



THE MFA GUIDE

Everything you need to know
about the media agency industry.



A large graphic consisting of a black circle containing the number '4.' in white, and a larger white circle containing the word 'RESEARCH' in bold, black, uppercase letters. The black circle is positioned at the top left of the white circle, and its right edge overlaps the white circle's boundary.

Everything you need to know about the media agency industry.

Overview

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) Syndicated media research available to the market; or
- b) Proprietary to an individual agency/client.

The advertiser can also provide a wealth of research and information on their product/service/brand. However, to develop a solid strategic idea to answer the client's 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 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 a media agency has access to, the better equipped it will be 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, website 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.

Television

NIELSEN TELEVISION AUDIENCE MEASUREMENT

Nielsen TAM provides the meters and system that captures Television Audience Measurement (TAM) data for viewing on in-home TV sets in Australia's metropolitan and regional markets, as well as nationally for subscription television.

www.nielsentam.com.au

OzTAM

OzTAM is the official source for Television Audience Measurement (TAM) data for metropolitan free-to-air networks and nationally for subscription television (STV). OzTAM owns and markets the data collected by Nielsen TAM for its coverage areas.

www.oztam.com.au

Regional TAM

Regional TAM data is the official Television Audience Measurement (TAM) of free-to-air and subscription television viewing in the five east coast aggregated regional markets, including 19 component sub-markets, and the regional Western Australian market.

www.regionaltam.com.au

Radio

GfK

GfK is the provider of radio audience measurement in Australia across the five metropolitan markets – Sydney, Melbourne, Brisbane, Adelaide, and Perth – as well as Newcastle, Canberra and the Gold Coast.

www.gfk.com/home

www.radioalive.com.au/Surveys

Print

The Audited Media Association of Australia

The **Audited Media Association of Australia (AMAA)** is the industry owned auditor for the media, providing data that enables buyers and sellers of advertising to transact with greater trust and confidence. The AMAA has two brands: The Audit Bureau of Circulations (ABC) and Circulations Audit Board (CAB).

www.auditedmedia.org.au

Roy Morgan Research

Roy Morgan Research provides readership data from a sample of over 50,000 people over a 12-month period. The survey is an ongoing survey 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.

www.roymorgan.com

emma

Conducted by Ipsos, '**emma**' (**Enhanced Media Metrics Australia**) is the accredited readership survey metric for the news media industry. Ipsos is a global leader in audience solutions and conducts numerous media surveys across the globe, including the National Readership Survey (NRS) in the UK.

www.emma.com.au

www.ipsos.com/en-au

Online

IAB Australia

IAB Australia (Interactive Advertising Bureau) manages the preferred supplier arrangement for the digital audience measurement currency, which allows the industry to drive a single solution for the market.

www.iabaustralia.com.au

Nielsen

Nielsen is the IAB's preferred supplier for digital audience measurement. Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's audience across computer, mobile and connected devices audience in a way that is comparable to Nielsen TV Ratings.

RESEARCH

Out-Of-Home

MOVE

MOVE (Measurement of Outdoor Visibility and Exposure) is the industry currency for out-of-home (OOH), and measures people moving in their world and viewing out-of-home advertising.

www.moveoutdoor.com.au

Cinema

MOVE

CineTAM is the dedicated measurement platform for cinema advertising campaigns. It is based on cinema loyalty membership transactional data combined with actual cinema ticket sales.

www.valmorgan.com.au/accountability

Organisations and industry bodies that...

Support and promote media owners

www.thinktv.com.au

www.boomtown.media

www.iabaustralia.com.au

www.commercialradio.com.au

www.oma.org.au

Provide advertising spends and insights

Ebiquity –
www.ebiquity.com/news-insights/

Standard Media Index (SMI) –
www.standardmediaindex.com

IAB –
www.iabaustralia.com.au

Roy Morgan Research –
www.roymorgan.com

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), 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 usage, like watching TV while also being on your smartphone or tablet device; or using the internet with the radio on or streaming radio. Such scenarios will increasingly continue to rapidly fragment customers' 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) or take into account consumer media fragmentation and duplication. As a result, none of the 'currencies' fully cross over between media, hence the increased need for proprietary systems.

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.

Marketers also consistently seek to '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.

A media agency's offering in terms of unique research capabilities can play a significant role for clients when deciding who to select as their preferred agency partner.