Tim Van Doorslaer

TV performance

LESS MINUTES, MORE ON DEMAND

MINUTES

Source: CIM Audimetrie / rat% VVA 18-54 / TSU / 17u-24h / YTD jan-oct/National

THE REACH OF BROADCAST TV REMAINS HIGH

MINUTES

DAILY REACH

Source: CIM Audimetrie / rat% VVA 18-54 / TSU / 17u-24h / YTD jan-oct/National

ADVERTISING REACH: SMALL DECLINE 1+, STABLE 3+

NORTH

AVERAGE 286 GRP

SOUTH

AVERAGE 263 GRP

Source: CIM Audimetrie / Jan-Oct, 18-54, Average of ALL Campaigns – duration: minimum 1, maximum 6 weeks - GRP: minimum 100GPR, maximum 1000GRP.

BVOD – BROADCASTERS VIDEO ON DEMAND

AN EXTENDED MULTI SCREEN OFFER

AN EXTENDED MULTI SCREEN OFFER

DIFFERENT VIEWING MODES IN PRACTICE

VTM & VTM GO
Huis Gemaakt
10 episodes
May 2022

RTL & RTL Play
Mariés au premier regard
8 episodes
Feb-March 2022

PLAY4 & GoPLAY
De mol
9 episodes
Mar-May 2022

PlugRTL & RTL Play
Les ciquantes
25 episodes
Sep-Oct 2022

EEN & VRTmax
Twee Zomers
6 episodes
Feb-March 2022

LIVE VOSDAL TSV1-7 BVOD28

Source: CIM TV / Total individuals /TV Live+7, Online+28d / averages of a number of episides

A RELEVANT COVER BUILD UP FOR BVOD

NORTH

TV BVOD

SOUTH

Source : CIM ToVA planner, on 18-54, April 2022

TV AND BVOD COMPLEMENT EACH OTHER

NORTH

SOUTH

Source: All data on 18-64, Jan-Oct 2022 - TV : CIM audimetrie/ all day / all commercial channels – BVOD : CIM Internet- North : VTM GO, GoPlay, VRTmax / South : RTL Play, Auvio

Building blocks
Total video plan

LAUNCH OF THE TOTAL VIDEO ADVERTISING PLANNER TOVA

A new planning currency to plan R&F for total video

1. VIDEO SOLUTIONS IN EVERY STAGE OF THE FUNNEL QUALITATIVE REACH FOR CONSIDERATION

QUALITATIVE REACH

Nothing sells like emotion, and nothing generates emotion like video

LES BINET

TOTAL TV (TV + BVOD) DELIVERS QUALITATIVE REACH

Total TV plan : 330 GRP on 18-54

NORTH

TOTAL REACH 67.2 %

SOUTH

TOTAL REACH 62.2 %

Source : CIM ToVA planner, on 18-54, April 2022. Budget split : TV : 90%, BVOD 10%

2. VIDEO SOLUTIONS IN EVERY STAGE OF THE FUNNEL BROAD REACH FOR AWARENESS

BROAD REACH — **TV+BVOD+Short Form**

QUALITATIVE REACH — **TV+BVOD**

EXPANDING REACH WITH SHORT FORM

REACH EVOLUTION OF SHORT FORM IN BELGIUM

NORTH

SOUTH

Source : YouTube; GWI 18-54 – Publishers : CIM Probe, all short form players, 18-54 – Q2 2021 is only june. ;

BVOD & SHORT FORM HAVE A DIFFERENT NATURE

LONG FORM

SHORT FORM

3. CONSIDER ATTENTION BASED ON YOUR OBJECTIVE

ACTIVE ATTENTION	LINEAR	BVOD	PUBLISHERS	YOUTUBE
TV SCREEN	Jan ‘23			
MOBILE		13,7” 72 %		5,6” 37 %
DESKTOP				

4. MANAGE FREQUENCY ON EACH PLATFORM

About half of the reach of a total video plan is exclusive

AVOID OVERSPEND IN EXCESSIVE FREQUENCY

NORTH

SOUTH

COVER BUILD UP TO 5 OTS

Source : CIM ToVA planner, on 18-54, April 2022. Youtube is trueview only.

IF YOU PLAN FOR REACH - THE IDEAL TOTAL VIDEO PLAN

NORTH BUDGET	NORTH UNIQUE REACH		SOUTH UNIQUE REACH	SOUTH BUDGET
70 %	58 %	LINEAR	55 %	70 %
20 %	+ 9 %	BVOD PUBLISHERS	+ 6 %	15 %
10 %	+ 7 %	YOUTUBE	+ 13 %	15 %
	74 %	< TOTAL REACH >	74 %	
	+10% vs tv only		+12% vs tv only	

Source : CIM ToVA planner, on 18-54, April 2022. Plan GRP = 400. Youtube trueview only.

KEY TAKEAWAYS

1. TV reach is resilient, and remains the foundation of each video plan
2. BVOD complements TV and adds qualitative reach
3. Short form is there to maximize and optimize reach
4. The building blocks for a total tv plan: qualitative reach, consider attention, avoid excessive frequency
5. Plans that aim for reach can best look for 70 / 20 / 10 (North) and 70 / 15 / 15 (South)