






Data science revolution

**Today and tomorrow in Internet
Audience Measurement**

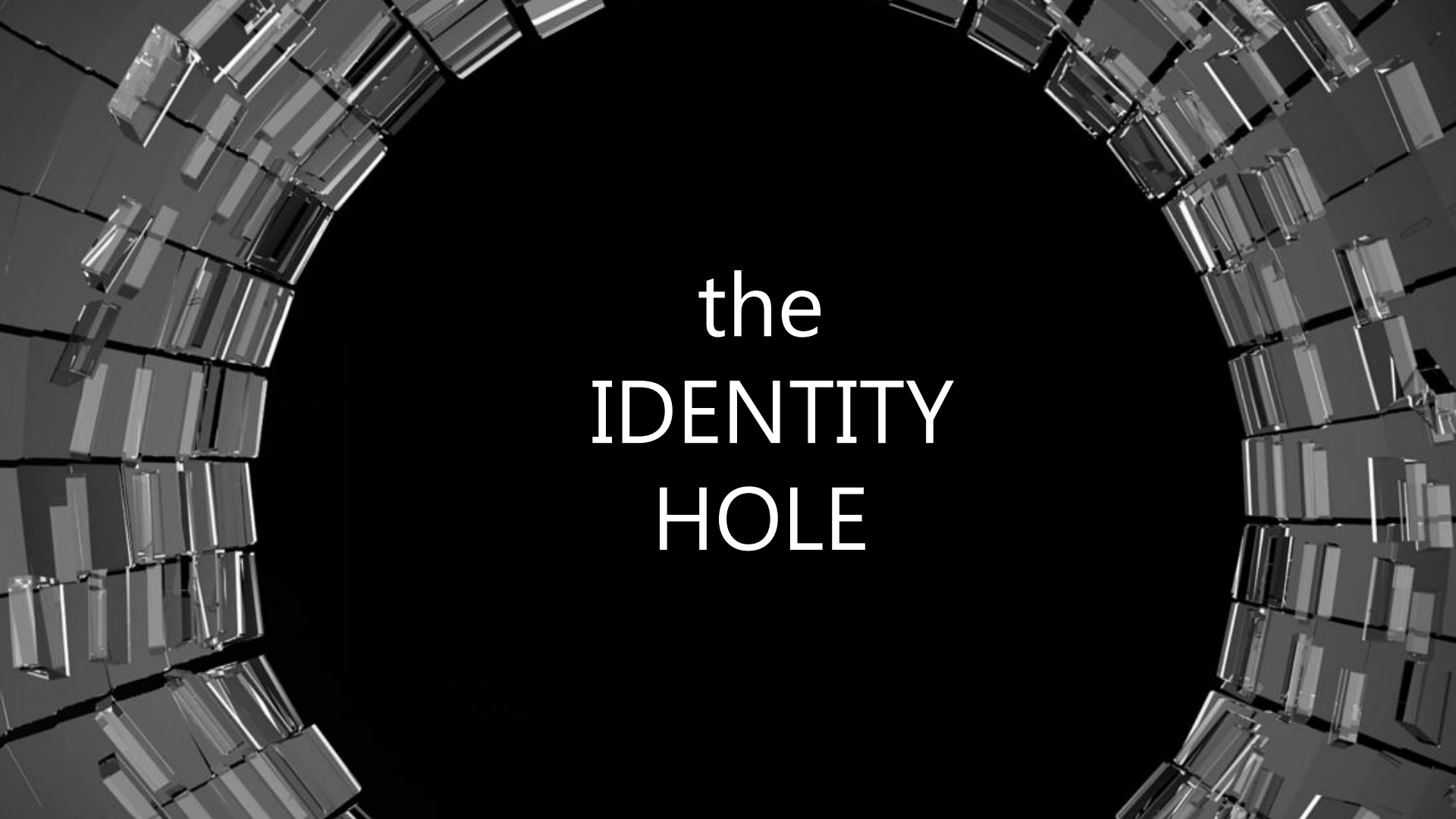


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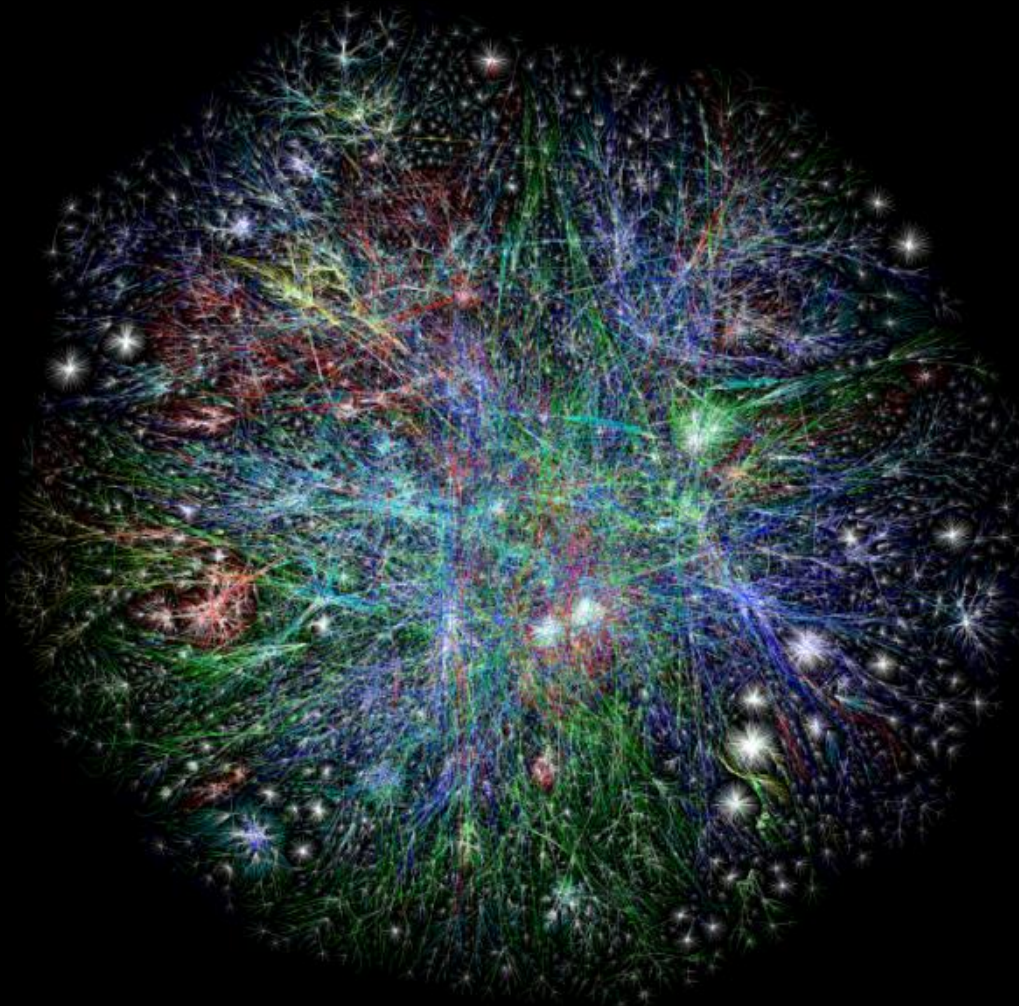
For more than 15 years...

-  **JIC Standard**
-  **De facto currency**
-  **Providing a research**



A circular tunnel constructed from numerous rectangular, reflective metallic blocks. The blocks are arranged in a grid-like pattern, creating a sense of depth and perspective as they recede into the distance. The lighting is dramatic, highlighting the metallic surfaces and creating strong shadows and highlights. The overall atmosphere is futuristic and industrial.

the
IDENTITY
HOLE



DISPLAY

VIDEO

SOCIAL

SEARCH

**PROGRAMMA
TIC**



AdMeta and **TradeDoubler** with biggest shares in
Programmatic ecosystem in Poland
88% of display ads impressions emitted on Facebook
are inscreen and only **29% of Facebook video** ads are
watched over 3 seconds.

Video on-line campaigns in Poland monthly
reach **over 90% of PC internet users.**
39 seconds is average video on-line ad duration
while **19 seconds is average watching time.**



T-Mobile®

DISPLAY

46 mln impressions, 7mln real users



Inscreen rate: 54%
Display on social media



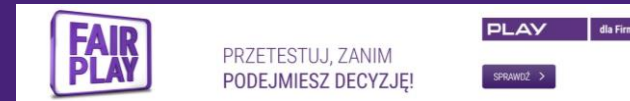
Video
2,1 mln impressions, 1,2 mln real users



PLAY

DISPLAY

48 mln impressions, 6 mln real users



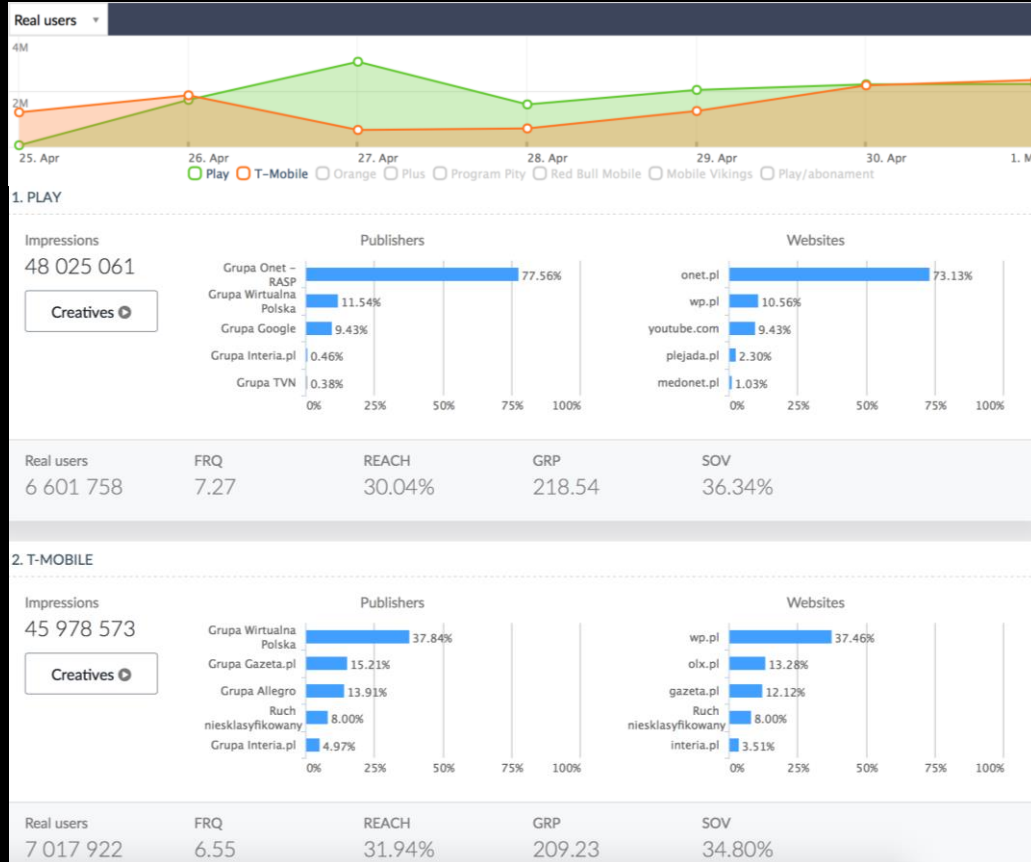
Inscreen rate: 40%
Display on social media:



Video
2,5 mln impressions, 1,3 mln real users



gemiusAdReal: April 25th – May 1st 2016, DISPLAY



**RTB
ECOSYSTEM**

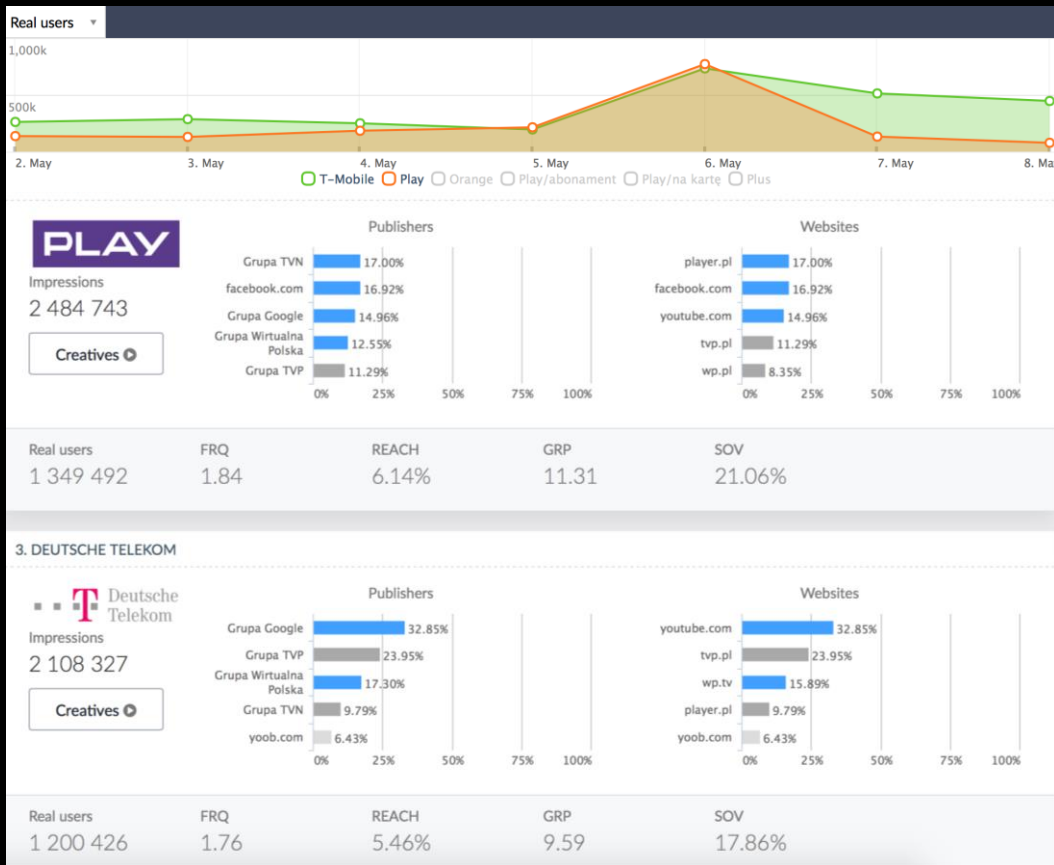
60% DoubleClick
20% TradeDoubler
3% Admeta
2% Adsense

VIEWABILITY

82% youtube
16% wp
70% wp.pl
7% gazeta.pl



gemiusAdReal: April 25th – May 1st 2016, VIDEO - ONLINE



**AVERAGE
VIEWABILITY
TIME**

5 sek facebook.com
18 sek youtube.com
26 sek player.pl
17 sek wp.tv



Agency:

Vice president of Ukrainian video JIC:

„We were surprised that there was a huge Turkish Airlines campaign emitted in Ukraine and we had no idea about it until it was revealed by AdReal. At first we were sure it was a mistake but it turned out that it was run by global structures.“



Publisher:

Research Director Polsat Media, Paweł Iwanicki:

„Client told us that we were main publisher in media plan but we found out that they booked emission also on Facebook and Youtube. We need to negotiate discounts again.”



Advertiser:

Marketing manager Sony Poland, Monika Siejewicz:

"Making digital market more transparent will help its reputation. We hear about ad-blocks and crawlers or banner's blindness what makes us feel like we waist some crucial part of our digital budget!"



LOCAL VS GLOBAL







Buzzwords 2016:

- We are back
in late 90's





Data Science

- 👥
- 💡
- 📊
- 🔧
- 📄

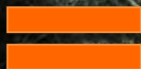
Data Analysis environment – XX century retrospection

Facts

Sampler

Pivot

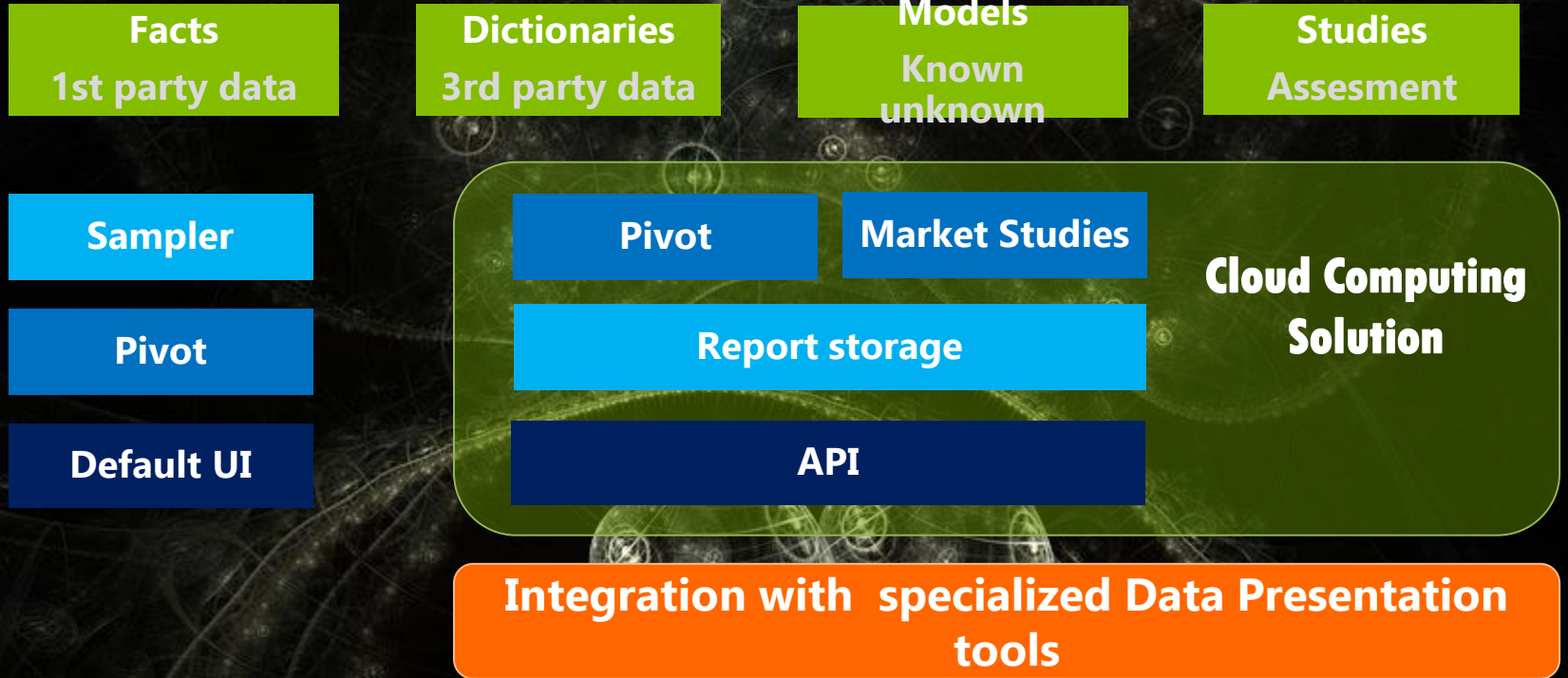
UI



Big data does not mean data science

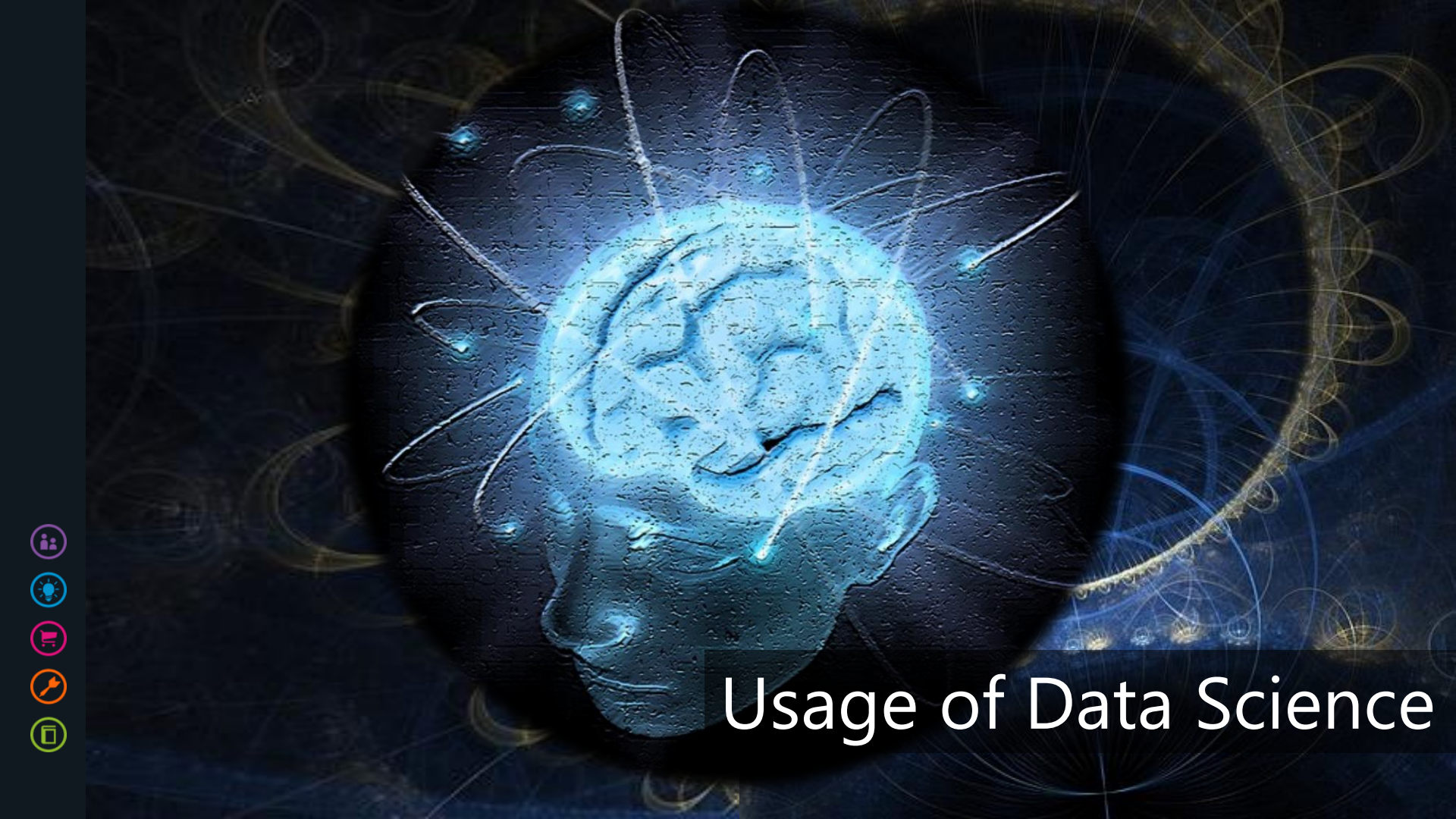


Data Science environment



Data science creates knowledge






Usage of Data Science



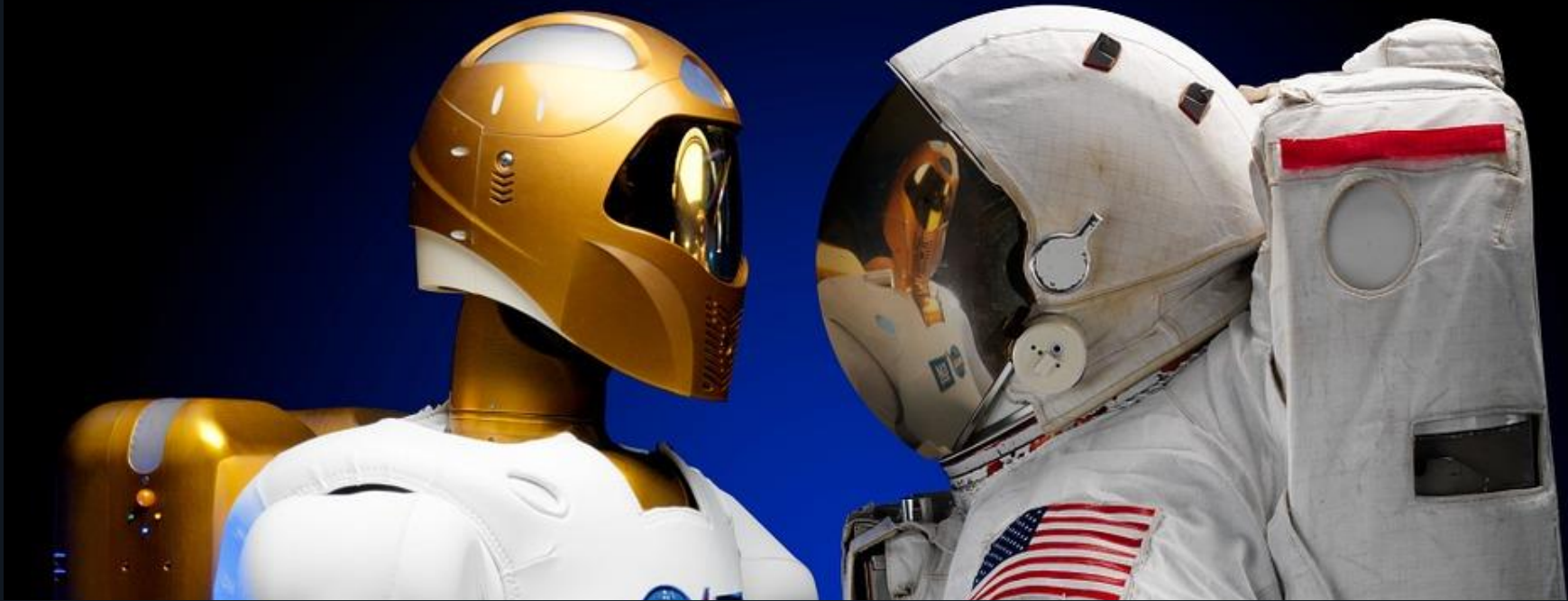


First case: Multi-device usage

The image features two sleek, silver humanoid robots standing in profile, facing each other. They are set against a dark blue background filled with glowing, colorful data lines and waveforms in shades of yellow, green, and purple. The robots have a futuristic design with visible joints and glowing blue circular elements on their heads. A semi-transparent dark blue horizontal band is positioned across the middle of the image, containing white text.

We are reaching new level:
Machine Learning





Second case: Human – Non-human Traffic





Home – Work Split





1st party Data Standardization

Data

Integration

Predictive Models



Projected sales of main products in 2013



Distribution of market share among the major industry players



Distribution of market share among the major industry players (A, B, C) indicates that Player C holds the largest market share. A further change in the market share distribution is likely to occur as the market evolves.

State of market activity



Changes in the activity of the active and passive market is uncertain. Established positive trends in various market segments.

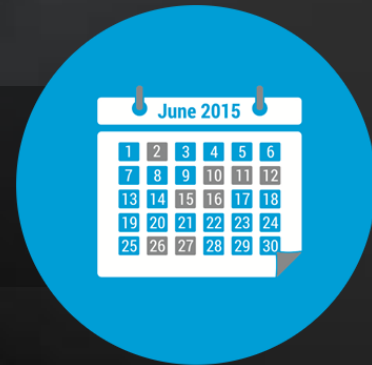
Projected sales of main products in 2013



Trend in Market Studies



Speed up to overnight production!
Follow the RTB & programmatic



Agency:

**Head of Digital Development PL MullenLowe,
Agnieszka Lizon:**

***"ING campaign was played on illegal player!
Of course we didn't realize it as it went via few
networks. We discovered it thanks to AdReal and
stopped this campaign before our client noticed!"***





Overnight – RT - Forecast

Trust – audit of programmatic

Full scope – Content, Ads,
Transactions, etc.



Σ







G E M I U S
SCIENCE

We invent We deliver We support





Thank you!

Vesna Gordon, Board of Directors
Emil Pawlowski, Chief Science Officer



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