BRIDGING TRADITIONAL AND DIGITAL:

THE EVOLUTION OF AUDIENCE MEASUREMENT WITH ATLAS

Meta Broadcast

EBOOK

THE EVOLVING LANDSCAPE OF AUDIENCE MEASUREMENT

Audience Measurement is no longer limited to estimating the number of viewers watching linear TV. As a result of technological evolution and consumer preferences, content formerly limited to being viewed on the TV itself on a schedule defined by broadcasters is now accessible via a wide variety of services, ranging from subscription or ad-based streaming services available on any connected device to Smart / connected TVs (CTV) offering free, ad-based streaming channels (FAST).

UNDERSTANDING THE COMPLEXITY OF METADATA IN **AUDIENCE MEASUREMENT**

Audience Measurement firms and their stakeholders (e.g., broadcasters, streaming service providers, advertising firms, marketing agencies) require data about how, where and when consumers view content. But, to improve ad reach and performance, they also require greater context about the content and the consumer. This means aggregating and consolidating data from a broader range of sources than ever before.

This presents several metadata management challenges:

- **Data Source Diversity -** Inconsistent metadata standards, formats, levels of granularity for audience data from TV, streaming, social or other digital media
- **Lack of Standardisation -** Varying terminologies, taxonomies and classifications, including proprietary metadata structures
- **Localisation** - Metadata may reflect localised content variants by region or language
- **Data Volume & Velocity -** Ingesting and mapping large volumes in real-time or near real-time
- **Semantic Ambiguity -** Content may lack clear descriptors, have multiple identifiers or names across platforms, impeding deduplication or causing misclassification
- **Technological Integration -** Integrating data from legacy systems or variability of API structures creates ingest and mapping challenges

ATLAS: DESIGNED FOR HIGH VOLUME, COMPLEX DATA

Audience Measurement requires daily processing of high volumes of data. Atlas is a cloud-based active metadata management platform that has been addressing key requirements for managing and processing large data volumes, daily, for over 15 years:

- **Cloud Native Platform (on AWS) -** take advantage of cloud scale and agility to process data files continuously
- **Volume -** Atlas ingests structured, semi-structured and unstructured data from a wide variety of sources, including customer platforms, commercial metadata providers and social networks
- **Velocity -** Atlas processes millions of new or updated files daily in near real-time, providing customers with the most up-to-date data
- **Variety -** Atlas' flexible & extensible data models support multiple data types and formats in one centralised repository
- **Provenance -** Atlas tracks data sources and all changes to consolidated content records

Atlas

Atlas has evolved alongside our customers - expanding our capabilities to fulfil market-driven requirements. Its value comes from the combined expertise of video enthusiasts and software engineers focused on the breadth, depth and logical management of descriptive content metadata. When it comes to audience measurement, this proficiency has resulted in sophisticated data harmonisation, content matching (also known as equivalence) and genre classification capabilities.

METADATA CONSISTENCY ENSURING **DATA INTEGRITY**

Harmonising streaming and TV programme descriptive metadata is increasingly critical as audiences move fluidly between traditional TV and streaming platforms. It ensures the consistency of metadata, such as titles, genres, descriptions, cast, ratings, and keywords, across multiple data sources, platforms and methodologies. It is essential for creating a unified view of audience behaviour.

Our automated processes harmonise data from sources, including broadcast CMS files, TX logs and census providers. This process involves aligning data structures, taxonomies, terminology, units, formats and relationships so that data can be easily integrated, understood and used seamlessly across various applications or departments. Exceptions are manually assessed to validate accuracy and ensure data integrity.

Atlas metadata harmonisation overcomes inconsistencies and inaccuracies across ingested data sets. This is crucial for enabling data to move easily between systems. The standardised data set allows for a more accurate analysis, while eliminating manual workflow efforts related to cleansing or reconciliation. The resulting cleansed and harmonised data sets the stage for content matching.

LEVERAGING THE ATLAS ID REGISTRY FOR **RELIABLE CONTENT ATTRIBUTION**

The increased complexity of Audience Measurement demands a platform capable of eliminating duplicate files and matching records ingested from diverse sources. This highlights the critical role of Content IDs, which must be consistently matched and mapped to ensure reliable insights.

Content ID Matching	Content ID Mapping
Address cross-platform measurement requirements	Associate different content identifiers within a unified system
Identify and link content across different datasets, platforms or measurement systems	Structure audience data for analysis
Ensure accurate audience attribution	Enable detailed insights and comparisons
If the show has different content IDs in each system, ID **matching** ensures that audience data is aggregated correctly, preventing underreporting or duplication.	Mapping content IDs across different databases allows media companies to consolidate audience data into a single view, enabling more precise measurement.

Atlas leverages our ID Registry of over 140 million mapped MetaBroadcast content IDs (MBIDs), reflecting 10+ years of integrating, matching and normalising Content IDs from leading broadcasters, content owners and metadata providers, including BBC, ITV, Amazon Prime Video, EIDR, Gracenote and IMDb. The registry's standardised, unified and validated dataset is essential to our ability to deliver a consolidated dataset to audience measurement firms.

By resolving duplicate IDs, Atlas ID mapping facilitates accurate attribution of audience behaviour to specific pieces of content. Mapping content IDs bridges the gap between traditional and digital platforms, enabling more precise audience measurement, improved content strategies and better monetisation opportunities in the increasingly fragmented media landscape.

BBC itv prime video

EIDR gracenote IMDb

GENRES INFORMING AUDIENCE SEGMENTATION AND INSIGHTS

Genres play a crucial role in audience measurement, influencing everything from data segmentation to advertising strategies.

Genres serve as the primary means to categorise content, including TV shows, films, podcasts and digital media. Audience measurement firms depend on genre classifications to understand viewing and listening habits. Different genres draw distinct audience demographics, enabling more detailed insights into preferences and behaviours.

Each genre typically appeals to specific age groups, genders, income brackets and psychographic segments. For example, horror fans may be thrill-seekers, while documentary viewers might be more knowledge-driven. Advertisers and media planners use genre-based audience data to optimise ad placements and campaign targeting.

In an era of multi-platform consumption, genres help track audience engagement across TV, streaming, social media and radio. For instance, sports content may have high live TV engagement, while sci-fi content thrives on streaming, with strong binge-watching patterns. Audience measurement must account for these differences to ensure accurate reporting.

ANTICIPATING **THE FUTURE**

The future of audience measurement requires cross-platform measurement, strong data governance and collaboration with content owners, providers and audience measurement firms. Use cases will drive evolution. We can imagine scenarios that:

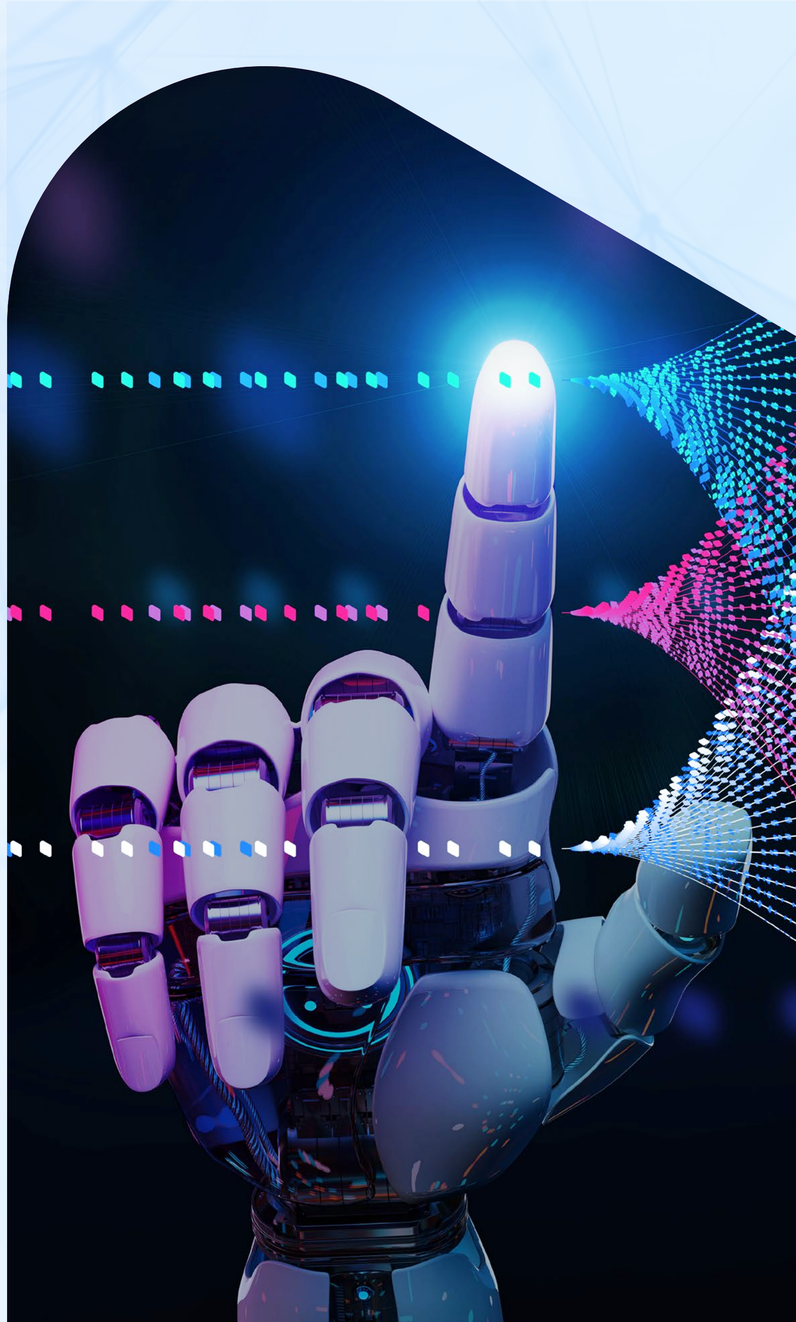
- Address engagement or action versus views
- Integrate social, first-party or location data
- Require proof of data provenance and lineage
- Genres will become more fine-grained and context-aware
- Require the use of artificial intelligence and machine learning to accelerate the processing and availability of merged data

Atlas

Our Atlas active metadata Platform-as-a-Service can already ingest and match data from multiple sources. Our data schema is flexible and continues to adapt to reflect new data fields, types and formats. Our content matching capabilities reflect a sophisticated approach, but will evolve using machine learning. As we consolidate more expansive types of metadata, genre classification will become more dynamic, leveraging new data types and artificial intelligence to facilitate the measurement of genre-based viewing habits.

In a rapidly evolving media landscape, the ability to measure and understand audience behaviour across platforms is more critical than ever. Atlas stands at the forefront of this transformation, offering a robust, cloud-native metadata management platform that harmonises data, eliminates redundancies and enables precise content matching and genre classification.

As the future of audience measurement continues to demand innovation in cross-platform integration, AI-driven analytics and fine-grained data governance, MetaBroadcast provides the scalable technology and deep industry expertise to evolve alongside its partners - pioneering solutions that redefine how we measure and engage with audiences in an increasingly fragmented digital world.



MetaBroadcast

MetaBroadcast is a metadata specialist. We are a trusted provider of cloud-based technology automating processes to assess data quality and unify, cleanse, organise and harmonise metadata provided or procured by leading broadcasters, streaming service providers and media organisations. With a reputation for ensuring reliable data integrity, we help our customers attain a single source of truth.

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