





Research plays a vital role in the media process and it is commonly the second largest cost to a Media Agency after salaries. Millions of dollars are invested every year on media research that is either (a) proprietary to an individual agency or (b) syndicated media research available to the market.

The advertiser can also provide a wealth of information on their product/service/brand. However, to develop a solid strategic idea to answer their marketing and advertising needs, a much richer understanding of consumers and their behaviour is required, particularly with regards to their media habits and media consumption.

Media research can either be qualitative - which is more about behavioural patterns and attitudes, or it can be quantitative - which is primarily concerned with media usage and consumption. Essentially qualitative is 'Why', and quantitative is 'What' or 'How Many'. The better the quality of research that a Media Agency has access to, the better equipped they are in:

- Enhancing the quality of the brief to give a comprehensive platform of knowledge about the brand, its consumers, its competitors, and the marketplace.
- Producing key insights on consumers, their behaviour and media habits therefore enabling the planner to provide strategic recommendations supported by research findings.
- Identifying the most appropriate media channels to consider when targeting the consumer
- Identifying the most effective media supplier, e.g. station, publisher, broadcaster, etc.
- Identifying the most effective way of using the media, e.g. what day, time, week, program, title etc.
- Tracking the performance of the campaign.

The following pages identify some of the most widely used syndicated industry research by media planners and buyers. These are commonly referred to as 'media currencies



## Television

### NIELSEN TELEVISION AUDIENCE MEASUREMENT

NielsenTAM provides the meters and system that captures television audience measurement (TAM) data in Australia for metropolitan and regional markets as well as for subscription television.

### OZTAM

OzTAM owns the data collected by NielsenTAM and is the official source for television audience measurement (TAM) data for metropolitan free to air networks and nationally for subscription television. The data is used by television networks and media agencies and provides information on over 150 demographics, minute by minute, 24 hours a day, 365 days a year.

The process first involves contacting over 30,000 homes annually to provide enumeration for data that the ABS doesn't supply – such as for the penetration of DVD players, DVRs, HD television etc, as well as household viewing consumption patterns.

From the 'pool' of homes contacted, 3,500 households are recruited, ensuring that they reflect the television population.

Once a household has been recruited, a UniTAM meter is connected to all working television sets in the house. Its job is to record the audio and exact time from each screen, and who was logged in watching. The meter data is automatically retrieved every night via modem. Concurrently, a 'reference site' in each TV market is also recording the audio and exact time of every channel being broadcast.

The following morning, the production system then 'matches' the audio from each set in each home back to the reference signal to determine which channels were being viewed at what time and by who. When 'audio matching' the system allows a match as far back as seven days so as to be able to produce data (including playback within 7 days) as well as 'Live' viewing data (exact time match) and 'As Live' viewing data (playback within the same day but at a different time). All the 'matched' data is validated and weighted back to the population and released starting from 8:30am the following day.



## Television

**OzTAM** also provide the National Subscription TV ratings data by merging the metro and regional subscription TV households from the OzTAM and RegTAM panels – currently around 1,400 homes.

### REGTAM

RegTAM follows the same principles for the five regional aggregated markets and 19 sub markets, but based on a sample of 2,015 households (to be increased from 2013).

### NIELSEN MEDIA RESEARCH

For smaller independent markets, a diary system is used that records weekly data across a 4 week period and this is reported against 18 demographics.

Some TV analyses that Media Agencies regularly use include Audience Share and Program Performance:

**Audience Share** is generally by station (e.g. 7 Sydney, 9 Sydney, 10 Sydney) or as a National total taking into account all five metropolitan Networks (e.g. Seven Network, Nine Network, Ten Network, SBS, ABC and STV).

The following chart provides audience share information at a Station and Network level, based on one week for All People, for all viewing in the period Sun–Sat) from 6pm – 11.59pm. Many buyers will be more interested to see this level of information at a demographic level, so that they can identify the stations/networks which have a stronger skew to the people they are targeting.

<u>Network</u>	<u>5 City</u>	<u>Sydney</u>	<u>Melbourne</u>	<u>Brisbane</u>	<u>Adelaide</u>	<u>Perth</u>
ABC	14.9	15.0	15.2	12.9	15.7	16.3
Seven	25.8	24.6	24.4	24.7	28.9	31.8
Nine	21.0	19.5	23.0	21.0	22.4	18.5
Ten	14.9	13.5	15.5	14.7	16.0	15.8
SBS	4.3	4.1	5.0	3.4	4.0	4.6
STV	16.9	20.1	16.3	17.5	12.8	12.7



**Program performance** data provides the audience figures for a specific program in a specific market. This information can be drilled down to a micro level of minute by minute rating performance movement, or at a macro level which looks at the program's average performance on the day or over a number of weeks.

The following example provides a listing of the five top rating shows for All People in a specific week. The figures represent the average number of people (expressed as '000s) that watched the program.

These results show that while 'Sunday Night' was the top ranked program for that week on a 5 City basis, it was not the top program in either of the two largest cities (#3 in Sydney and Melbourne), but that strong performances in the other three metros secured it the top spot.

This is a rich source of information that Media Agencies can drill into to assist them in evaluating different scenarios. The outcome of such analyses can help direct the planning process and has a strong influence on the buying process.

<u>Program</u>	<u>5 City</u>	<u>Sydney</u>	<u>Melbourne</u>	<u>Brisbane</u>	<u>Adelaide</u>	<u>Perth</u>
Sunday Night	1,694	465	418	368	166	278
The X Factor Home Visits	1,587	499	398	297	185	208
Nine News Sunday	1,497	578	370	335	111	103
Seven News - Sun	1,496	298	450	322	164	262
60 Minutes	1,448	408	428	327	118	167

Source: OzTAM



## **NIELSEN MEDIA RESEARCH (to end 2013)**

## **GFK (to commence 2014)**

Nielsen Media Research is the current contractor for radio audience surveys. Effective from January 2014 a new company will commence their contract to provide the radio audience measurement data. This will enable a broader range of information and will utilise more variations in how they collect the data.

Essentially, the measurement systems provide radio listening data for subscribing stations in Sydney, Melbourne, Brisbane, Adelaide and Perth, eight times per year. Regular surveys are also conducted in Newcastle, Canberra, Wollongong and the Gold Coast. Other regional markets are surveyed on an 'as needed' basis.

Nielsen Media Research's diary system is based on personally-placed and collected diaries. The respondent records their listening for each quarter-hour of the day over a seven day period by placing ticks against a list of stations – as long as they listened for at least 8 of the 15 minutes in the quarter hour. A 'sticker diary' is utilised whereby the respondent peels a sticker off a 'master list' of all radio stations in that market and places it in a column of the diary. Place of Listening is also reported by the respondent (Home, Car, Work, Elsewhere) along with Mode of Listening) AM/FM Radio, Internet or Digital Radio). Radio diaries are completed for all People 10+.



# Radio

## Average weekly audience

The following chart shows the average weekly audience share by various age groups. It shows that 2Day wins for People 10—17 and People 25-39, whereas Other-FM (non-subscribers) win for People 18-24 and People 40-54, while 2GB wins for People 55+.

Sydney Survey #7 2012 Demographic Shares for Mon-Sun 5:30AM-12:00AM	All People 10-17	All People 18-24	All People 25-39	All People 40-54	All People 55+
2CH	0.0	0.4	0.4	2.6	10.1
2GB	3.5	1.0	4.6	10.0	27.6
2UE	0.7	0.4	1.7	2.3	9.0
2DAY	27.3	18.6	14.9	8.8	0.8
MIX106.5	4.2	7.0	6.6	7.0	2.0
2MMM	6.0	4.4	9.9	4.1	1.0
NOVA96.9	21.6	18.8	11.7	6.6	0.7
smoothfm 95.3	2.2	6.8	7.8	7.3	2.9
WSFM	1.6	6.0	6.7	11.8	6.1
ABC702	1.8	0.7	6.2	9.6	17.4
2RN	0.9	0.0	0.3	2.3	4.6
NEWSR	0.2	0.2	1.3	2.5	2.4
2JJJ	6.0	10.5	10.1	2.6	0.7
ABCFM	0.7	0.2	1.4	1.7	6.6
O-AM	0.9	0.5	0.6	2.2	2.6
O-FM	21.2	23.2	13.4	17.5	4.9
O-DIGITAL	1.1	1.2	2.4	1.1	0.6
Total	100.0	100.0	100.0	100.0	100.0

## Share of total audience

This chart shows the same data but as a share of total audience (People 10+) against different sessions. It demonstrates that while 2GB only wins the People 55+ demographic in the above table, this is sufficient to win all the sessions apart from afternoon drive which was won by Other-FM.

Sydney Survey #7 2012 All People 10+ Shares by Session (Mon-Fri)	Mon-Fri 5:30 AM-9:00 AM	Mon-Fri 9:00 AM-12:00 MD	Mon-Fri 12:00 MD-4:00 PM	Mon-Fri 4:00 PM-7:00 PM	Mon-Fri 7:00 PM-12:00 MN
2CH	3.4	5.5	4.5	3.0	5.7
2GB	17.3	18.7	13.7	10.7	15.3
2UE	4.2	4.0	3.0	3.4	4.9
2DAY	12.1	7.3	8.6	10.2	7.4
MIX106.5	3.9	4.6	5.1	5.2	4.8
2MMM	4.5	4.7	5.8	5.0	2.4
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smoothfm 95.3	3.3	5.8	6.6	5.8	5.3
WSFM	6.4	8.0	8.6	7.0	4.9
ABC702	13.1	9.4	9.6	11.5	10.0
2RN	3.4	1.5	1.4	2.0	2.7
NEWSR	2.6	0.8	1.0	1.6	3.4
2JJJ	4.0	4.5	5.2	5.2	3.6
ABCFM	2.6	3.3	3.5	4.1	2.9
O-AM	1.3	2.2	1.3	1.3	3.1
O-FM	10.4	13.0	13.6	13.6	11.6
O-DIGITAL	0.9	0.8	1.1	1.2	2.4
Total	100.0	100.0	100.0	100.0	100.0



## ROY MORGAN RESEARCH

Roy Morgan Research provides readership data from a sample of around 55,000 people over a 12 month period. The survey is conducted nationally, via face-to-face interviews at the respondents' home with people aged 14+. The data is then weighted to ABS (Audit Bureau of Statistics) population to provide estimated numbers in thousands for a range of demographic, psychographic and product purchase variables. Readership figures are released quarterly and are based on a 12 month rolling average.

This data also provides information on consumers and their lifestyle, attitudes, media consumption habits (including TV, radio, newspapers, magazines, cinema, catalogues, subscription TV and the Internet) brand and product usage, purchase intentions, retail visitations, service provider preferences, financial information and recreation and leisure activities.

The Roy Morgan Research system is 'single source' whereby all the information is gathered via questions directly to the same individual.

The information provided by Roy Morgan Research allows the Media Agency to perform a variety of evaluations such as:

- Understanding consumer behaviour and habits
- Identifying overall media habits and media usage
- Analysing preferred/most read magazine and newspapers titles
- Identifying product usage
- Identifying trends



Print

## MORGAN RESEARCH

Roy Following is an example of the type of data available. The following chart lists the Top 20 magazines, ranked on Total People, with the readership profile also showing the percentage of readers that are Male/Female, and where they fall within the age demographic profile.

Within the database it is possible to build profiles against more specific demographic groups or on things such as lifestyle or product purchase points, e.g., you can establish how many readers of Woman's Day are planning to buy a car in the next two years, and compare this profile to other titles to find the most effective titles for the communication task at hand.

### ROY MORGAN SINGLE SOURCE AUSTRALIA : JULY 2011 - JUNE 2012

	TOTAL	Men	Women	14-24	25-34	35-49	50 +
<i>ALL MAGAZINES</i>	<i>000s</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
TOTAL Motoring Club Magazines	2532	57.3%	42.7%	4.1%	9.0%	24.8%	62.1%
Women's Weekly	2411	20.1%	79.9%	11.6%	14.1%	26.2%	48.2%
Better Homes and Gardens	1863	26.1%	73.9%	9.0%	14.4%	28.3%	48.3%
Woman's Day	1762	16.3%	83.7%	14.5%	13.8%	25.4%	46.4%
Sunday Magazine (NSW/Vic)	1594	40.2%	59.8%	7.4%	10.7%	28.2%	53.6%
Good Weekend (NSW/Vic)	1474	46.0%	53.9%	7.7%	10.2%	24.7%	57.3%
New Idea	1193	16.8%	83.3%	12.7%	12.6%	24.2%	50.5%
Sunday Life (NSW/Vic)	1075	41.9%	58.1%	7.2%	9.8%	26.0%	56.9%
National Geographic	915	61.2%	38.8%	16.3%	15.0%	24.7%	43.9%
Open Road (NSW)	912	60.1%	39.9%	3.7%	8.6%	24.7%	63.0%
That's Life	910	19.9%	80.1%	14.1%	14.7%	25.4%	45.9%
Super Food Ideas	886	16.4%	83.6%	13.0%	20.1%	30.4%	36.6%
Sunday Telegraph TV Guide (NSW)	852	49.1%	50.9%	12.8%	11.6%	22.9%	52.7%
Weekend Australian Magazine	796	48.4%	51.6%	5.9%	9.4%	21.6%	63.1%
Sunday Herald Sun TV Guide (Vic)	766	48.3%	51.7%	13.6%	10.7%	22.7%	52.9%
House & Garden	755	35.5%	64.5%	8.1%	13.4%	31.7%	47.0%
Sunday Mail TV Guide (Qld)	744	48.8%	51.2%	11.3%	8.9%	23.0%	56.7%
Take 5	711	19.1%	81.0%	16.0%	14.6%	22.4%	47.0%
Royal Auto (Vic)	669	55.2%	44.8%	5.1%	8.8%	25.3%	60.8%
TV Week	659	40.2%	59.8%	23.4%	11.7%	21.7%	43.2%



## **AUDIT BUREAU OF CIRCULATION (ABC)**

ABC Audits are for 'paid' newspapers and magazines. The audit verifies the paid circulation of a publication over a defined audit period. The audit verifies and reports the average number of copies sold per issue, the number of issues published in the audit period, the cover price, the publishing frequency of each publication, and any exclusions from the audit.

There are four audit periods (1) January – March (2) April – June (3) July - September (4) October - December. These audit periods cover all newspapers, magazines, and newspaper inserted magazines that have a circulation in excess of 25,000. All other titles have two audit periods per year. In 2012 the audit rules were amended to allow paid-for digital subscriptions to be audited as long as only one of the print or digital copies counted towards the 'Total Masthead' figure.

Planners and Buyers review this data to see the actual number of copies sold in the

most recent audit period, and look at things like whether the title shows an increase or decline in comparison to previous surveys or compared to similar titles.

## **CIRCULATIONS AUDIT BUREAU (CAB)**

CAB primarily audi business, trade and technical publication suburban and free newspapers. Most CAB titles are distributed on a subscription or free basis.

The audit verifies the total average distribution of a publication over a defined audit period. Every copy within the defined six or twelve month period is verified to produce the Average Net Distribution of an issue, highlighting the printing and method of distribution, number of issues and the publishing frequency of each publication.

There are two audit periods, April to September and October to March for publications with 12+ issues per annum. For publications with 1-12 issues per annum only a single audit per annum is required.



## **NIELSEN ONLINE RATINGS**

Nielsen Online Ratings has a suite of online measurement tools including the following:

### **Market Intelligence (MI)**

MI is the largest independent 'census-based' measurement of audited website traffic in Australia. The system works by a Publisher placing a 'Nielsen tag' on all web pages of their site. When a page is downloaded to a computer the tag is sent to Nielsen Online for tallying. The system records both global and domestic traffic.

Key metrics include Unique Browsers, Page Impressions, Average Frequency, Page Duration, Session Duration.

The data is captured in real time and released overnight. It must be stressed that this is computer-to-computer traffic data, and not computer-to-person audience data.

On an average daily basis it is a reasonable cohort for 'Total People', but over a longer reporting period such as a month it can

massively overstate audience data due to device duplication (same file to the same person but on a different device such as work computer and home computer) and cookie deletion (as cookies are deleted during a month a new cookie is generated which wrongly 'duplicates' that person in the 'unique' count).

### **NetView**

Is a panel-based approach to measuring audience as well as the demographic profile of websites. Given that it is panel-based it is "consumer-centric" as opposed to being "server-centric" like MI, so it can report Unique Audience (i.e. unduplicated people data) as opposed to Unique Browsers, as well as provide data on the online consumer's behaviour, trends and detailed demographics.

Typically consumer-centric panels tend to slightly understate audience whereas server-centric web analytics tend to overstate the audience. Panels have problems getting access to large businesses, government departments, places of education and public-place access (e.g. WiFi Hot-Spots)



### **Nielsen Online Ratings (Hybrid)**

The Hybrid system was launched in 2011 and works by taking the quantum of traffic to websites as established by the MI data and comparing it with the audience quantum projected from the NetView panel.

It then uses a sophisticated suite of algorithms to further 'up-weight' the NetView panel data to take into account the traffic that the panel can't get to and then it generates sets of 'pseudo-respondents' to allow robust Reach & Frequency calculations to be performed

### **Web R&F**

Optional software that calculates audience reach and frequency for online campaigns

### **Ad Relevance**

Provides online competitive monitoring including details of sites being used, the creative executions, campaign frequency and scheduling, and number of impressions reached. It no longer includes expenditure estimates which from 2009 became part of Nielsen AdEx.

Online advertising expenditure is notoriously hard to estimate due to the myriad of costing options such as CPM, CPA, CPC, sponsorship, buyout etc. Therefore, the quality of such data is very variable.

### **Online Tools**

There a number of free tools that can be used to look at online brand trends and gather insights into online behaviour:

Google Trends:

<http://www.google.com/trends>

Google Blogsearch:

<http://blogsearch.google.com/>



## Out of home

### MOVE

MOVE (Measurement of Outdoor Visibility and Exposure) was launched by the Outdoor of Media Association.

MOVE provides outdoor media owners and media buyers with direct access to a planning system that delivers audience measurement data across a wide range of formats, geographic locations and demographics.

It draws on a range of comprehensive databases, including population statistics, travel patterns from 70,000 annual Government Household Travel Surveys, traffic and pedestrian counts, rail and bus ticket sales, airport passenger movements, retail complex footfall data, and site inventory data for 64,000 outdoor faces.

This enables media buyers and advertisers to have fully transparent audience data for roadside, transport and retail environments, including airports. For ease of analysis the audience data is displayed on maps of each market to show where the audience is drawn from and where it is most intense.

MOVE also introduced a new currency to media measurement - Likelihood-To-See (LTS). The LTS is an adjustment to the total 'possible' audience within viewing distance of a particular outdoor face based on a number of sign characteristics (height, illumination, size, offset and angle to the road, etc.) that affect a person's likelihood to see an advertising face.

That is, MOVE will only 'credit' those who are likely to have seen the face, not everyone who simply passes it. This is different from most other media measurement systems which rely on Opportunity-To-See as their currency.

MOVE is updated annually with the latest ABS population data, updated infrastructure data (roads, rail, buses, retail and airport) as well as any changes to the advertising inventory.



Below is an extract of some MOVE output based on OMA's sponsorship of the Australian Literacy and Numeracy Foundation's (ALNF) "Wall of Hands" campaign. Just over 1,000 faces across the five major metros carried ads for between one and eight weeks. The following table shows, over 67 million 'contacts' with the target People 18-54 demographic, reaching more than 6.2 million of the target, or just under three-quarters with an average frequency across the campaign of 10.8 times.

### Campaign Summary

<b>Report ID</b>	8528	<b>Company</b>	MOVE Agency
<b>Package name</b>	ALNF		

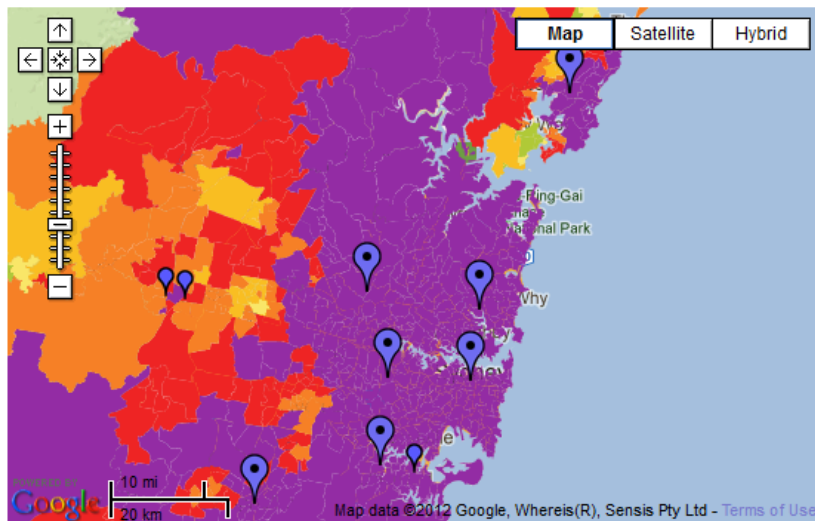
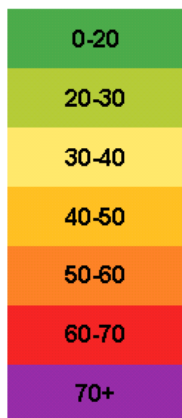
### Multi-Market Total

<b>Markets</b>	Sydney Melbourne Brisbane Adelaide Perth	<b>Potentials (000's)</b>	8,431
<b>Demographic</b>	P18-54	<b>Total Contacts (000's)</b>	67,428
<b>Total Reach %</b>	74.3	<b>Average Frequency</b>	10.8
<b>Total Reach (000's)</b>	6,262		

the inventory detail).

Show Reach

#### Total Reach Ranges



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## VAL MORGAN / MPDAA

Val Morgan is able to provide Motion Picture Distributors Association of Australia (MPDAA) cinema admissions data for cinema campaigns booked through them. Admissions data is a virtual census of the number of tickets sold by screen by session (apart from freebies).

As admissions data is based on 'All People', this data is supplemented by Roy Morgan research on broad cinema attendance patterns to provide insight into age, education and income likelihoods.

Further, cinema campaigns can be tracked for brand awareness, recognition of cinema advertising and so on. This is provided by Val Morgan by Millward Brown using an ongoing online sample of 200 people (over four weeks) aged 14+ who have attended the cinema in the past four weeks within metropolitan areas.

Commencing in the first half of 2013 Val Morgan will launch their latest measurement system called CineTAM, which will overlay the admissions data with audience profile data collected from over 300,000 people that are members of a cinema Loyalty Card scheme. This should produce quicker and more accurate audience profiles to accompany their already very precise admissions data.

# Advertising Spend

## NIELSEN MEDIA RESEARCH

Nielsen Media Research monitors advertising activity providing the industry currency for advertising expenditure estimates. This is across all mainstream media including Free TV (but not STV), newspapers, consumer magazines, radio, cinema, outdoor, and online.

A media agency can evaluate this data to identify and track activity of competitive advertisers. The information can be viewed at a total category level (e.g. Food), Company level (e.g. Nestle) or down to a Brand and Product level. For example, users can, as a minimum:

- Determine competitor’s strategies in terms of which media they used, how heavily, when they advertised, time periods, stations/titles used, and how much was spent.

- Geographic and seasonal variation in expenditures.
- Understand how competitors view their target audience, profile their brand and how they seek to position themselves in the market.
- Estimate cost required to take a new product to market, through illustrating the budget required to launch and sustain a brand.
- Track new product launches.
- Track Share of Voice
- Analyse the effectiveness of a specific strategy.

The following example is a summary of competitive expenditure within a specified category and shows how much the category and products spent in each media:

ALL MEDIA NATIONAL SUMMARY (EXAMPLE ONLY)										
	Total	Metro TV	Regional TV	Metro Press	Regional Press	Mags	Radio	Cinema	Online	Outdoor
	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)
Category										
Product A	59	11	5	2		22	12	1	5	1
Product B	31	7	1			13			10	
Total	90	18	6	2	0	35	12	1	15	1



## NIELSEN MEDIA RESEARCH

Advertising verification ensures that ‘what was booked ran’. It provides very detailed information on the specific placement of your client campaigns and the campaigns of its competitors. These reports are available for metropolitan and regional TV, radio and print.

For TV, spot monitoring reports are used to verify that your own client’s activity has gone to air/appeared correctly in terms of timing, placement and that the correct key number/material was scheduled. Additionally, evaluating the placement of activity can assist in understanding who the competitors might be trying to reach. It is this spot monitoring data that is used to determine the total aggregate estimated expenditures discussed previously, by applying an “estimated spot rate”. An example spot reports follow:

<b>Metropolitan Television Spot Report - Sydney (EXAMPLE ONLY)</b>							
<b>Product</b>	<b>Station</b>	<b>Duration</b>	<b>Key Number</b>	<b>Day</b>	<b>Date</b>	<b>Time</b>	<b>Program</b>
Product A	ATN 7	15 seconds	PA0630	Thu	6/09/2012	9.14pm	Criminal Minds
			PA0630	Sun	9/09/2012	11.43am	Beauty & The Geek
			PA0630	Mon	10/09/2012	6.15am	Sunrise - Early
	TCN 9	15 seconds	PA0630	Sun	2/09/2012	10.47am	Wide World of Sport
			PA0630	Tue	4/09/2012	7.43pm	Big Brother -Tue
			PA0630	Wed	12/09/2012	11.23pm	Embarrassing Kids Bodies
	TEN 10	15 seconds	PA0630	Tue	4/09/2012	5.40pm	Ten News at Five
Sydney Television:			Total 7 spots				



## NIELSEN MEDIA RESEARCH

<b>Radio Spot Report - Sydney (EXAMPLE ONLY)</b>						
Product	Station	Duration	Key Number	Day	Date	Time
Product A	2MMM	30 second	PAR032	Mon	12/11/2012	5.21am, 6.59am, 7.25am, 10.55am
			PAR032	Tue	13/11/2012	8.25am, 1.35pm, 6.28pm, 9.45pm
			PAR032	Wed	14/11/2012	5.45am, 9.02am, 4.38pm, 11.08pm
			PAR032	Thu	15/11/2012	8.05am, 9.15am, 11.48am, 3.49pm
			PAR032	Fri	16/11/2012	10.09am, 11.48am, 4.55pm, 7.08pm
	Sydney Radio		Total 20 spots			

<b>Magazine Spot Report - Women's General (EXAMPLE ONLY)</b>							
Product	Publication	Issue	Page	Position	Colour	Section	Key Number
Product A	New Idea	Mon 23/01/2012	99/100	IBC	4 Colour	Run of Book	PAM043
Product B	New Idea	Mon 12/11/2012	27/116	Full Page	4 Colour	Run of book	PBM043
	Women's General		Total 2 spots				



## NIELSEN MEDIA RESEARCH

Consumer and Media View (CMV) is another product offered by Nielsen Media Research. It provides consumer and media insights by combining people's media habits, lifestyles, attitudes and product consumption, and is collected from a national online sample of around 22,000 people aged 14+. Data bases are released ten times per annum, coinciding with the 10 TV surveys.

While CMV also collects various media usage data, it uses a process called 'data fusion' for:

- OzTAM audience 'currency' data for Metro TV.
- RegTAM audience 'currency' data for Regional TV.
- Nielsen Media Research audience 'currency' data for Radio.
- Nielsen Online Ratings audience 'currency' data for Online.
- By using a fusion process, the original 'currency' for each fused medium is preserved for all major age/gender

demographics. While data fusion is for some a controversial process (often criticised as a 'black-box') it is becoming increasingly used around the world as all media increasingly fragment, making cross-media sampling far more difficult and potentially less representative.

## ROY MORGAN RESEARCH

Morgan also conducts a 'single-source' survey (see previous detail in the Print – Readership section) using a 'leave-behind' questionnaire in roughly half their face-to-face readership sample. This questionnaire has a great deal of in-depth data about consumer attitudes and opinions, product consumption and purchase intentions, as well as media consumption habits.

This data is accessed by media planners and buyers via the Roy Morgan Asteroid software, which allows cross-tabulations on virtually any of the data they collect. It is considered marketing 'currency' in various market sectors such as automotive, finance and travel.



**Proprietary**

All major Media Agencies not only subscribe to a large offering of syndicated industry research (most of which have been reported on the previous pages), but they also invest heavily in providing their own bespoke research.

With the rapid pace of change with media options and consumer usage, there is a significant increase in the amount of multi-tasking and simultaneous media used, like watching TV while also being on your smartphone or tablet device; using the internet with the radio on or streaming radio; etc. Such scenarios will increasingly continue to rapidly fragment consumers attention as new technology and media options flourish.

Industry 'currency' media research tends to focus on a single medium, primarily because each medium provides the majority of the funding for that 'currency'.

Also, this is because the data capture methodology is optimised for that medium (you can't use a TV PeopleMeter to capture newspaper or magazine reading). Therefore, none of the 'currencies' fully take into account consumer and media fragmentation and the duplication and cross-over between media, hence the increased need for proprietary systems.

OzTAM's 'Convergence Panel' (10% of homes are now dual metered for TVs and computers) is the start of what will eventually become standard practice.

So, proprietary research allows an agency to create their own databases of consumers, brands and media interaction points to assist in answering questions about the relationship between all these elements.



A question that marketers also consistently seek answers to is how do they ‘engage’ their brand with the consumer.

As each brand has its own unique attributes and qualities, the relationship with the consumer can only be understood by conducting specific research studies, bespoke to that brand and its communication objectives.

Further, each medium has its own innate level of ‘engagement’ with consumers, and within each medium each ‘channel’ (e.g. TV program, newspaper or magazine title, website, radio show etc.) has its own specific ‘engagement’ with consumers. It is within that context that we insert ads to engage the brand with the consumer, and all levels of ‘contact’, ‘context’, and ‘content’ must work in harmony to deliver optimal consumer engagement.

An MCA’s offering in terms of unique research capabilities can play a significant role for clients when deciding who to select at their preferred agency partner.