



July 2026

What's the Deal with **Viewership Data Collection?**



What's the Deal with...?

Innovations in video measurement are occurring in abundance with lightning speed. Marketers now have more choices than ever to utilize advanced measurement to plan, buy and measure the success of their video campaigns.

With measurement being such an exciting space brimming with advancements, we've compiled some of the most common themes and questions we've heard from marketers.

"What's the Deal with..." has been built to simplify and provide clarity in five key areas of measurement so that you can make the most informed measurement decisions.

This **5-part series** will answer common questions asked about these aspects of measurement

Viewership
Data
Collection

Identity

Engagement

Outcomes

What's Next

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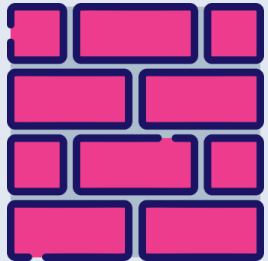
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What is Viewership Data Collection?

Viewership data collection powers the audience insights, measurement and planning that drive modern media and advertising decisions. It is the systematic process of gathering and measuring information from different sources to be used for decision making and insights.

Why is Viewership Data Collection Important?



The cornerstone of measurement is the data source(s) themselves



Viewership and audience data collected/stored properly from a representative source increases the likelihood of accurate measurement



Many measurement providers take a multi-method approach. It is important to consider how the differences in data collection can impact the results you see.



Transparency is paramount and measurement partners should be forthcoming in their methods



Common Viewership Data Collection Questions

- 1 What are the most common ways that viewership is measured?
- 2 What is census level data and what role does it play in measurement?
- 3 Is it possible to get a full picture of the viewership of my cross-platform video campaign?
- 4 How do I target and measure campaign impact beyond demographics?
- 5 How can I “futureproof” my measurement to meet my current and future marketing goals?
- 6 What are three common types of panels used in viewership data collection?

1 What are the most common ways that viewership is measured?



ACR (Smart TV)

Related Terms – 'glass level' & 'from the glass'

Identifies ads and programming content across Internet enabled TV-connected devices via audio or video fingerprints

Collection Type: Device

Solves For:

Can capture both linear and OTT viewing

Limitations:

Audiences are required to 'opt-in' for a smart TV to be able to activate its ACR and collect viewing data

Example Companies:

VIZIO Ads LG Ad Solutions



Set Top Box (STB)

Related Term – 'RPD (Return Path Data)'

Audience based viewing data that comes from calibrated set-top boxes installed at the subscribers' homes

Collection Type: Household

Solves For:

Can provide more granular data for the insights on audience behavior across a large footprint

Limitations:

STB homes can skew to higher HH Income leading to potential biases in viewing data

Example Companies:

Spectrum REACH COMCAST ADVERTISING



Panel

Related Term – "Survey", 'Local People Meter'

Viewing habits, behaviors and demographic info are collected from a small group of people to represent a larger group

Collection Type: Person

Solves For:

When stable, panels can be used to provide a common view of the TV landscape

Limitations:

Expensive to maintain and can encounter representation challenges

Example Companies:

Nielsen T>VISION INSIGHTS



Streaming

Related Terms – 'CTV', 'AVOD' & 'SVOD'

An OTT service that provides content from broadcast and cable networks, plus streaming providers (e.g., Sling TV, YouTube TV, HBO Max, Netflix, Peacock, Hulu, fuboTV)

Collection Type: Person / Device

Solves For:

Data can be collected in real time allowing for greater flexibility in campaign reporting and optimization

Limitations:

More likely to be restrictive in how they provide access to measurement, attribution, and reporting data

Example Companies:

peacock ROKU



Big Data

Census level data that is comprised of multiple sources, which can be used for insights
Can include data from (but not limited to) ACR (Smart TV), STB, Panel and Streaming

Collection Type: Multiple

Solves For:

More aggregated data can mean greater opportunities to find valuable insights

Limitations:

Managing large datasets can become unwieldy, requiring large amounts of processing to make it actionable

Example Companies:

comscore iSpot.tv

What is census level data and what role does it play in measurement?



What is Census Level Data?

Census level data means every viewer in an ad environment universe is counted.

Census level data can help marketers...

- ▶ Reduce ad waste
- ▶ Enable more representative measurement
- ▶ Identify audiences in a more granular way
- ▶ Receive greater coverage across people, platforms, and geographies
- ▶ Attribute response more granularly

People Who is being measured



- ▶ Census level data can allow for a more demographically representative measurement. All audiences should be counted fairly and accurately.
- ▶ Enables more accurate measurement of diverse audiences. This creates economic growth opportunities for marketers with audiences that are rapidly growing (and historically have not been fairly counted/measured).

Platform / Devices What is being measured



- ▶ Viewership is across multiple screens, and all screens can and should be counted. Consumers have broadened their definition of TV and will find and follow their favorite premium content across platforms and the devices they use.
- ▶ Coverage across multiple platforms and devices results in reach extension capabilities.

Geography Where is being measured



- ▶ Census level data can allow for greater flexibility in the geographies measured
- ▶ Creates opportunities for more precise measurement at the local, regional and national level

3

Is it possible to get a full picture of the viewership of my cross-platform video campaign?

- ▶ Advancements in viewership data collection have enabled measurement providers to provide full picture cross-platform video measurement
- ▶ Those advancements have resulted in a plethora of ways to measure the success of a cross-platform video campaign
- ▶ While there are an increasing number of metrics that can be used to determine the success of a cross-platform video campaign, there are 5 metrics that should be table stakes for how you evaluate your campaign

5 Common Cross-Platform Video Campaign Metrics



Total Reach

Campaign reach across all platforms



Total Impressions

Total eyeballs reached by the campaign



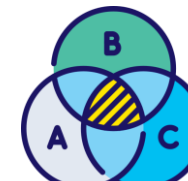
Avg. Frequency

Average number of times a viewer has been exposed to a campaign



Unique Reach

Reach of linear only and reach of digital only



De-duplicated Reach

Who saw ads on both, and who saw ads on just one platform or the other

How do I target and measure campaign impact beyond demographics?

5 Ways to Target and Reach Consumers Across Platforms



Geographic

Local, Regional & National



Psychographic

Attitudes, feelings, interests, values, opinions, and lifestyle



Behavioral

Actions taken by consumers like shopping for a product or being light or heavy viewers



Device

Type of device(s) used by consumers



1st Party Data

Information collected directly by the marketer from their customers

Advancements in viewership data collection have created **greater opportunities** in audience targeting and measurement. As marketers shift to an audience-based approach for their video campaigns, these new capabilities allow for more advanced segmentation of audiences that can **lead to 'smarter' advertising campaigns.**

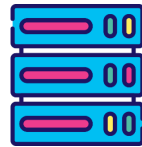
Audience-Based Buying Helps Marketers...

- ▶ Reach the right audience
- ▶ Heighten engagement
- ▶ Drive full funnel outcomes

5

How can I “futureproof” my measurement to meet my current and future marketing goals?

5 Actions You Can Take Now to Set Yourself Up for Future Success



1st Party Data

Consider collecting information directly from your customer. 1st party insights can be leveraged for advanced targeting and attribution, enabling you to connect your campaign to consumer outcomes now and in the future.



Modern Currency

Objective, stable and reliable measurement is built upon trusted methodologies and structured product updates. Consistency and trendability helps clients make decisions and retain trust



Identity & Privacy

Conduct regular identity and privacy internal reviews to ensure you're compliant with current laws and regulations. Familiarity with your own compliance will prepare you to make shifts as laws and regulations evolve.



Cross-Platform

Establish partnerships with measurement providers who have cross-platform capabilities. This can put you in an advantageous position to seamlessly measure future campaigns as viewing behaviors continue to evolve and shift.



Advanced Targeting

As advanced targeting capabilities continue to grow, increasing investments in audience-based buying and addressable TV can drive incremental reach, expand your customer base and ultimately grow your revenue driving potential.

Future-proofing your approach to measurement means taking strategic steps and applying forward thinking processes (or investments) that empower you to be agile as the industry evolves

Anticipating changes in the industry enables you to:

- ▶ Minimize future challenges
- ▶ Embrace shifts in the landscape
- ▶ Address future business requirements

What are three common types of panels used in viewership data collection?

► The future of TV measurement will likely be dependent on both big data and panels, with panels acting as a complement to modern measurement. In many instances, big data would serve as the source of viewing data to get the most comprehensive picture of viewership. It will be vital that big data being leveraged is calibrated and validated to ensure accuracy.



Measurement Panel

Overview

Viewing habits, behaviors like attention and demographic info are collected from a small group of people to represent a larger group

Benefits

When stable, panels can be used to provide a common view of the TV landscape

Challenges

Can lack in representation of certain television household types such as OTA (over-the-air) homes



Calibration Panel

Overview

Used along with another data asset (such as big data) and is analyzed to understand where the gaps or biases are within that dataset

Benefits

Can provide a path to demographic, geographic and television household type representation in TV measurement

Challenges

If there are issues with the panel, those biases can be passed into the dataset they are meant to benefit



Validation Panel

Overview

Used to show mathematically that you're solving for gaps in the measurement (such as representation or bias)

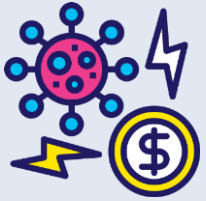
Benefits

Can be used to prove that relevant changes/adjustments have been made to solve bias issues

Challenges

Requires a well-trained Machine Learning Model

Best Practices for Marketers



Know where your viewership data is coming from



Ask for table stakes cross-platform viewership metrics to be included in your reporting

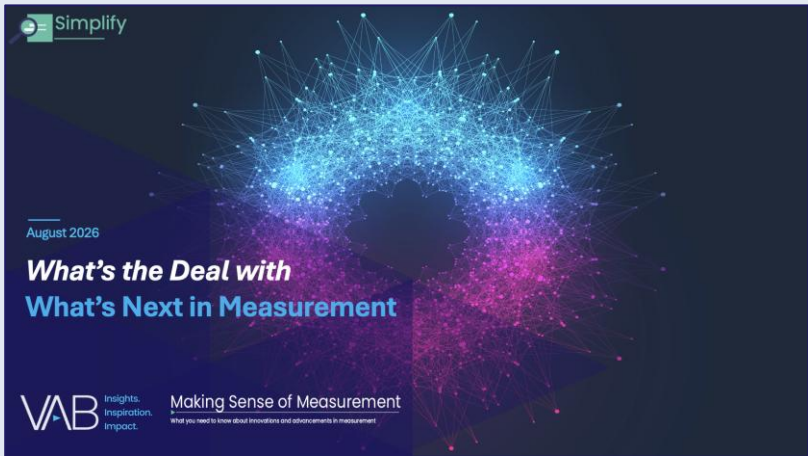
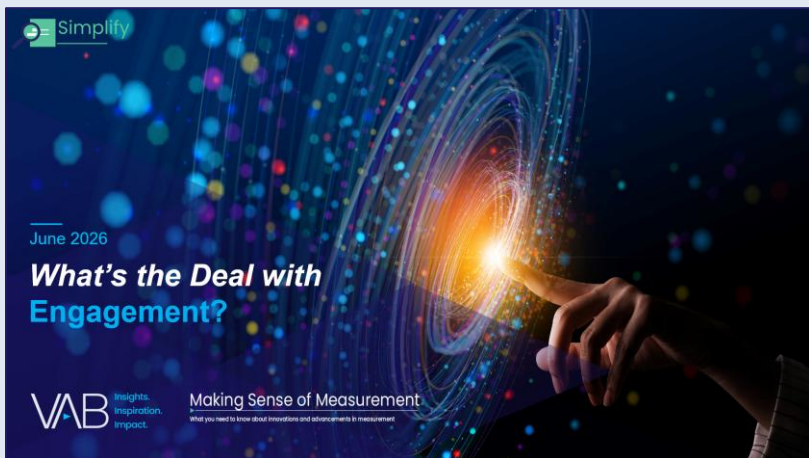


TV is data driven. Leverage advancements in viewership data collection to drive customer targeting, acquisition and engagement.



Prioritize the future. Take steps now to set yourself up for measurement success.

Download our 5-part ‘What’s the Deal with...’ series to get the answers to common questions about these aspects of measurement



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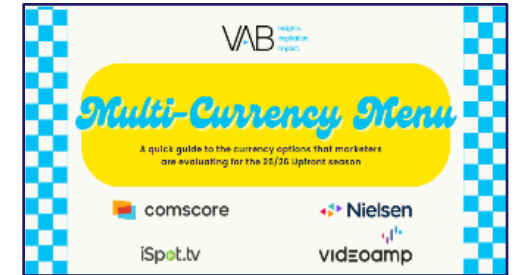
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What Is ... AI Fluency?



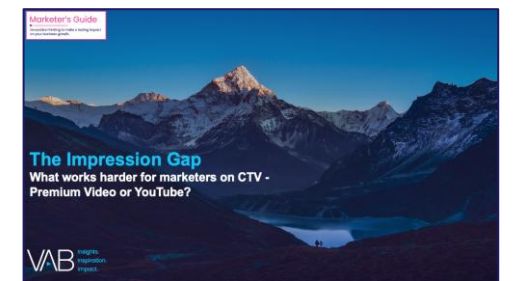
What are the seven changes
coming to Nielsen Currency?



Multi-Currency Menu



Anonymized Look
on How Currency Vendors See Key Audiences



The Impression Gap
What works harder for marketers on CTV
- Premium Video or YouTube?

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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