TVSquared: recruiting talent following MSc placement

Case Study

THE DATA LAB

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TVSquared measures the effectiveness of TV and digital advertising on a global scale. It processes billions of ad impressions to generate data including reach, frequency, online and offline outcomes, and audience insights. TVSquared first participated in MSc Placement Programme in 2019, bringing in two students. The organisation is currently reviewing internal needs to welcome further students in the near future.

The Challenge

The company had an idea for a project which, unlike many of its projects, had clear boundaries and constraints. The team identified this as an ideal assignment for a junior role in the data space and sought a data engineering graduate to take on the task at hand.

The Solution

As TVSquared is always looking to grow its team if it finds the right talent, this was also an opportunity to assess whether a graduate could be a good fit at the organisation with a view to making a permanent hire. As TVSquared viewed participation in the graduate placement scheme as an opportunity to gauge whether someone was a good fit for the organisation, they treat their graduates similarly to new hires. Tommaso Ricci, who joined The Data Lab's MSc graduate placement programme in 2019, was selected to join the TVSquared team.

Bringing in The Data Lab MSc students to TVSquared created a growth opportunity for full-time employees to expand their roles: the organisation saw those who were interested in taking on managerial roles volunteer their time to support junior members of the team.

The Outcomes

At TVSquared, Tommaso was assigned to lead a project investigating the possibility of creating a device graph – a tool linking together anonymous IDs into a specific entity such as a household. Tommaso's investigation and prototype were critical in allowing the company to understand the feasibility, cost, and data requirements in implementing a device graph in-house. He has gone on to secure a full-time position at TVSquared, where he has contributed to several projects including the development of new software enabling clients to understand customer demographics allowing them to target their advertising more effectively. Currently, he is implementing new tools, data pipelines, and automation to support data scientists and analysts by providing them with an easy to access, high quality data lake.

> "There is no downside to participating in The Data Lab's MSc graduate programme. Everyone – companies, graduates, and the data and technology sector as a whole – sees real and tangible benefits from it."
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> **Regina Berengolts**
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> **Director of Research, Analytics and Data, TVSquared**

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