The Big Opportunity

Audience Research Meets Big Data

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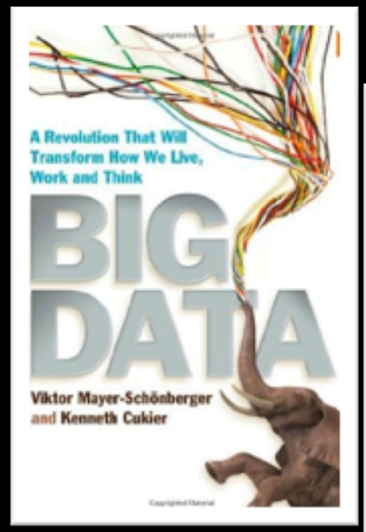

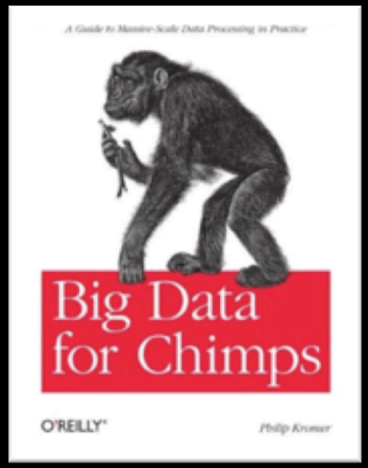

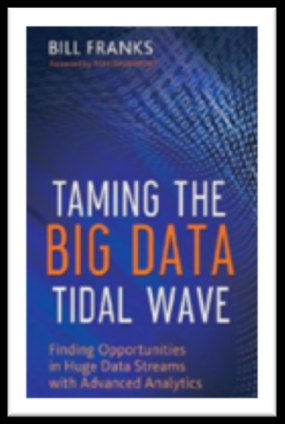

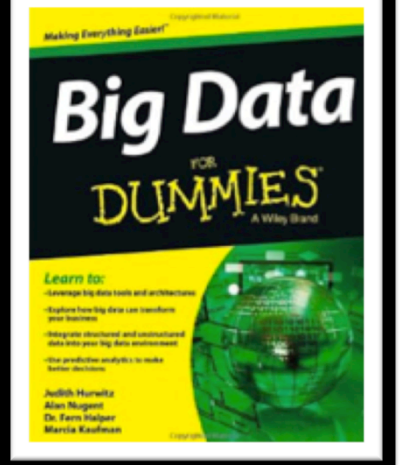

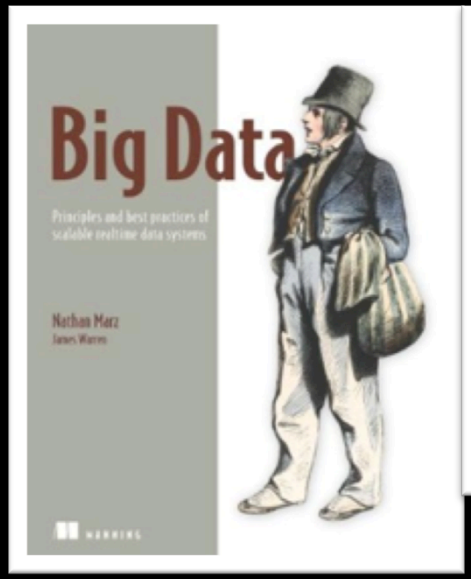

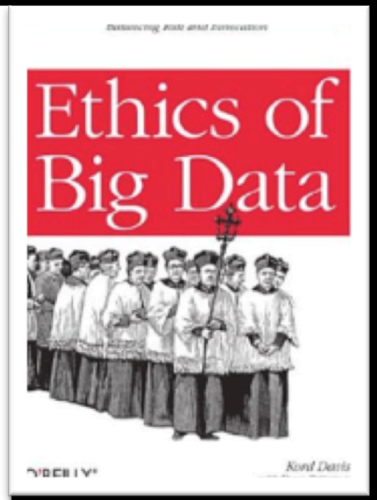

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What exactly *is* Big Data?

Google

TESCO CLUBCARD

amazon

Barclaycard

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The Big Data Revolution

720 x 540 pixels

3133 x 2480 pixels

Big Data Strengths

Granular

Speed

Long tail

Passive

Cost

Data overlays

Single Source: Big Data a step closer to the Holy Grail

Safety in (Big)Numbers?

- Key variables:
  - Robust sample size
  - Balanced, representative sample of the universe
  - High response rate
  - Quality Control
- A balanced, controlled sample of 1000 individuals with a high response rate will always be more representative than 1,000,000+ customers drawn from an imbalanced, self-selecting or partial sample.

Industry Surveys Strengths

Trading currency

Transparency

Balanced rep. samples

Data availability

Individual level demographics

Industry Surveys Strengths

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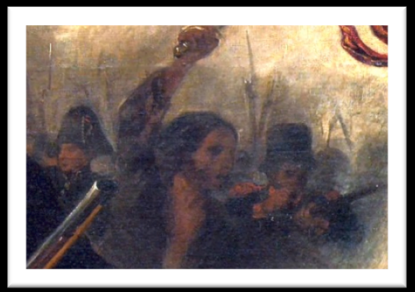
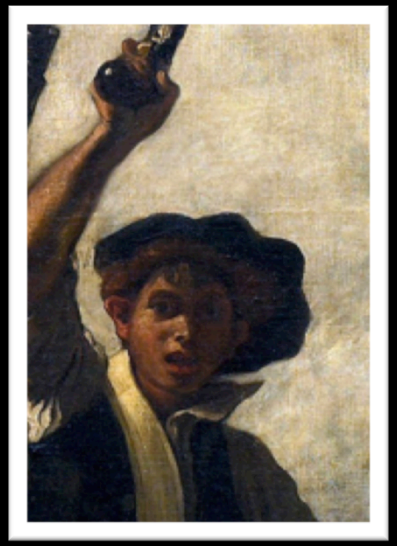
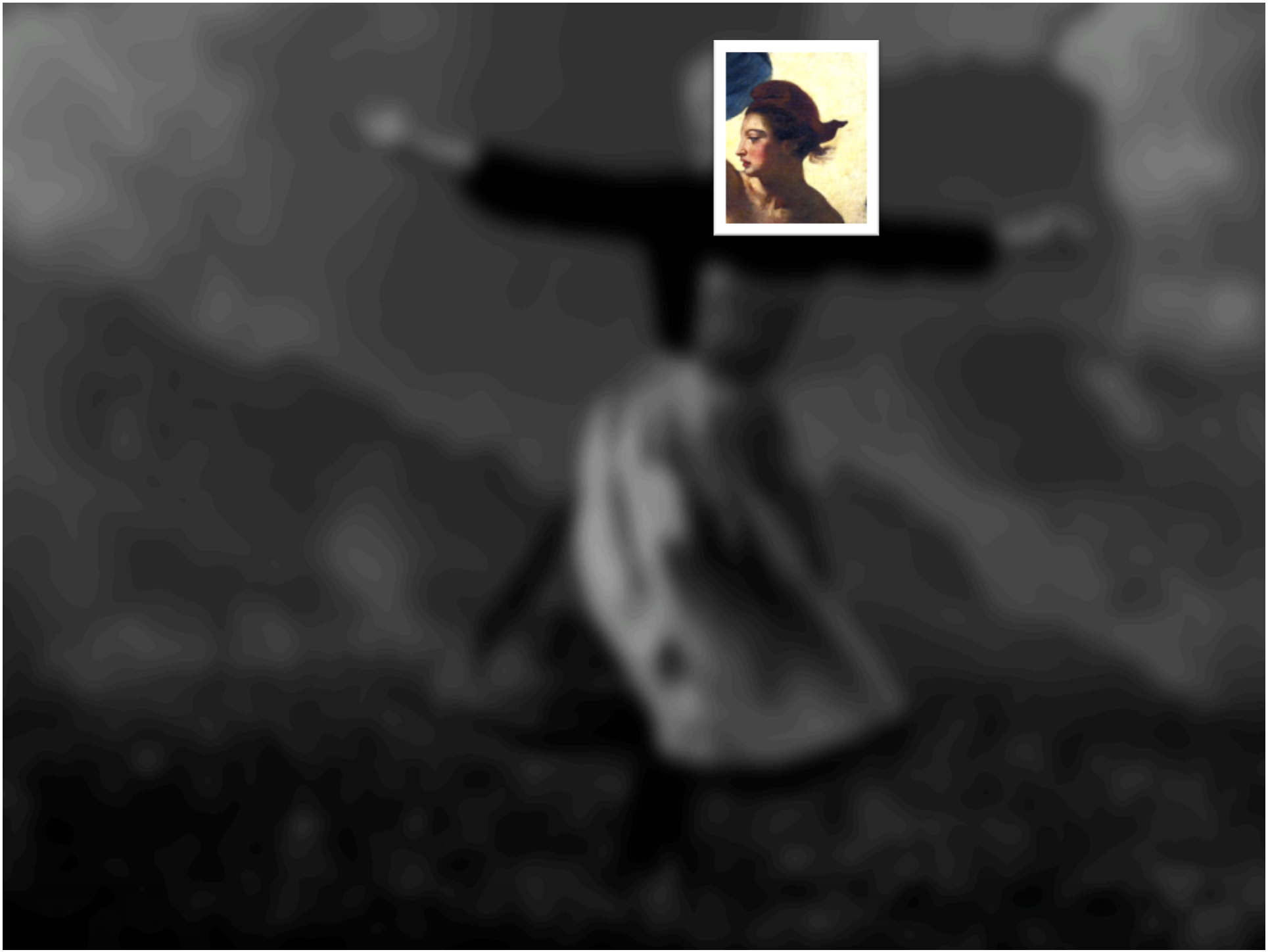
Data availability

Individual level demographics

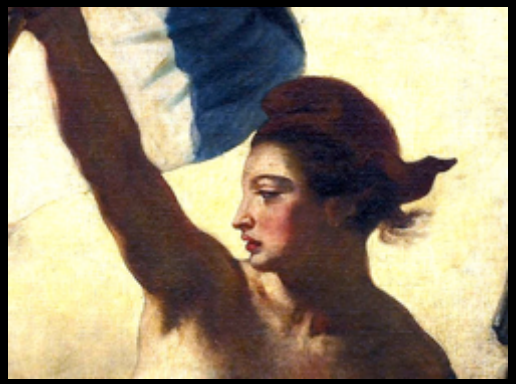
Coverage of Whole market



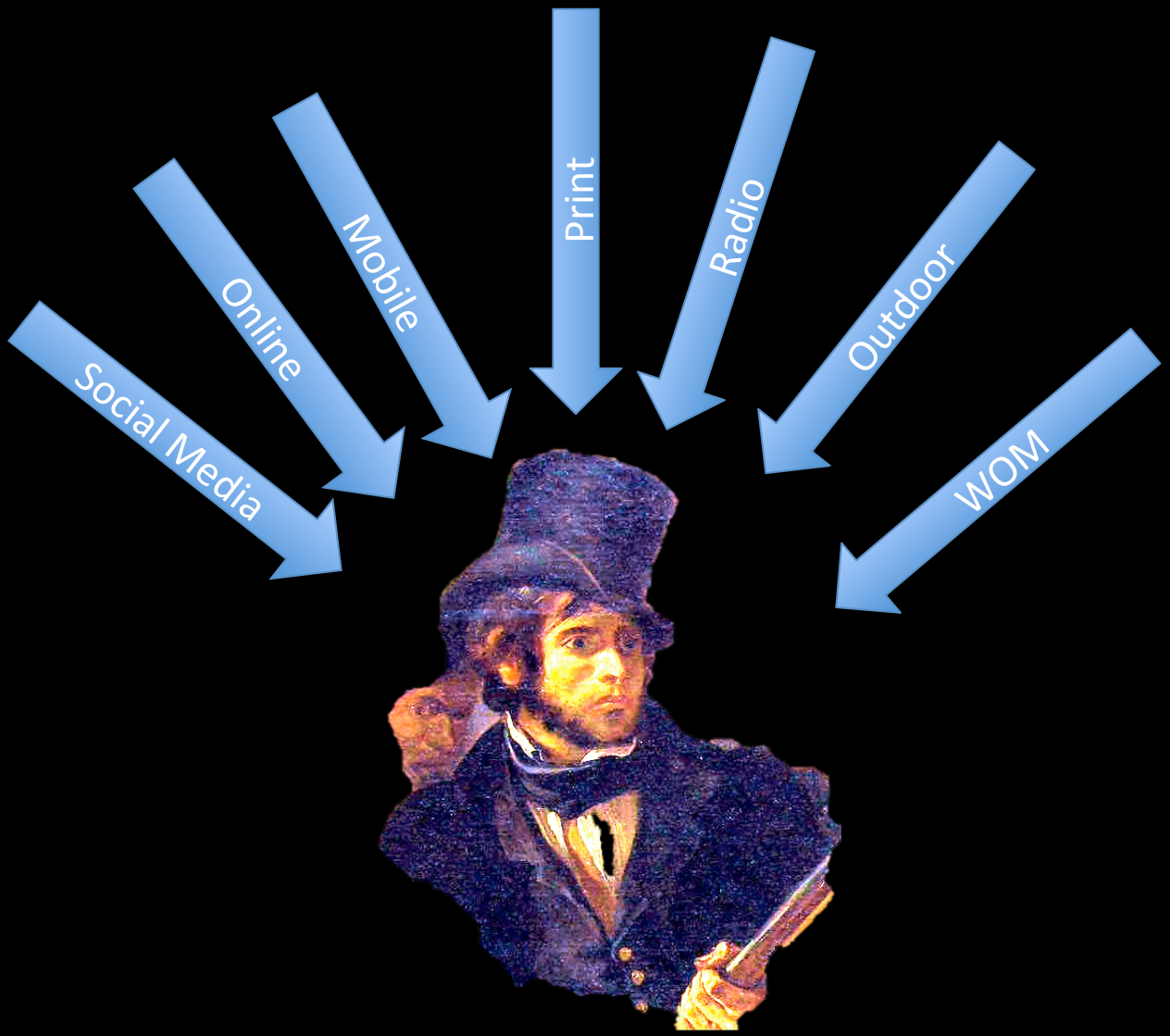




What does Big Data represent?



- Because a data set is representative of something does not mean it can be assumed to represent ***everything***.
- However just because it doesn't cover everything does not mean a data set cannot be representative of ***something***.



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Media-centric

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

rajar
Audio measurement

route
outdoor media analytics

National Readership Survey

JICREG

UKOM

Source-centric

Google

sky IQ

iPlayer

BT

itv PLAYER

Virgin media

4 on demand

O2

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Big Data & Industry Surveys

	Big Data	Industry Surveys
Coverage of total market	**Low** Mostly first party or platform based	**High**
Passivity of measurement	**High**	**Low** – BARB excepted
Granularity / long tail measurement	**High**	**Low** - as sample centric
Individual level demos	**Low**	**High**
Potential to measure addressable/ targeted advertising	**High**	**Low** – as sample centric
Transparency / impartiality	**Low**	**High** – as industry funded
Managed, balanced samples	**Low** – although less relevant if true 'census'	**High**
Potential for single source/overlays	**High**	**Low** - due to limited samples
Speed of delivery	**High**	**Low** – BARB excepted
Availability to all	**Low**	**High**
Data Collection cost	**Low**	**High**

Skillsets

"Out with every theory of human behavior, from linguistics to sociology. Forget taxonomy, ontology, and psychology. Who knows why people do what they do? The point is they do it, and we can track and measure it with unprecedented fidelity. ***With enough data, the numbers speak for themselves…*** *There's no reason to cling to our old ways. It's time to ask: What can science learn from Google?*

Chris Anderson
Wired 2008

The research department of the future?

The Big Debate

"Out with every theory of human behavior, from linguistics to sociology. Forget taxonomy, ontology, and psychology. Who knows why people do what they do? The point is they do it, and we can track and measure it with unprecedented fidelity. ***With enough data, the numbers speak for themselves…*** *There's no reason to cling to our old ways. It's time to ask: What can science learn from Google?*

Chris Anderson
Wired 2008

" Chris Anderson…wrote in 2008 that the sheer volume of data would obviate the need for theory, and even the scientific method….[T]hese views are badly mistaken. ***The numbers have no way of speaking for themselves. We speak for them.*** *We imbue them with meaning… Data-driven prediction can succeed— and they can fail. It is when we deny our role in the process that the odds of failure rise*

Nate Silver
The Signal & The Noise
2012

KANTAR GfK Ipsos nielsen comScore

Google intel

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From creators to curators…

William Sidney Mount: Long Island Farner

Orfeo Orfei; The Cook

..from farmers to chefs?

Asking the right questions….

The Big Opportunity

Audience Research Meets Big Data

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