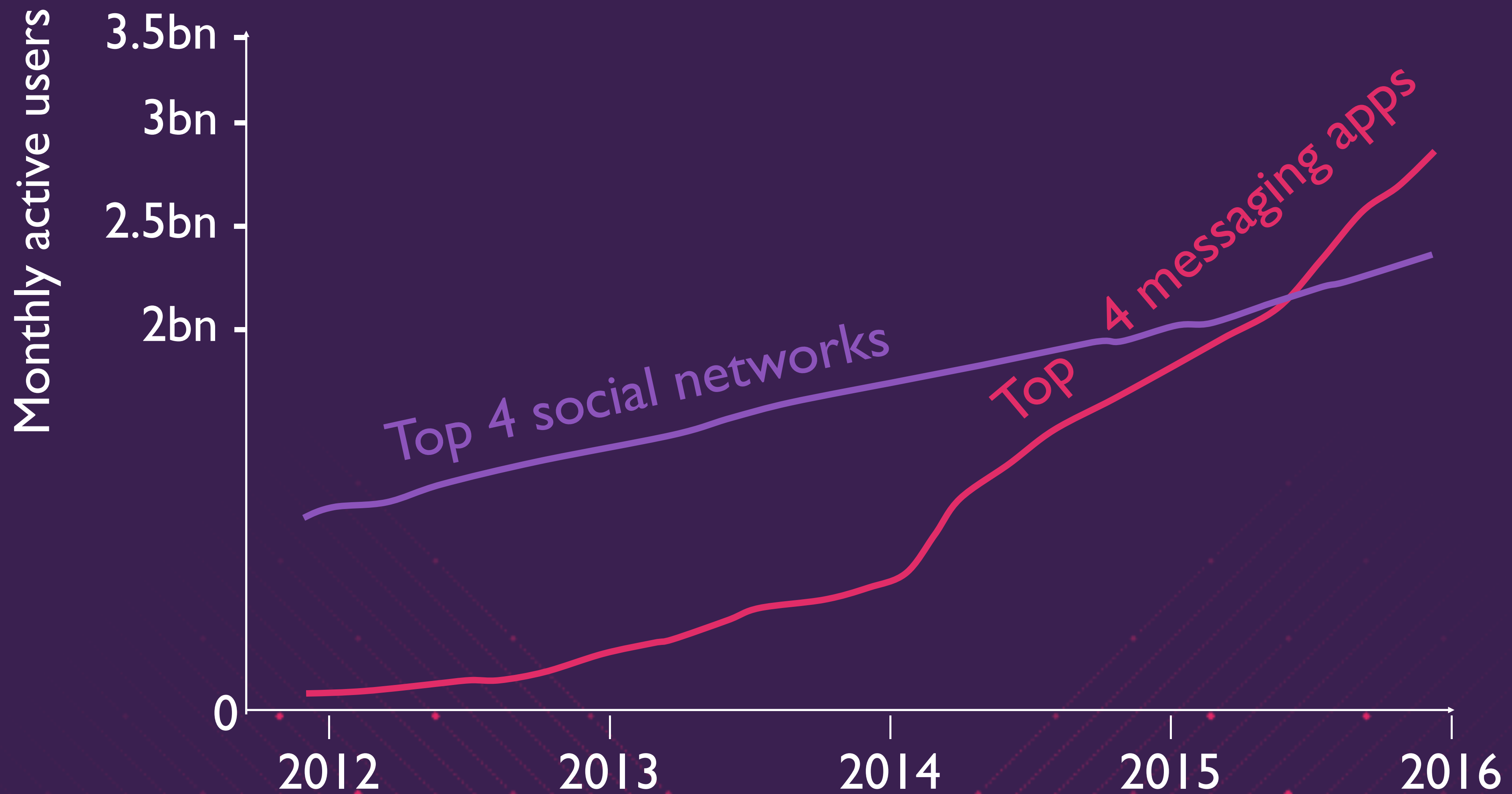




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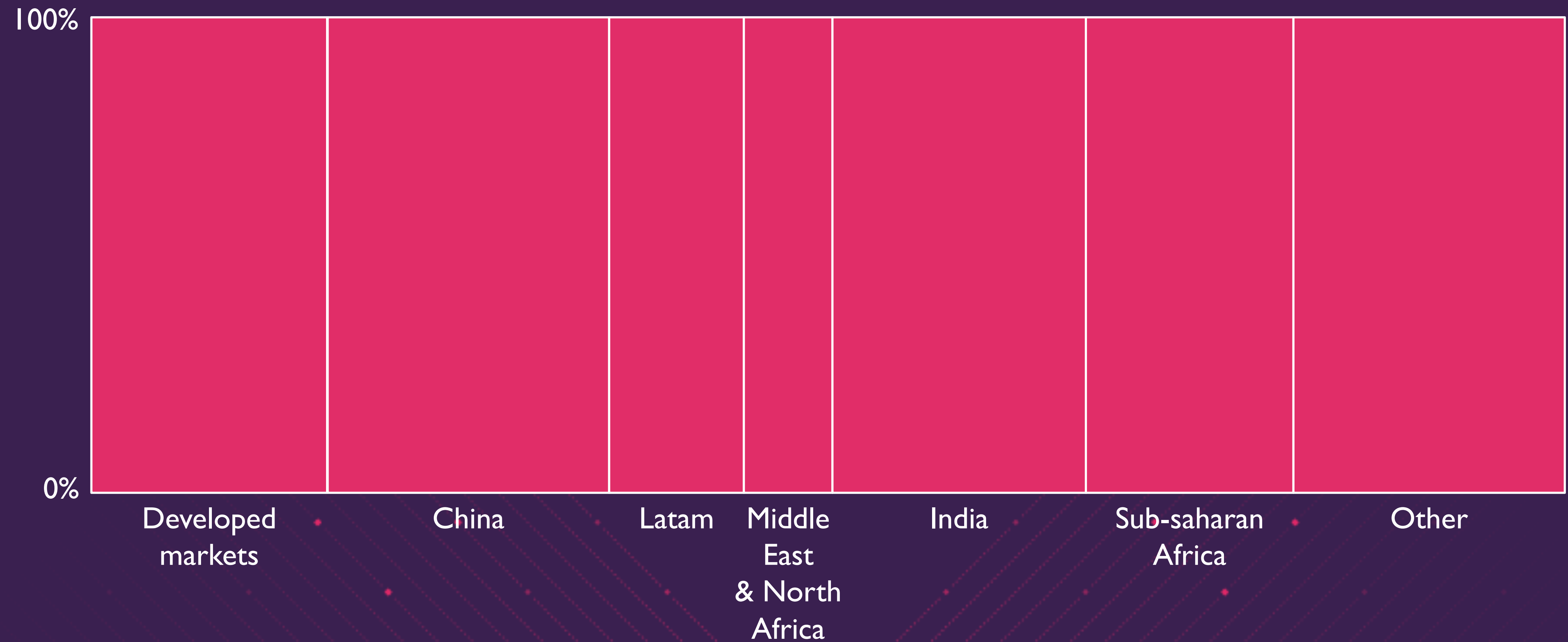


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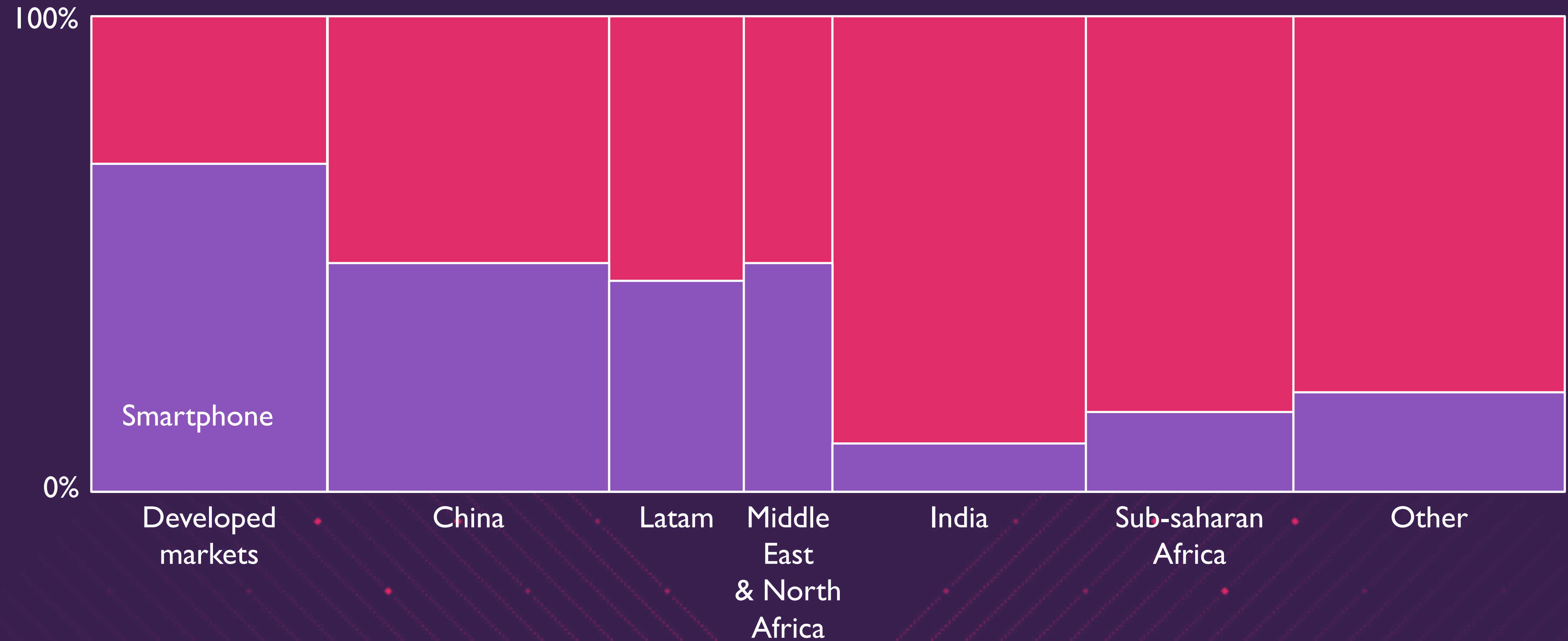
# 5.4bn people

over 14 years old



# 5.4bn people

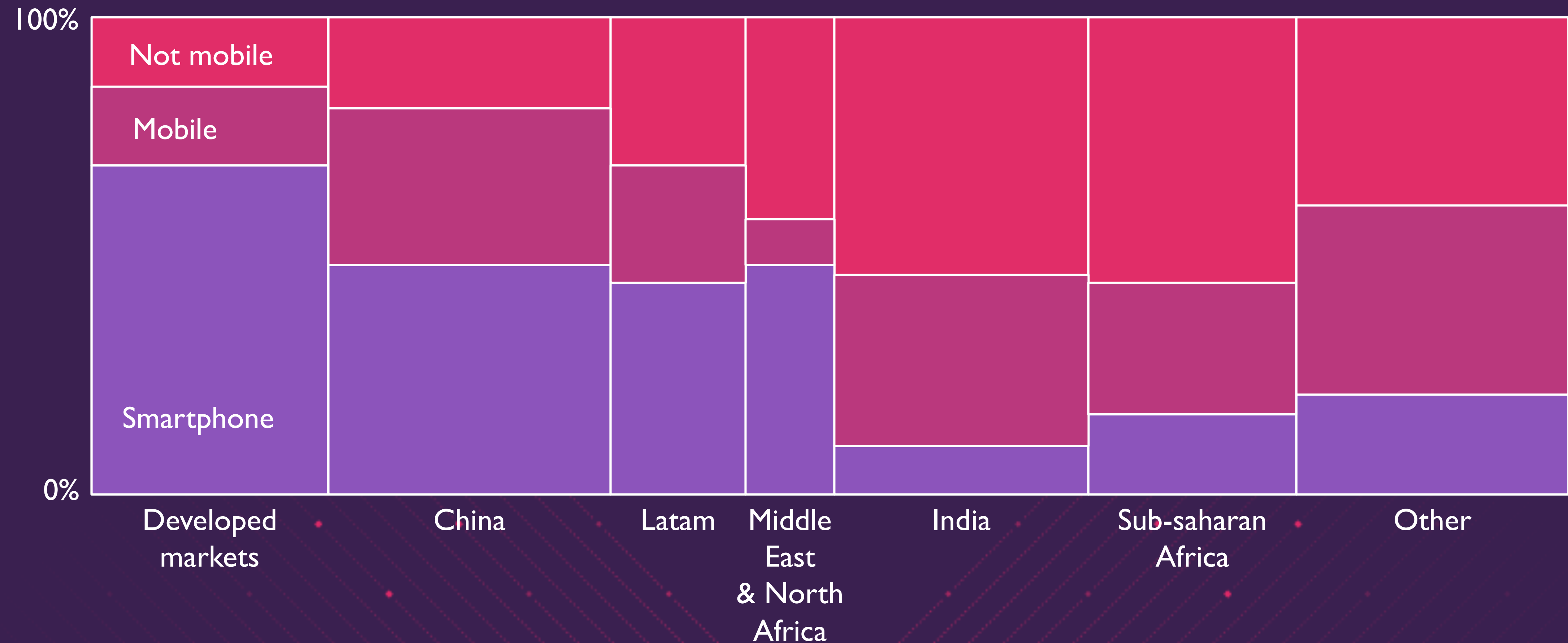
over 14 years old





# 5.4bn people

over 14 years old



# Time taken to reach 100m users in China



# Time taken to reach 100m users in China

Yu'e Bao

Didi Dache

WeChat

Tencent Weibo

Sina Weibo

Smartphones

Renren

Digital TV

QQ

Broadband

Feature phones

1985

1990

1995

2000

2005

2010

2015

# Time taken to reach 100m users in China

Yu'e Bao

Didi Dache

WeChat

Tencent Weibo

Sina Weibo

Smartphones

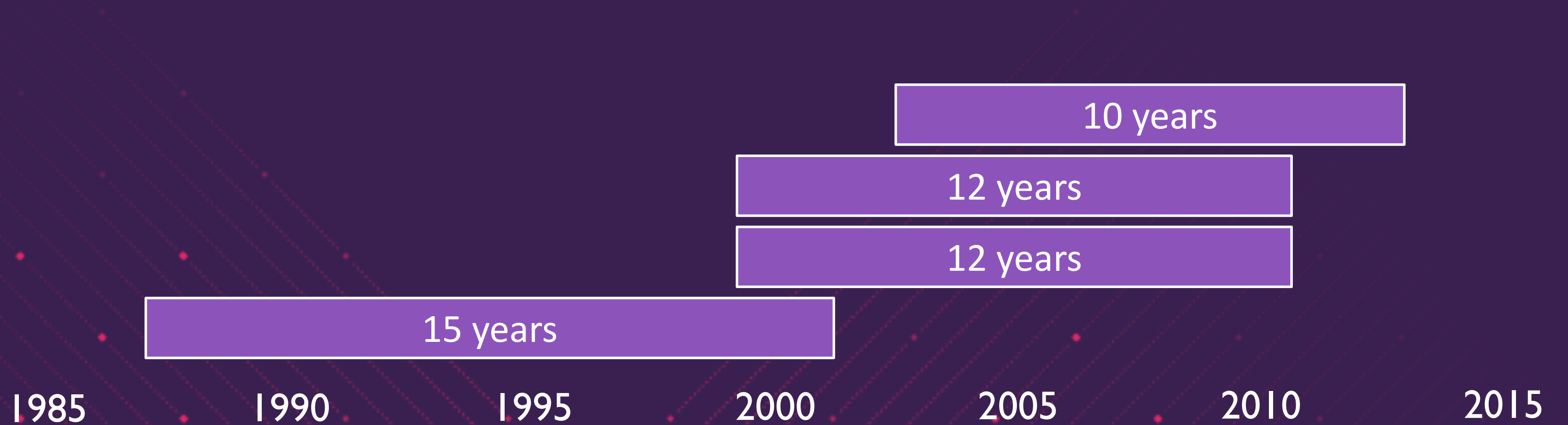
Renren

Digital TV

QQ

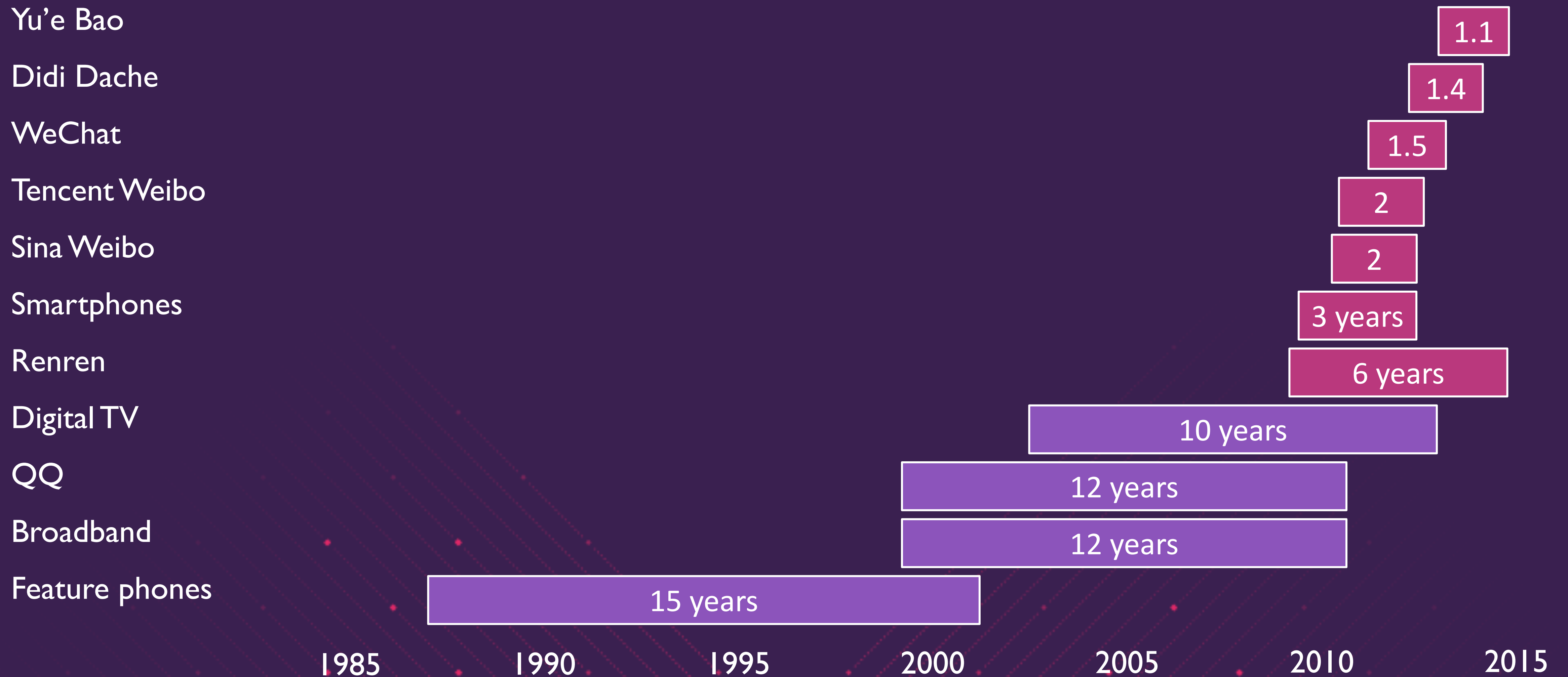
Broadband

Feature phones



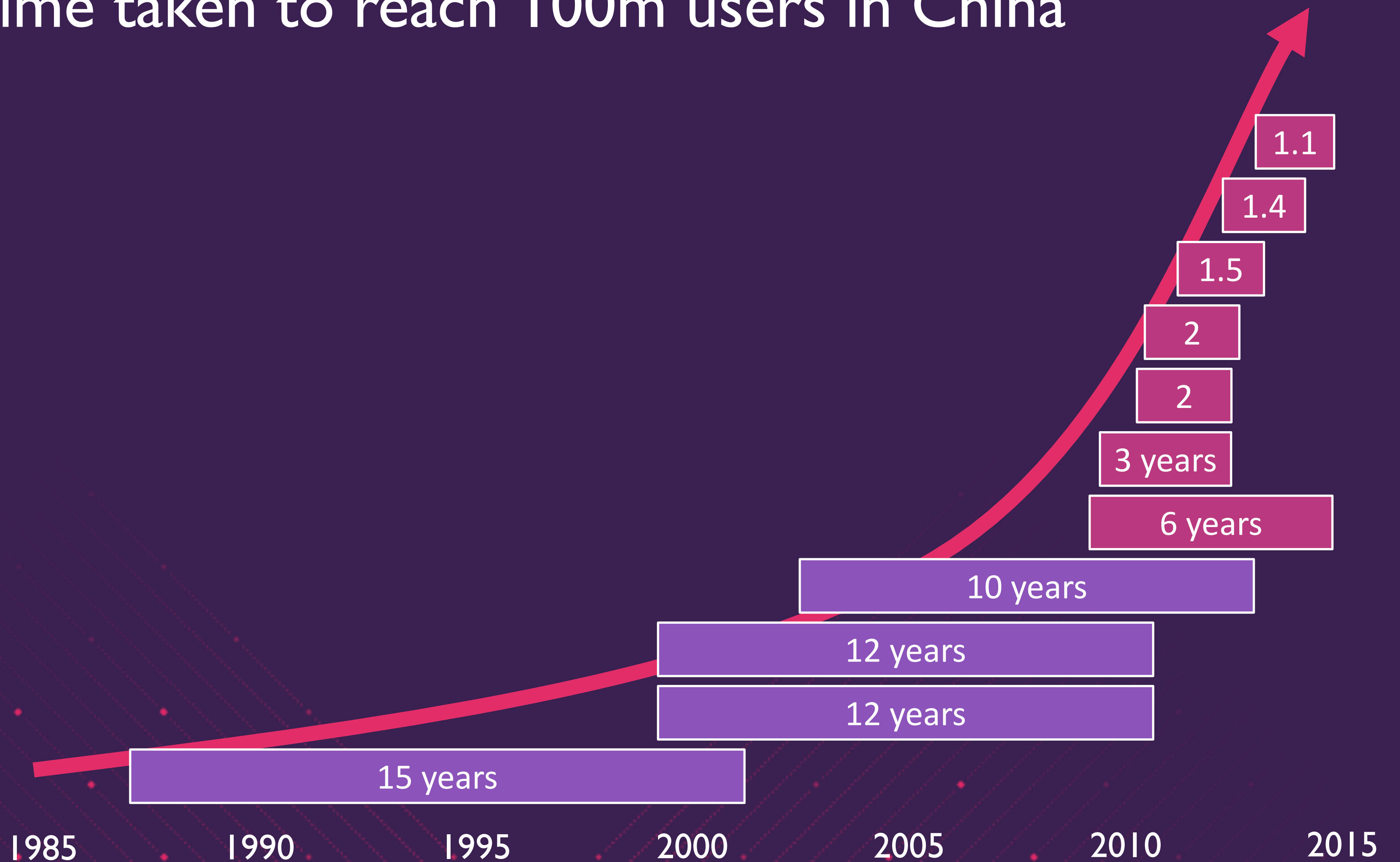


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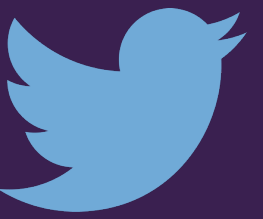


# Time taken to reach 100m users in China

Yu'e Bao  
Didi Dache  
WeChat  
Tencent Weibo  
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Smartphones  
Renren  
Digital TV  
QQ  
Broadband  
Feature phones







# 1% CREATORS



1% CREATORS  
9% EDITORS





1% CREATORS

9% EDITORS

90% SILENT