



VIEWERSHIP IN-TRAIN TV

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February 2019

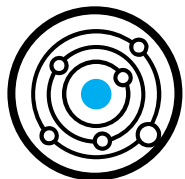


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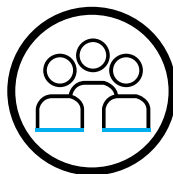


BASIC METRIC

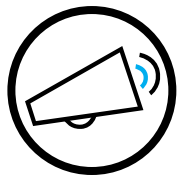
BASIC METRIC



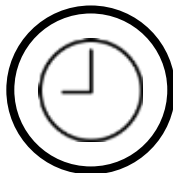
UNIVERSE /
POPULATION



TARGET
AUDIENCE



REACH



AVERAGE
TIME VIEWER
(ATV)

TVR/GRP

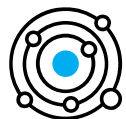
Impression

Reach%

CPRP/CPR/CPM

Index

UNIVERSE/POPULATION



UNIVERSE/ POPULATION

Total possible audience available.

- May be the total population of a region or a part of it depending on the target audience definition
- Gives an idea of the total available market



TARGET AUDIENCE

Who do we want to communicate with.

- Demographics
- Psychographics
- Products consumed

This can be translated into a definition which is accessible and quantifiable on the available media research tool

EXAMPLE

Total Population
6,000,000



**UNIVERSE/
POPULATION**

Female
3,048,000 (50.8%)

Female 20-34
310,896 (10.2%)

Female 20-34 UM
27,048 (8.7%)



**TARGET
AUDIENCE**

REACH

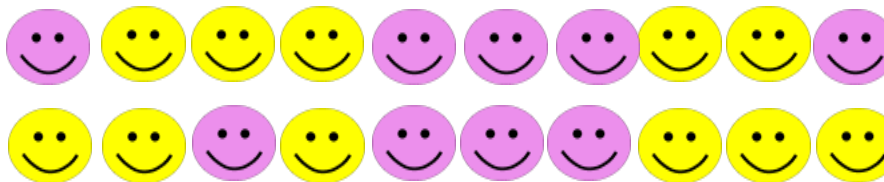
Reach : The number of different people (or unique people) from our defined target audience exposed to a specific media vehicle or schedule at least once.

Reach % : Percentage of reach within Population of Target Audience


$$\text{Reach (\%)} = \frac{\text{Reach}}{\text{Population}}$$

No of people watch In-train TV at 10.00 – 10.05

No of people watch In-train TV at 10.06 – 10.10



 Total TV Population

 Watch certain daypart

REACH% 10.00 – 10.05

50%

REACH% 10.06 – 10.10

40%

REACH% 10.00 – 10.10

60%

IMPRESSION

000's

Average number of people (can be duplicated) who exposed with in-train TV within a given period (in MacroAd study 15 minutes)

000's Formula : Reach 000's x (Minute spent in the train/Total Broadcast Time – ATV)

IMPRESSION

Total number of people (can be duplicated) who exposed with in-train TV within a given period. **Impressions help us set the context for everything that comes after**

Impression Formula : 000's x Total Spot/Ads/total page load

Case : Time Spent = 18 Minute

1 No of people watch In-train TV at 10.00 – 10.15



2 No of people watch In-train TV at 10.15 – 10.30



Reach = 10 People
000's : 10 x (18/30 minute) = 6
Impression : 6 x 2 = 12

RATING AND SHARE

TVR/GRP

- TVR – TV Ratings**
 The percentage of a given population group / target audience consuming a medium at a particular moment.

$$\text{Rating (\%)} = \frac{\text{000's}}{\text{Total Population}}$$

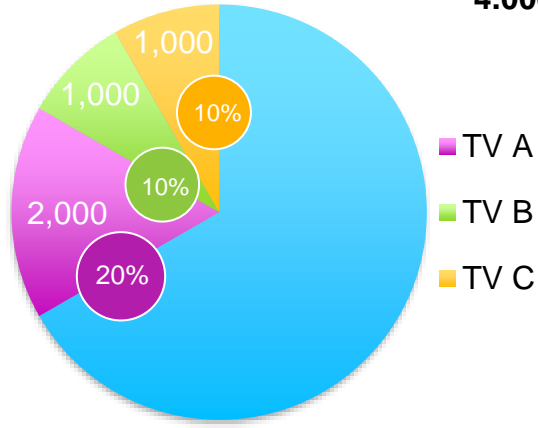
- GRP – Gross Rating Point**
 Total of TVRs

SHARE

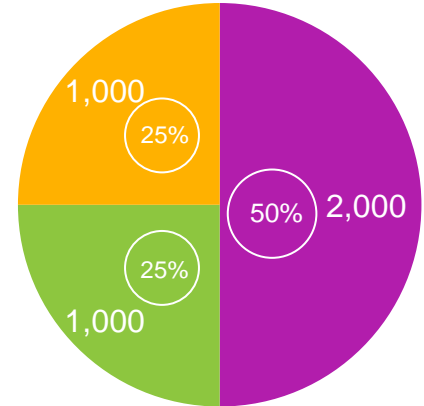
Percentage of total TV viewing across a specified time interval of a given channel, program or others use of TV set.

$$\text{Share(\%)} = \frac{\text{000's}}{\text{Total viewers}}$$

TV POPULATION: 10.000 | TV VIEWERS: 4.000



TVR



SHARE

OTHERS METRIC

ATV

- **Ave.Time/Viewer**

The average minutes time spend per person in the comm. line

$$\text{ATV} = \frac{\text{Time Spend in the commline}}{\text{Total Broadcast a day}}$$

Index

- **Index**

A conversion figure between the base audience rating and the target audience rating.

For example:

An index of 126 for target audience Adults 15-34 against a base audience of 5+ means 15-34s obtained a 26% higher rating than the base average across all 5+.

$$\text{Index} = \frac{\text{TVR target audience}}{\text{TVR all people 5+}}$$

CPRP/CPR/CPM

- **CPRP**

Cost of reaching one percent of the market using a medium or vehicle.

$$\text{CPRP (IDR)} = \frac{\text{Cost}}{\text{GRP}}$$

- **CPR**

Cost to contact one person.

$$\text{CPR (IDR)} = \frac{\text{Cost}}{\text{Reach 000s}}$$

- **CPM**

Cost to contact one thousand Impression

$$\text{CPM (IDR)} = \frac{\text{Cost}}{\text{Impression}}$$

The correlation between 000s, Reach 000s and ATV%

$$\text{000s} = \text{Reach} \times \text{ATV\%}$$

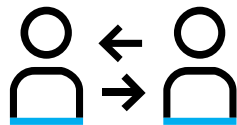
METHODOLOGY

METHODOLOGY



Type of Research

- **Quantitative Research**
- **Tools : Travel Diary**



Respondent Criteria

People who using Commuter line



Area & Samples

1. **Area Survey** : 20 Station - Jabodetabek
2. **Samples** : 300 Respondent



Period Survey

1 Week Every Month

STEP BY STEP : VIEWERSHIP MEASUREMENT

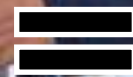


HOW TO ESTIMATE POPULATION?

Traffic
Data

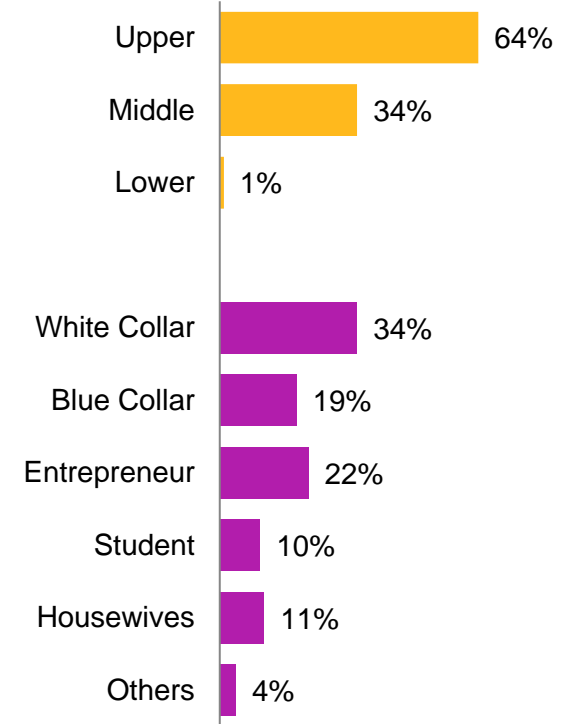
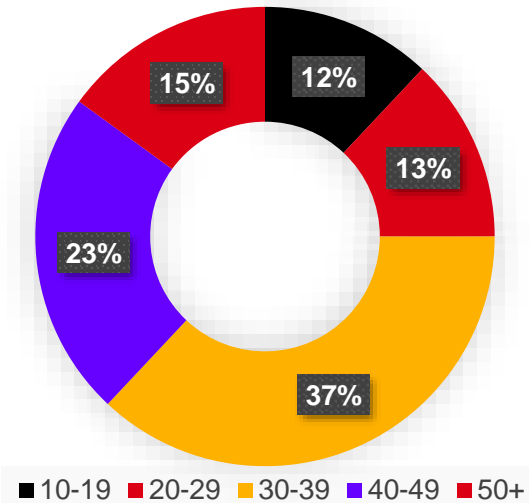
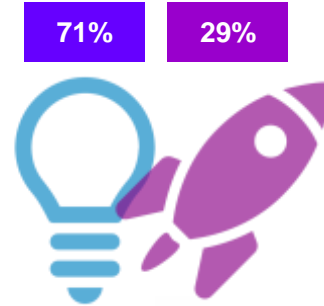


Trip
Frequency



ESTIMATE POPULATION 2019

Demography	Population
Male	607,579
Female	247,925
10-19 Years	100,864
20-29 Years	113,954
30-39 Years	316,793
40-49 Years	193,686
50+ Years	130,207
Upper	550,944
Middle	293,951
Lower	10,609
White Collar	286,850
Blue Collar	158,439
Entrepreneur	191,889
Student	88,031
Housewives	96,843
Others	33,452



SAMPLE DISTRIBUTION



Serpong
8 Respondent

Sudimara
12 Respondent

Duri
20 Respondent

Tangerang
12 Respondent

Parung Panjang
8 Respondent

Tanah Abang
24 Respondent

Sudirman
20 Respondent

Manggarai
24 Respondent

Pasar Minggu
12 Respondent

Depok Baru
20 Respondent

Sawah Besar
8 Respondent

Kampung Bandan
12 Respondent

Gondangdia
12 Respondent

Jatinegara
20 Respondent

Tebet
20 Respondent

Tanjung Barat
8 Respondent

Bogor
20 Respondent

Bekasi
20 Respondent

Kranji
12 Respondent

Cikarang
8 Respondent

**Total Sample
300 Respondent
Pop : 855.504 Commuters**

**Total Area
20 Station**

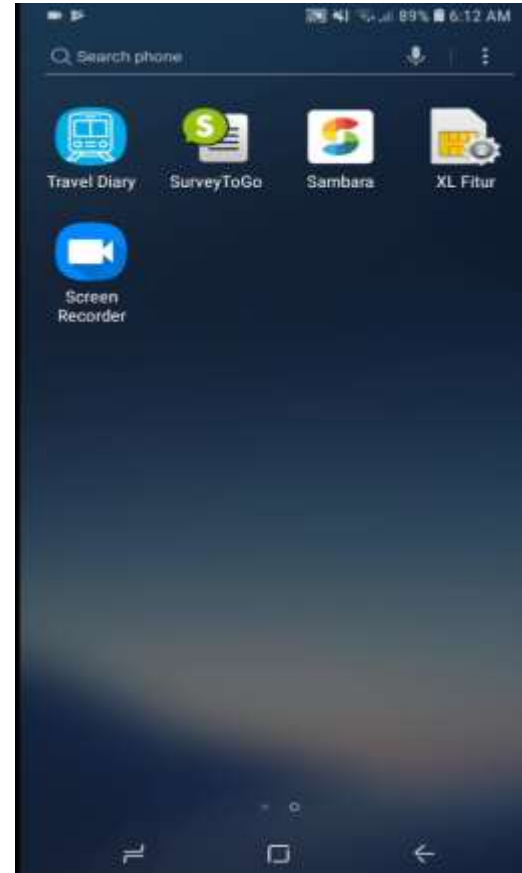
TRAVEL DIARY



A screenshot of the Travel Diary app's main form. The form is displayed on a white background with a blue header bar containing a logo 'n'. The form fields are as follows:

Tanggal	2019-01-13
Apakah anda naik kereta hari ini ?	Ya
Perjalanan ke	1
Stasiun Berangkat	Jam Berangkat Input Jam Berangkat
Stasiun Kedatangan	Jam Kedatangan Input Jam Kedatangan
Apakah Anda Melihat Media Iklan di dalam Kereta ?	Silahkan Pilih Ya - Iklan Video Ya - Iklan non-Video Ya - Iklan Video dan non-Video Tidak Ada Iklan

At the bottom of the form is a blue button labeled "SUBMIT".



IN-TRAIN TV VIEWERSHIP TREND

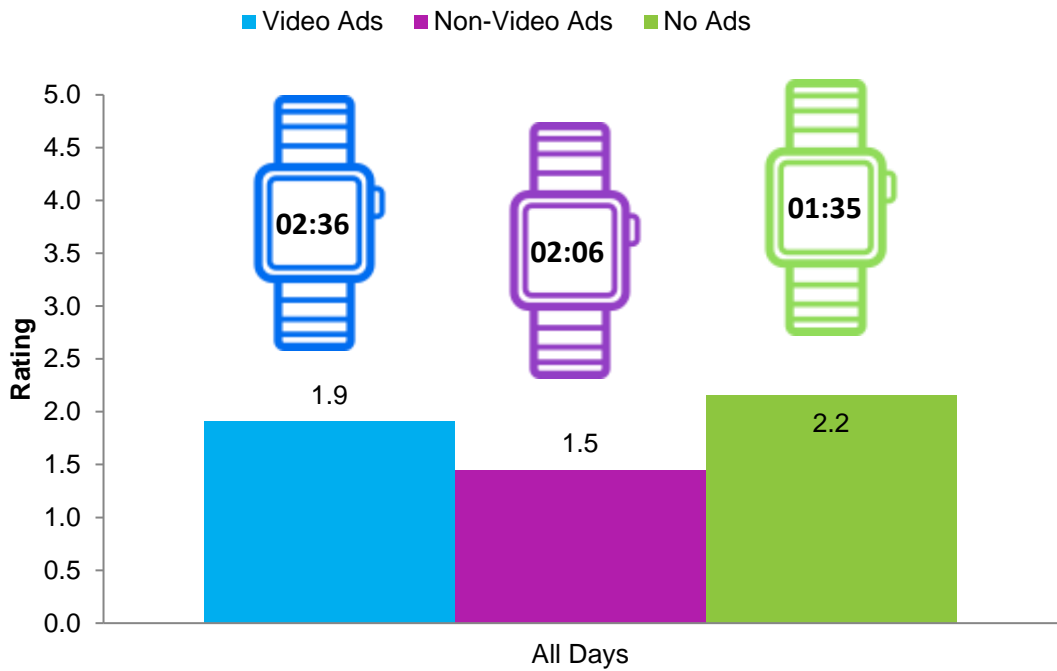
CONSUMERS ARE MOBILE NOW



Source : Nielsen Consumer Media View Q4 2018, 11 cities 10+

AVERAGE 1.9% OF COMMUTERS THAT EXPOSED BY VIDEO ADS KRL IN NOVEMBER

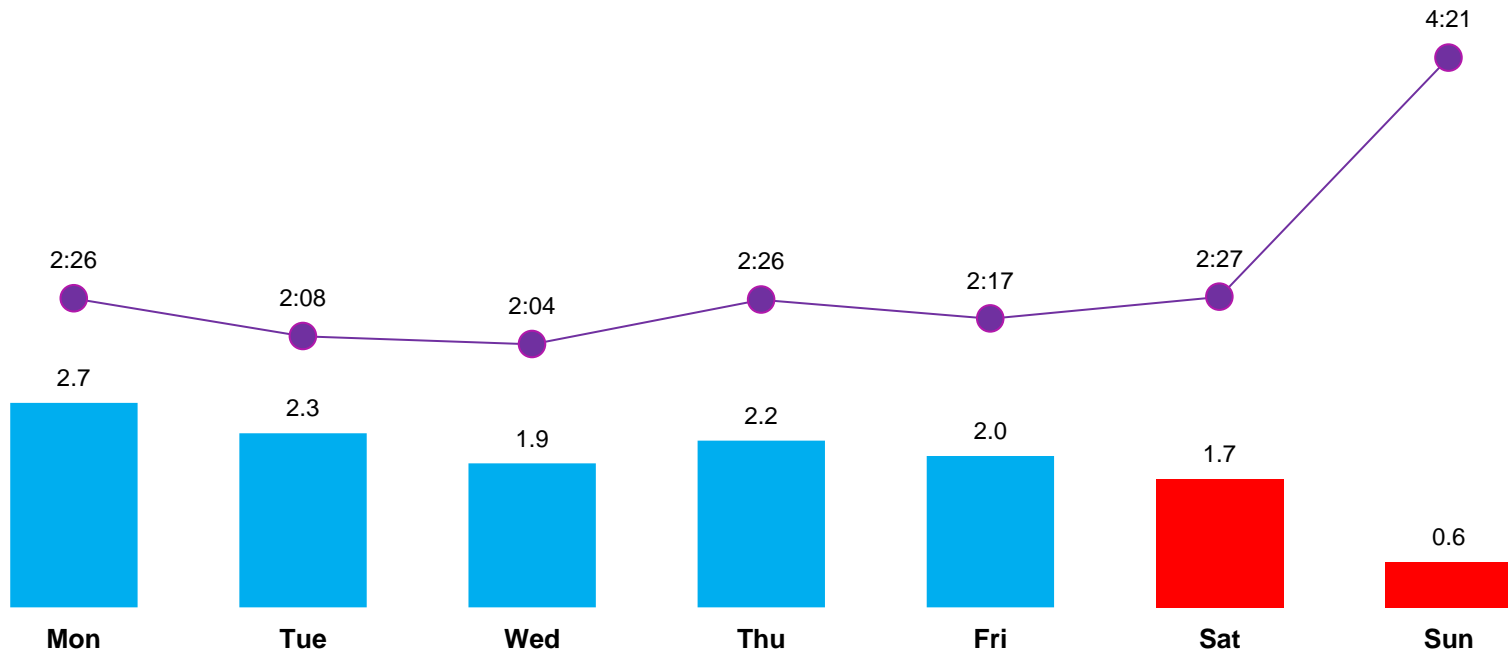
They spent almost 3 hours per day in the KRL with the video ads



Source : Macro Ads Study – November 2018

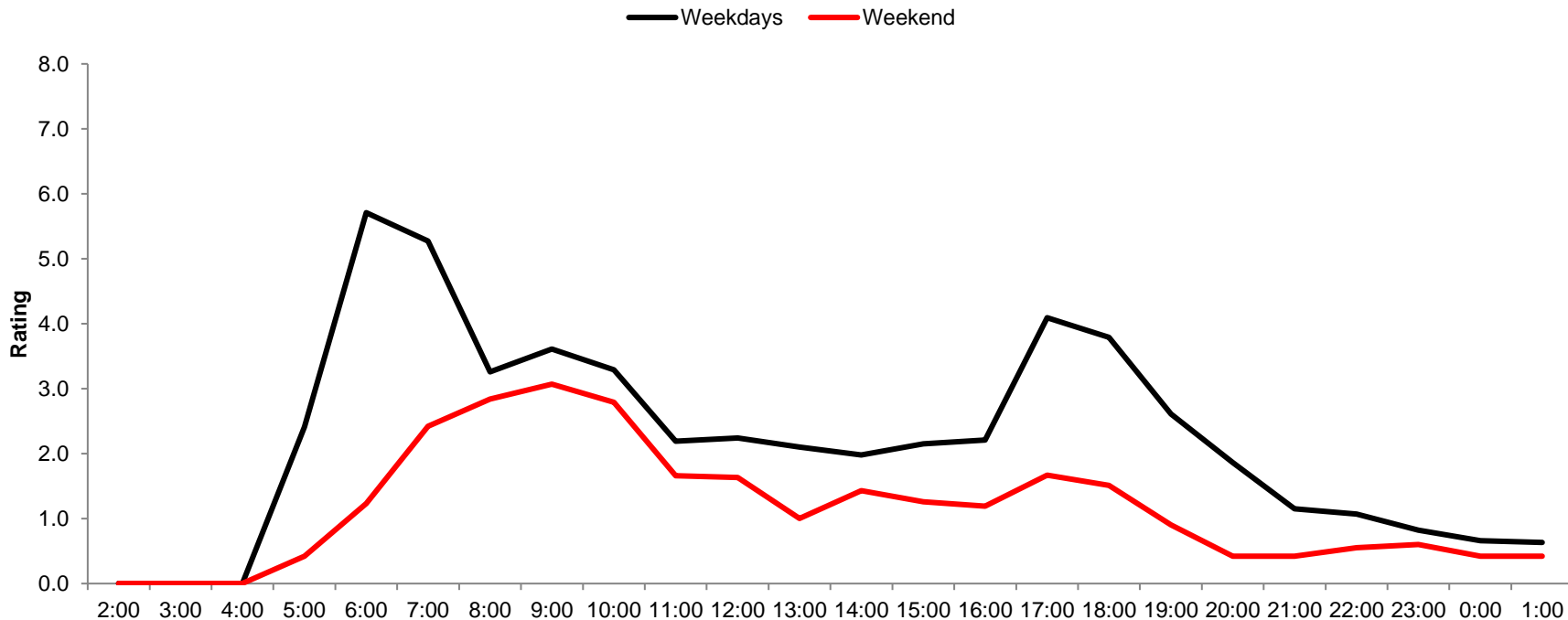
PERFORMANCE VIDEO ADS IS STABLE EXCEPT SUNDAY

But, time spent on Sunday is longer



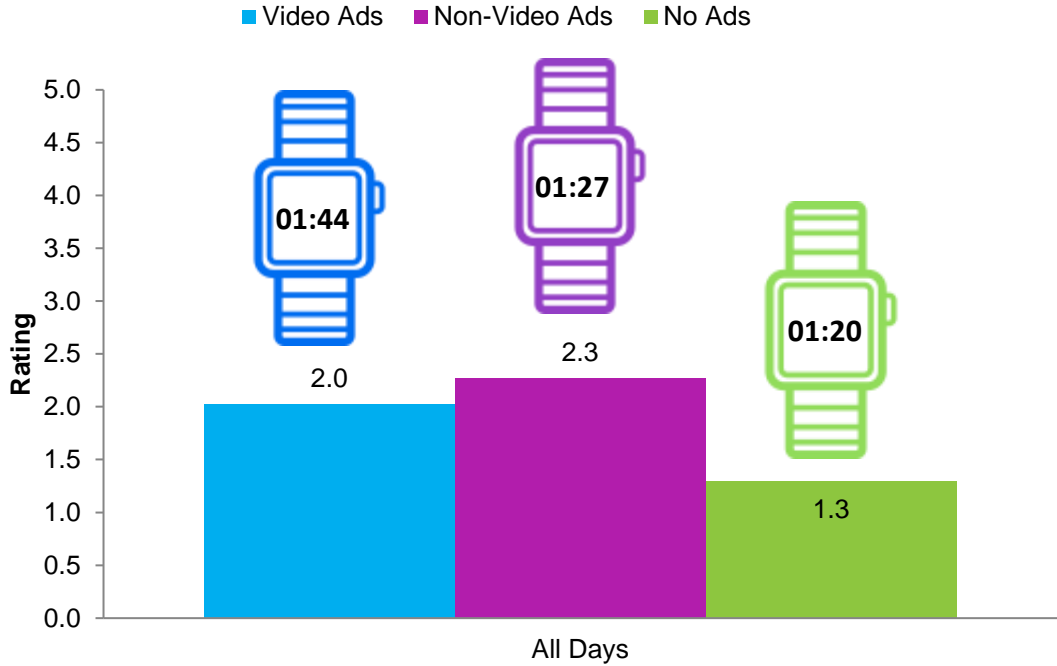
Source : Macro Ads Study – November 2018

IN-TRAIN TV HAS 2 PEAK HOURS IN WEEKDAYS AND 1 PEAK HOUR IN WEEKEND



Source : Macro Ads Study – November 2018

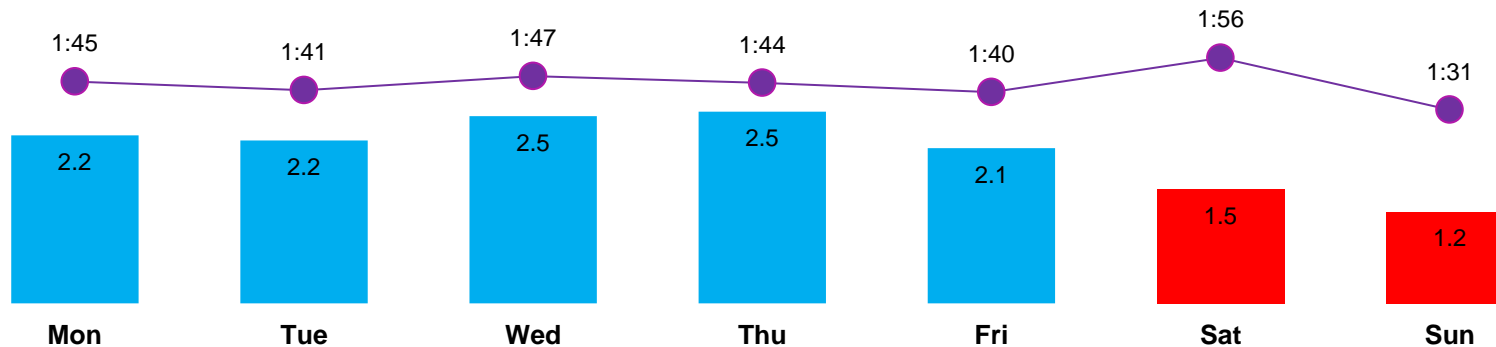
AVERAGE 2.0% OF COMMUTERS THAT EXPOSED BY VIDEO ADS KRL IN DECEMBER



Source : Macro Ads Study - December 2018

VIEWERSHIP VIDEO ADS IN DECEMBER IS STABLE

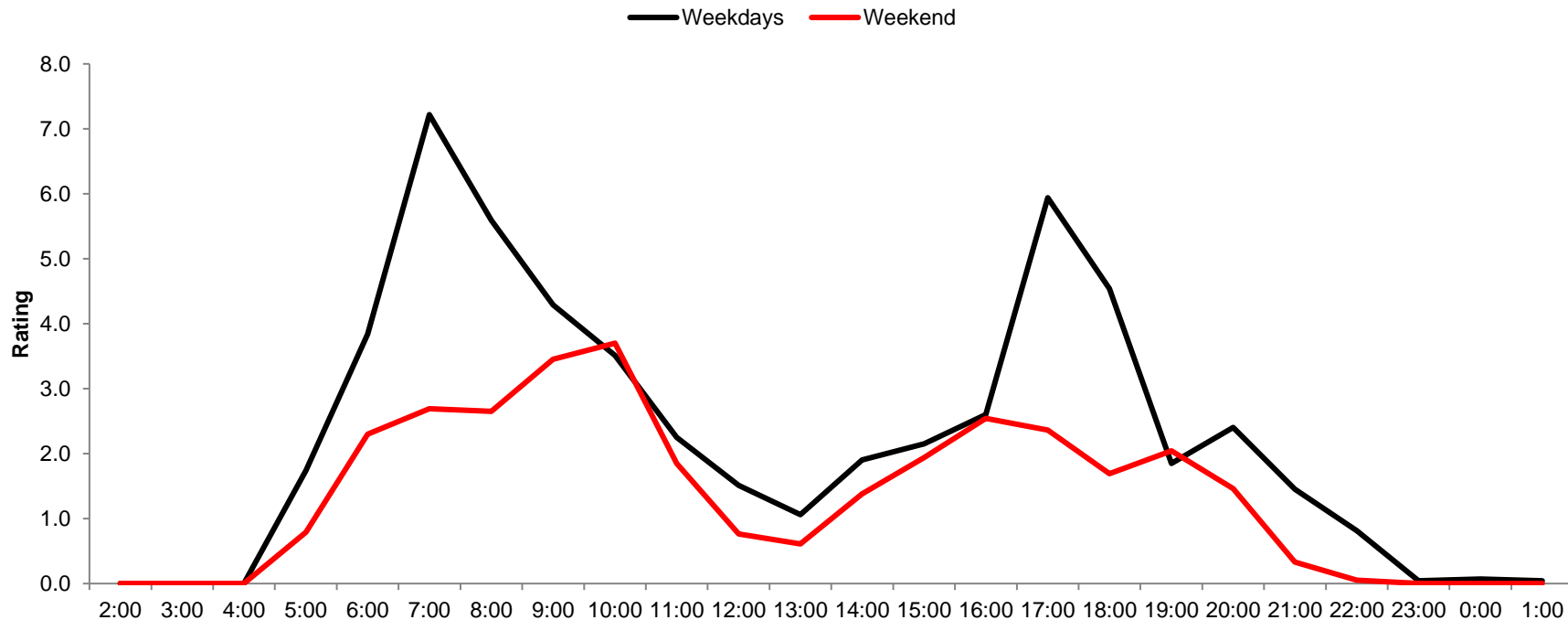
But, average time spent in December slightly decrease



Source : Macro Ads Study – December 2018

THERE'S NO DIFFERENT PATTERN IN DECEMBER

But, Peak hours in the morning slightly shifted and viewership increase both in the morning and afternoon



Source : Macro Ads Study – December 2018

The image features the Nielsen logo centered on a vibrant blue background with a dynamic, wavy, 3D-like texture. The word "nielsen" is rendered in a white, lowercase, serif font. Below the text, a horizontal line of eight white dots is positioned, with the first dot aligned under the 'i' and the last dot under the 'n'.

nielsen
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