

 **TRP**
CODEX

We are proud to present daily granular measurement of Netflix, Amazon Prime, Apple TV+, Disney+, YouTube, Gaming, DVD and Blu-ray.

Welcome to TRP Codex.



Key benefits

Episode and series level SVOD audience data (000s).

Viewing to YouTube at a category level.



Breakdown of viewing by demographic and SVOD access.



Data available to use now.



Daily episode and series level measurement of Netflix, Amazon Prime, Disney+ and Apple TV+.



Quickly see the impact of new service launches such as Disney+.



Premier League football viewing figures on Amazon Prime.



Breakdown of unidentified TV set viewing including SVOD, YouTube, Gaming, DVD, Blu-ray and Searching Content.



Understand what viewers are consuming on and off TV – by episode, device, platform, time and location.



Backdata to 16th December 2019.



000s and reach (not views, streams and downloads).

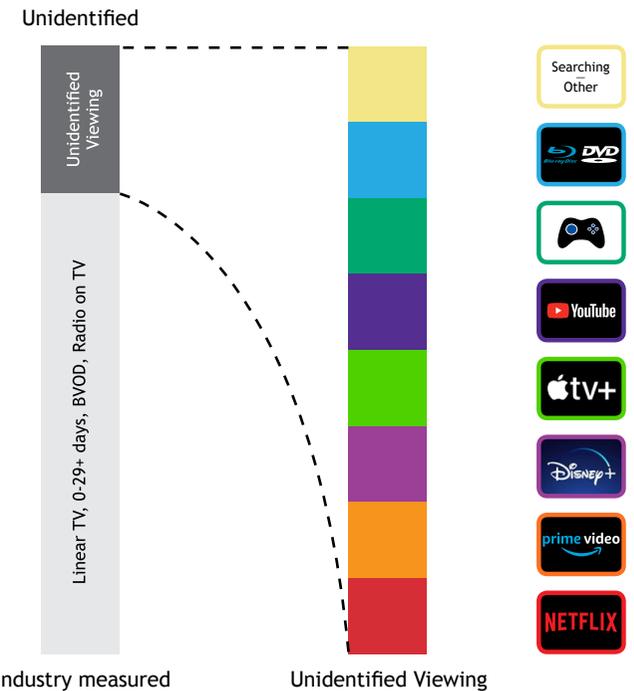


2,000 daily adults 16+ sample with oversampling of SVOD subscribers.



The detail of 25% of 'unidentified' viewing on TV sets is not measured by industry sources.

TRP Codex can see inside this viewing.

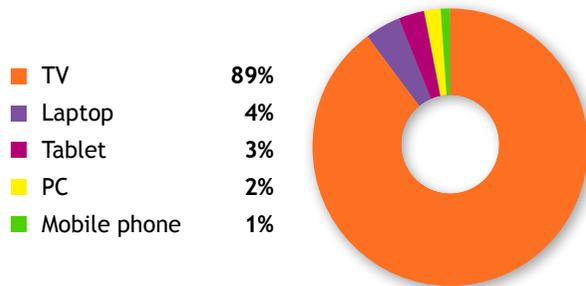


Granular data

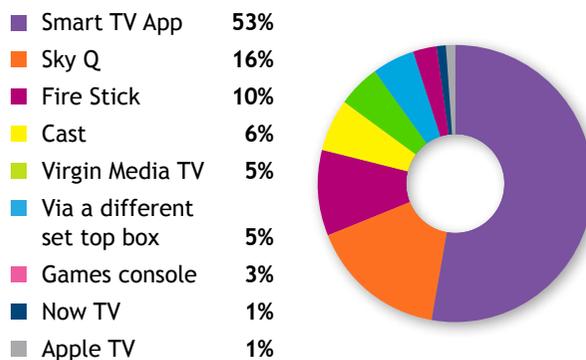
Industry equivalent programmes metrics 000s and reach (rather than views, streams or downloads).

Data is available by series and episode with splits by demographic, time of viewing, device and location. Verbatim likes and dislikes are provided.

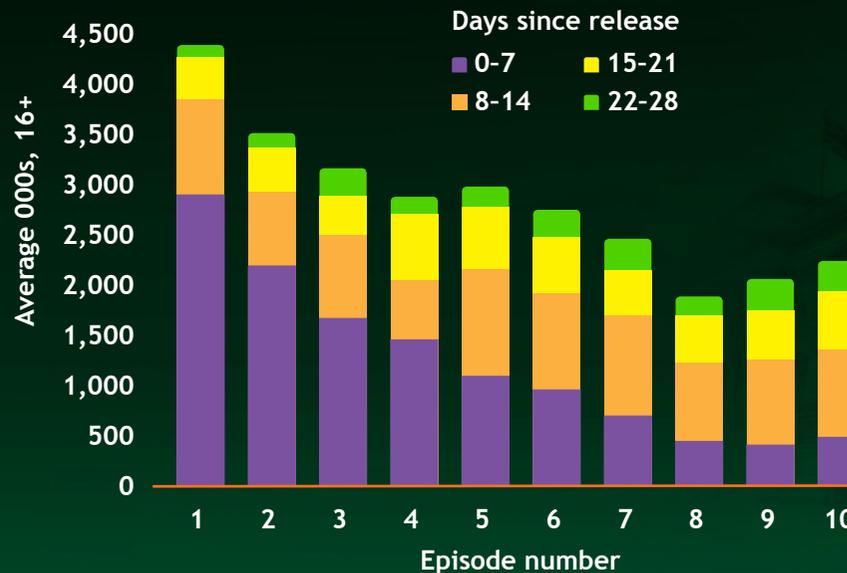
Netflix The Crown Series 4 viewing by device



Netflix The Crown Series 4 TV set viewing by source



The Crown Series 4 – performance by episode (first 28 days from launch)



Large sample and innovative survey

2,000 daily Adult 16+ responses from our TRP Surveys panel.

Over-sampling of Netflix, Amazon Prime, Disney+, Apple TV+ subscribers compared to the population to provide extra granularity of programmes viewed. Weighted by gender, age and SVOD access.

Panellists select programmes viewed from our bespoke live, searchable database of all available content on Amazon Prime, Netflix, Apple TV+ and Disney+. The interface is flexible, so that panellists can search by title, series, episode number, episode title and synopsis to help them identify the content they watched.

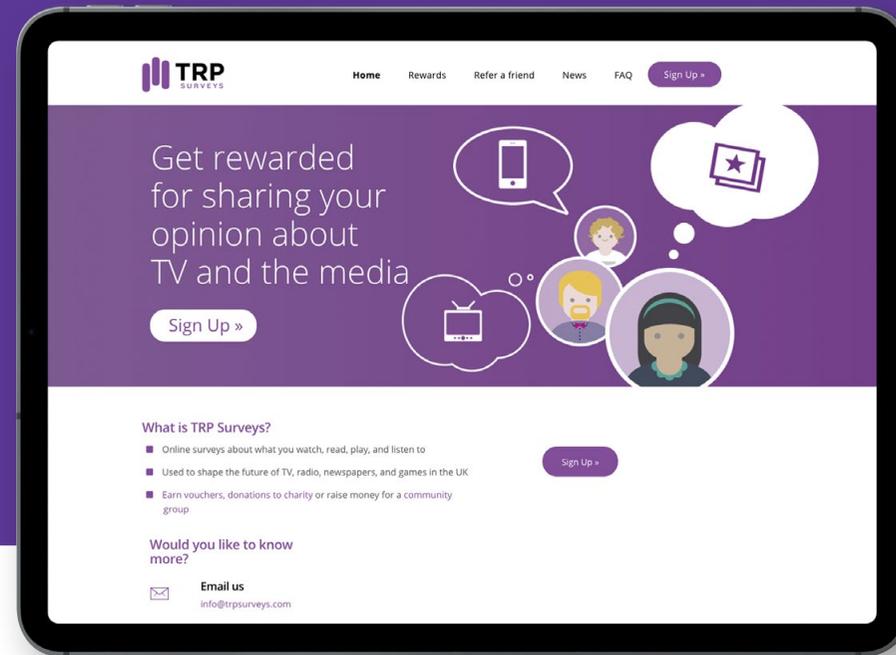
Panellists report how much of each programme they viewed, when, where and what device they used.



TRP Surveys Panel

Daily sample of 2,000 from our large online panel.

TRP Surveys is a UK nationally representative panel of adults aged 16+, each having completed a detailed media-centric recruitment questionnaire enabling rich and media-focused demographic splits.



Panellist Attributes

We have collected a comprehensive range of panellist attributes on recruitment.

These include:

- Basic demographic data (eg Age, Gender, Geographic Area)
- Household composition
- Online TV Services used (eg Netflix, Sky Go, BBC iPlayer, etc)
- TV Platforms available in household (eg Sky, Virgin, Freeview, TalkTalk)
- Type of Pay-TV Subscription (eg Bundle)
- Premium Pay TV service availability (eg Sports, Movies, Box Sets)
- Monthly Pay-TV Subscription £ spent
- Internet usage by device
- Sports followed
- Favourite Sports Team for a range of sports including Football, Cricket, Rugby, American Football

All activities follow the Market Research Society (MRS) Code of Conduct and we are accredited with Cyber Essentials.

Our TRP Surveys Privacy notice can be found here: <https://trpsurveys.com/privacy-notice/>



TRP Metadata

We have developed a comprehensive database of Netflix, Amazon Prime, Disney+ and Apple TV+ content.

	complete live catalogue plus expired content (60,000+ series/episodes/movies)
	live catalogue plus expired content (45,000+ series/episodes/movies)
	live catalogue from launch plus some as yet unavailable content (8000+ series/episodes/movies)
	Apple TV+: complete catalogue from launch (120+ series/episodes/movies)

We will be bringing Britbox online shortly and have capability in place to code c.20 other platforms on an ad-hoc or ongoing basis, for example Facebook Watch's stream of FA Cup football, new services like Peacock from launch or specialist services like Crunchyroll.



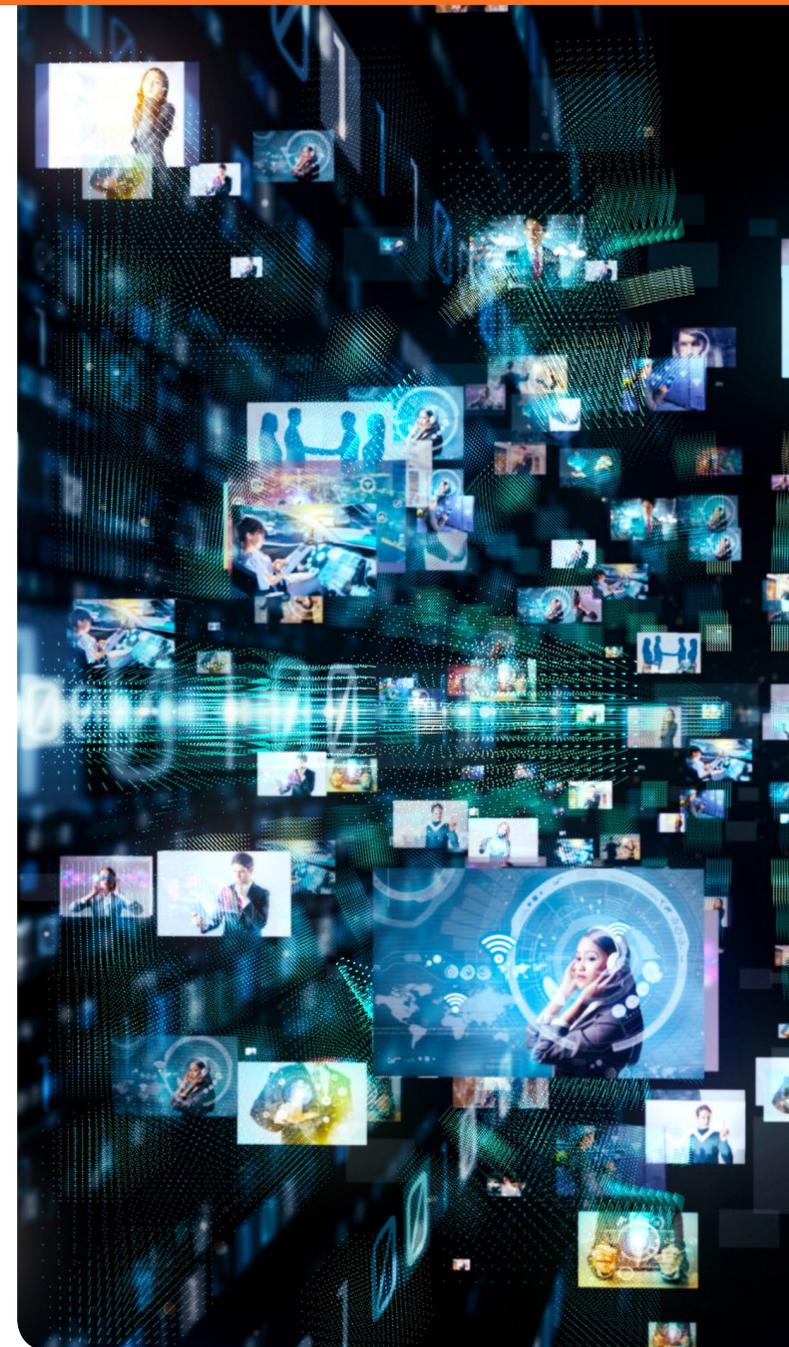
Our database includes:-

- Title/Series/Episode/Duration/Synopsis
- Date added to platform (as well as removal dates/previous windows for Netflix)
- Original Language
- Year of release
- Platform original status
- Platform genres
- Certification/Rating
- English audio availability
- Genre

We assign content ID, series ID, brand ID, parent brand ID, and franchise ID, with additional markers for other links between content.

For live events (sports), we collect both programme duration and event duration.

In future will be bringing online commissions/acquisitions for platform originals, as well as talent, production, country of origin and extended languages/subtitles.



Previous SVOD research

We have been measuring SVOD services since 2016.

Previous research

The extract below is from a Press release in response to the producers of *The Grand Tour* explaining that audience data would be effectively withheld by Amazon – we challenged ourselves to measure *The Grand Tour* launch audience, and to estimate the number of new subscribers (and their financial value) driven to Amazon Prime.

Subsequent data released later confirmed the accuracy of these calculations.

The Grand Tour on Amazon Prime: Launch Weekend Audience and Impact

PRIME ORIGINAL



“We’ll never know the number”,
Andy Wilman, producer of *The Grand Tour*

Audience

3.7 million

UK adults across the weekend (2.1m in first 24 hours)

Appreciation

82

Appreciation index (out of 100)

Subscribers

1.4 million

subscribed to Amazon Prime in order to watch *The Grand Tour*

Revenue

£85 million

value of new Amazon Prime subscriptions attributable to *The Grand Tour*



Providing an enhanced understanding of media content and consumption

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TRP Research has established itself as the industry's partner for understanding the media landscape; generating and using quantitative data to provide reporting and insight to clients.

As audiences increasingly choose both what and when they want to watch across an array of emerging platforms including video on demand and social media services, we understand the need for measurement to adapt with a focus on content whenever and wherever it is watched.

We specialise in:

- Identifying and classifying media content wherever and whenever it is available
- Recruiting and managing media audience measurement panels
- User friendly reporting to monitor performance
- Insight and recommendations derived from response data

These services are designed to complement and enhance one another with our combined knowledge and expertise across each area available to all our clients.

Understanding media content is at the core of our mission statement and we have established innovative mechanisms for content to be linked, harmonised and tracked across platforms, providers and time.