Developing ecosystems controlled by the publishers
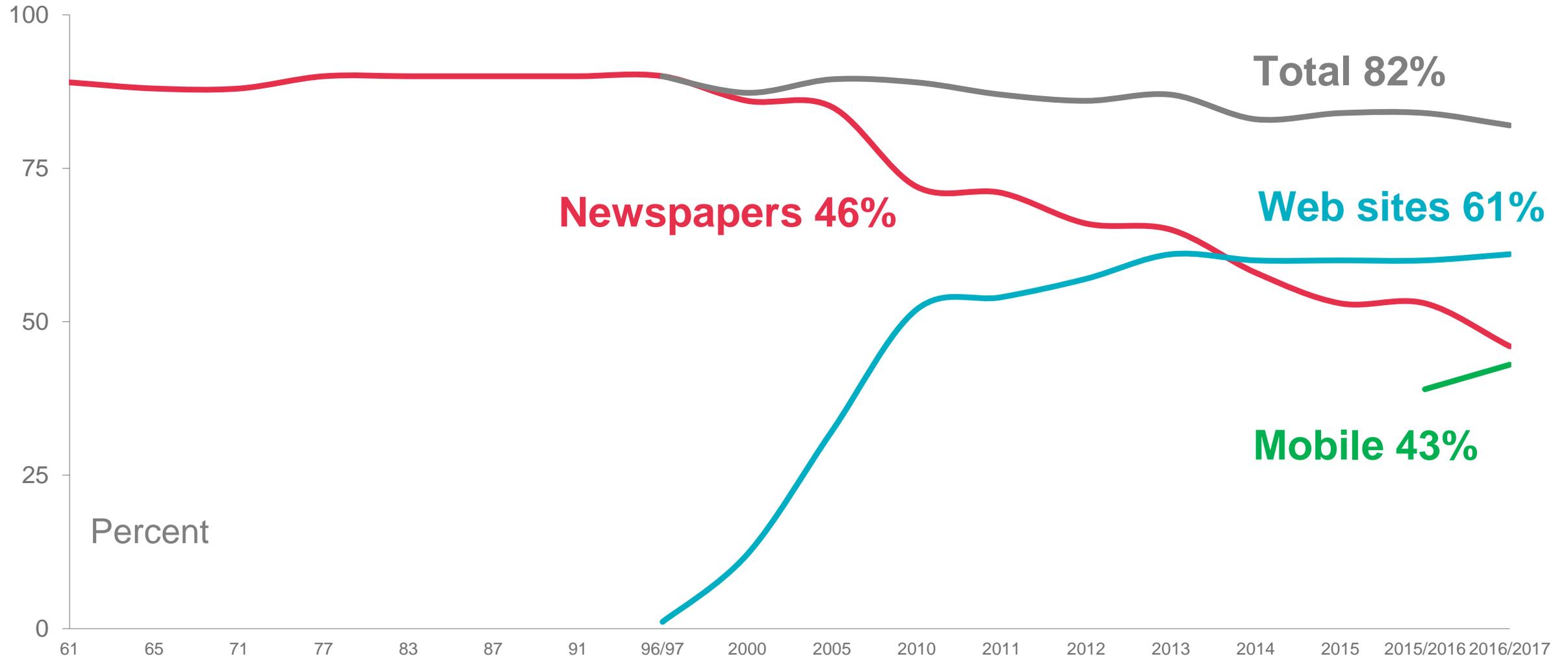
Bente Håvimb, Norwegian Media Businesses' Association (MBL)
Knut-Arne Futsæter, Kantar Media
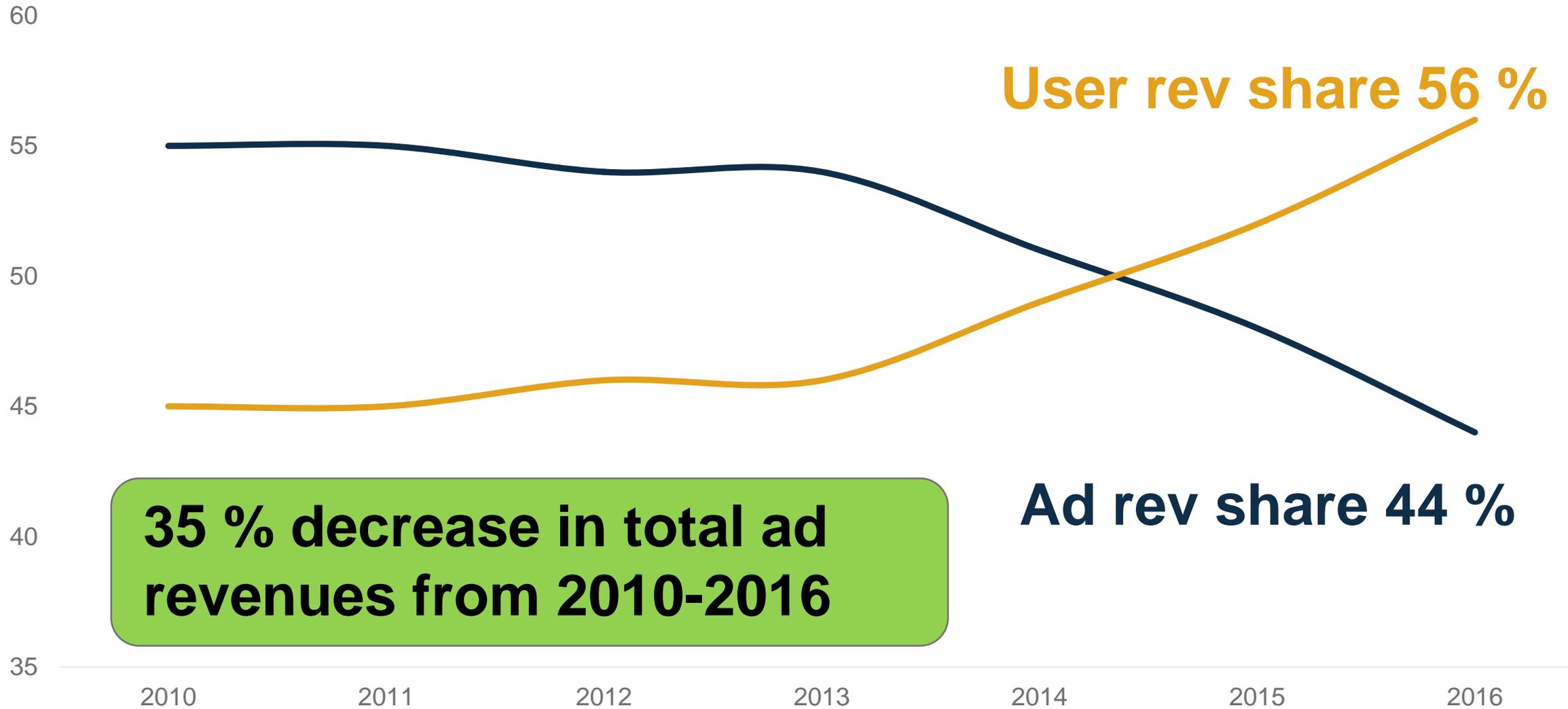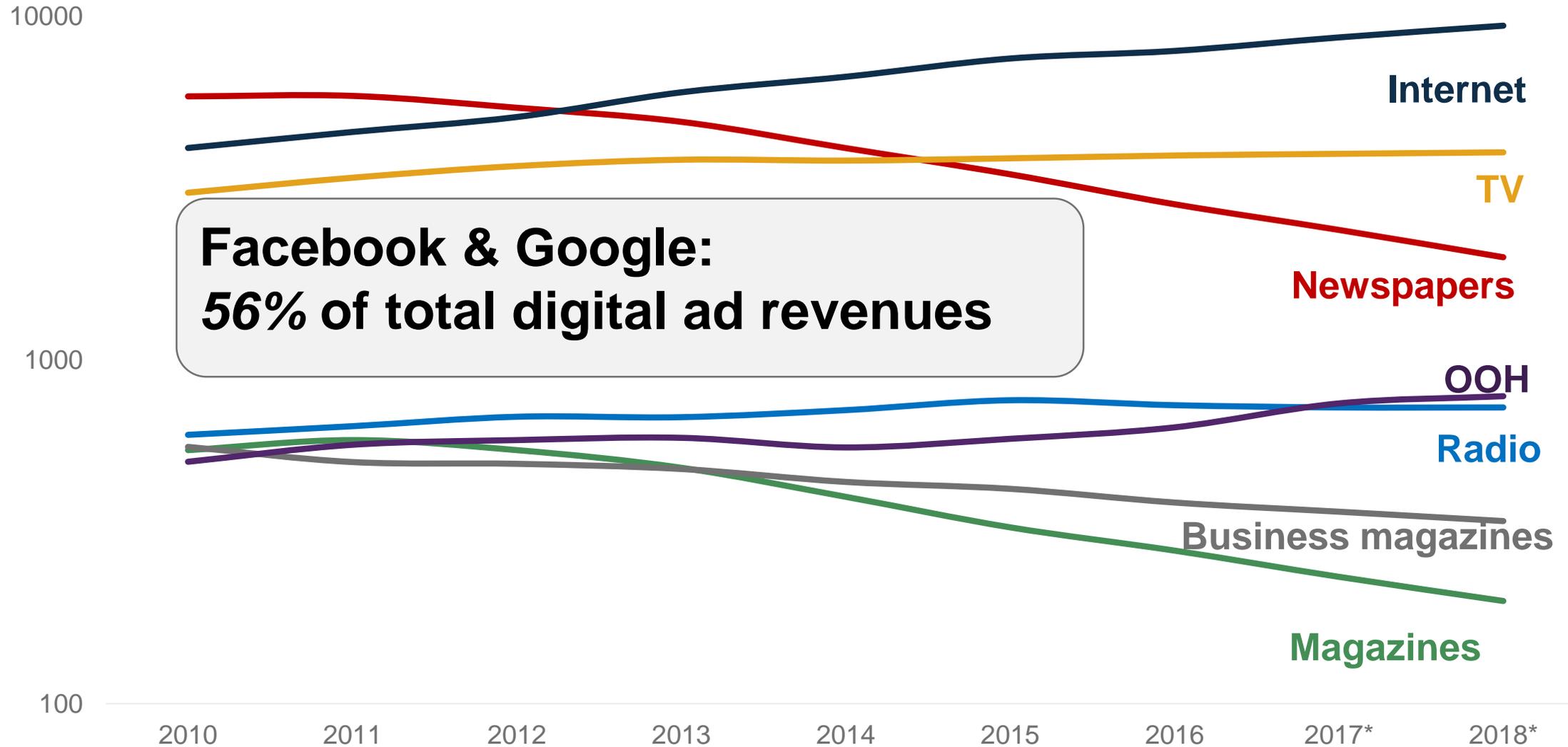The Publishing and Data Research Forum in Madrid 2017

PUBLISHING & DATA RESEARCH FORUM

Usage: High media consumption

Newspapers: Share of revenues

User rev share 56 %

Ad rev share 44 %

35 % decrease in total ad revenues from 2010-2016

KANTAR MEDIA

KANTAR MEDIEBEDRIFTENE

Revenues: Print decline and digital growth

Facebook & Google:
56% of total digital ad revenues

Internet

TV

Newspapers

OOH

Radio

Business magazines

Magazines

10000

1000

100

2010   2011   2012   2013   2014   2015   2016   2017*   2018*

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MEDIEBEDRIFTENE

Key objectives for the request for proposal

1. A common currency for media usage and media planning

2. The official documentation of media usage in Norway

3. Linked to a common target group index

4. More frequently reported with real time delivery for online

5. Transparent, documented and designed for the market

6. Independent validation of methods and results

The online measurement

comScore

Unified Digital Measurement: *UDM*

The newspaper measurement
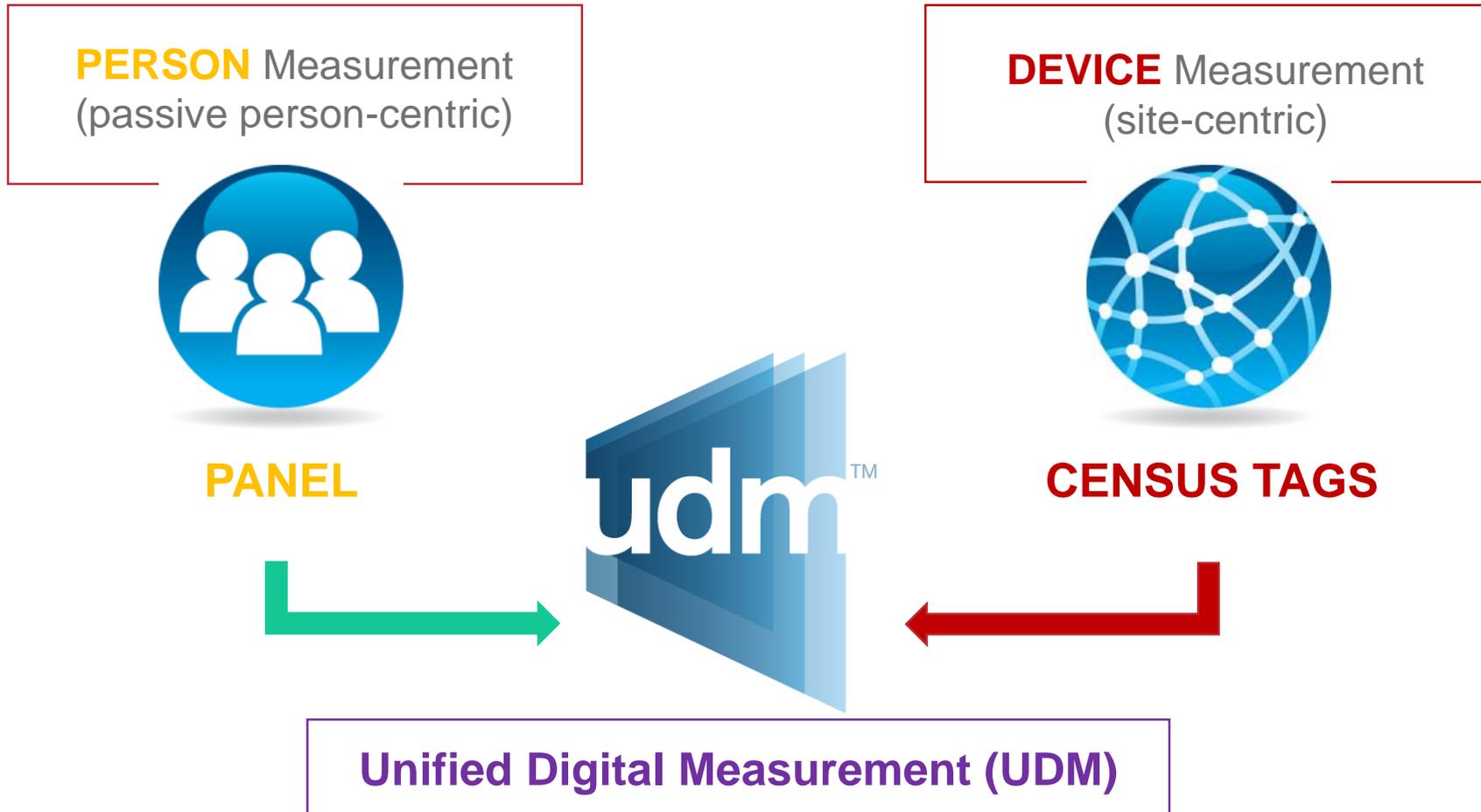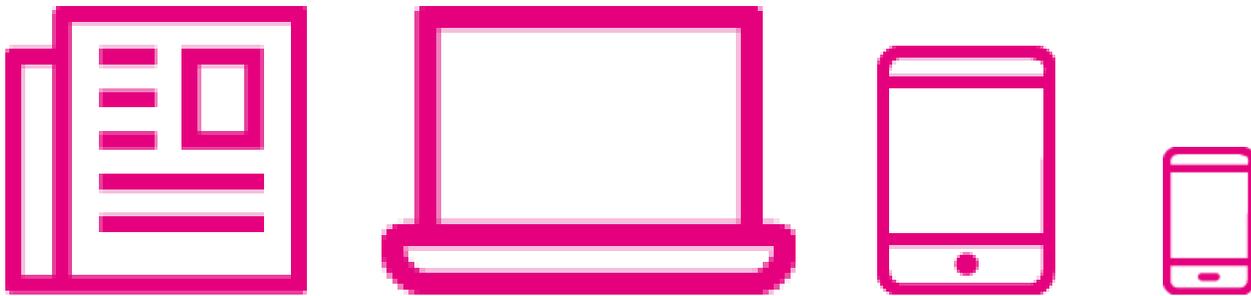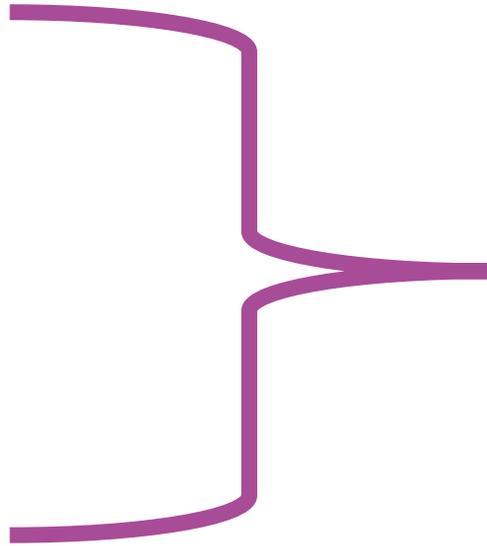
The newspaper measurement

- CATI and integrated in the multi-media concept C&M

- The newspapers will still be using the *Pure Recent Reading*

- Yearly revision of methods and sample sizes

- Reach and frequency across platforms, screens and devices

Brand First for reporting the total brand footprint

- Paper
- ePaper
- Mobile
- Desktop
- Tablets

- Recall methodologies have their limitations
- Combine surveys with passive measurements
- Data integration

Brand First: Some *general* methodological issues

1. Collection methods

2. The interview length and the total number of titles

3. Which media types and platforms are measured?

4. Brand First is more suitable for newspapers than for magazines in Norway

5. Instructions, definitions, help texts and/or visual prompts to the respondents

6. The context and order of the instructions and questions

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Brand First: Some *specific* Brand First issues

1. The importance and use of the measured figures
- Are the digital results going to be calibrated or fused into the NRS?

2. Order of questions and context
- The order of questions and context in the interview is crucial for the results.
- Only small changes in the order could influence the result.

3. The number and order of filter questions
There are several variants of performing Brand First:
- Only one general filter question for the total brand.
- Start with a total brand filter question followed by filter question for print followed by filter question for total digital
- Start with a total brand filter question followed by filter question for print, ePaper and then filter question for all digital platforms.

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The magazine measurement
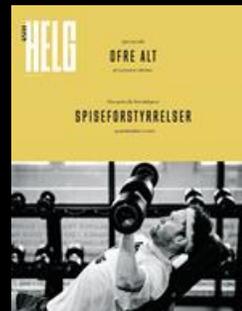
The magazine measurement

- The readership survey consists of 12.000 yearly interviews

- 90% of the sample is web-based

- Recent Reading for calculating the readership figures

- 2018: 80 paper editions and 30 online services

- The web titles from comScore will be calibrated onto the TGI

Web-based device agnostic approach with an integrated hurdle question

Except today, when did you read or look at the following magazines last time?

Her & Nå

- Yesterday
- 2-3 days ago
- 4-7 days ago
- 8 – 30 days ago
- 1 – 12 months ago
- Rarely / never
- Never heard of
- Don't know
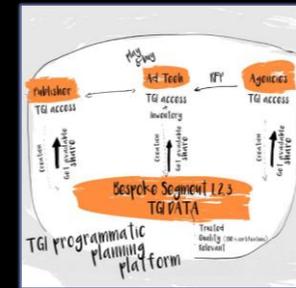
The readership numbers AIR and GEP

- **AIR** (Average Issue Readership)
  - The traditional net based readership measure

- **RES** (Readership Engagement Score)
  - Amount of reading last time the magazine was read

- **NRO** (Number of Reading Occasions)
  - On average, how many reading occasions of a given title

- **GEP** (Gross Exposure Points)

GEP = AIR x RES x NRO

Quality:
Time spent & source of copy
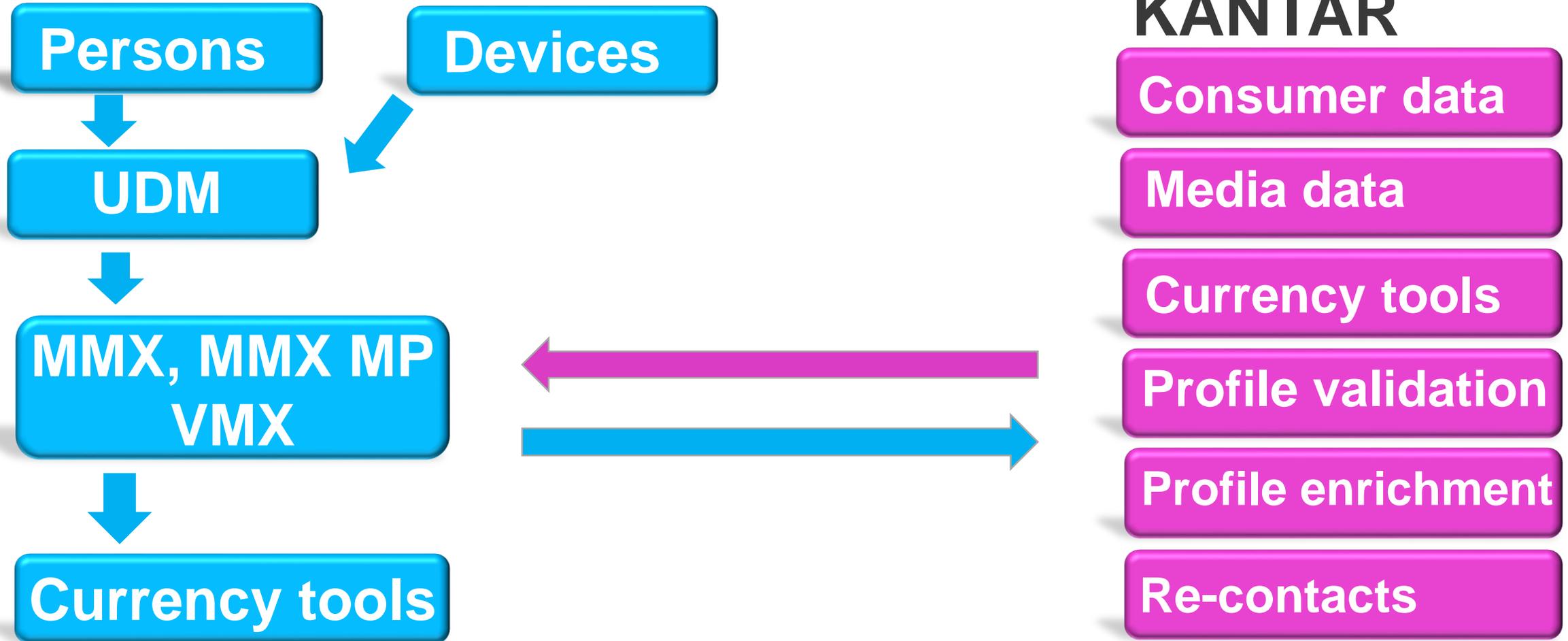
The consumer data (TGI)

- **5.000 variables with high quality**
- **Connected to the media currencies**
- **Standardized and tailor made target groups**
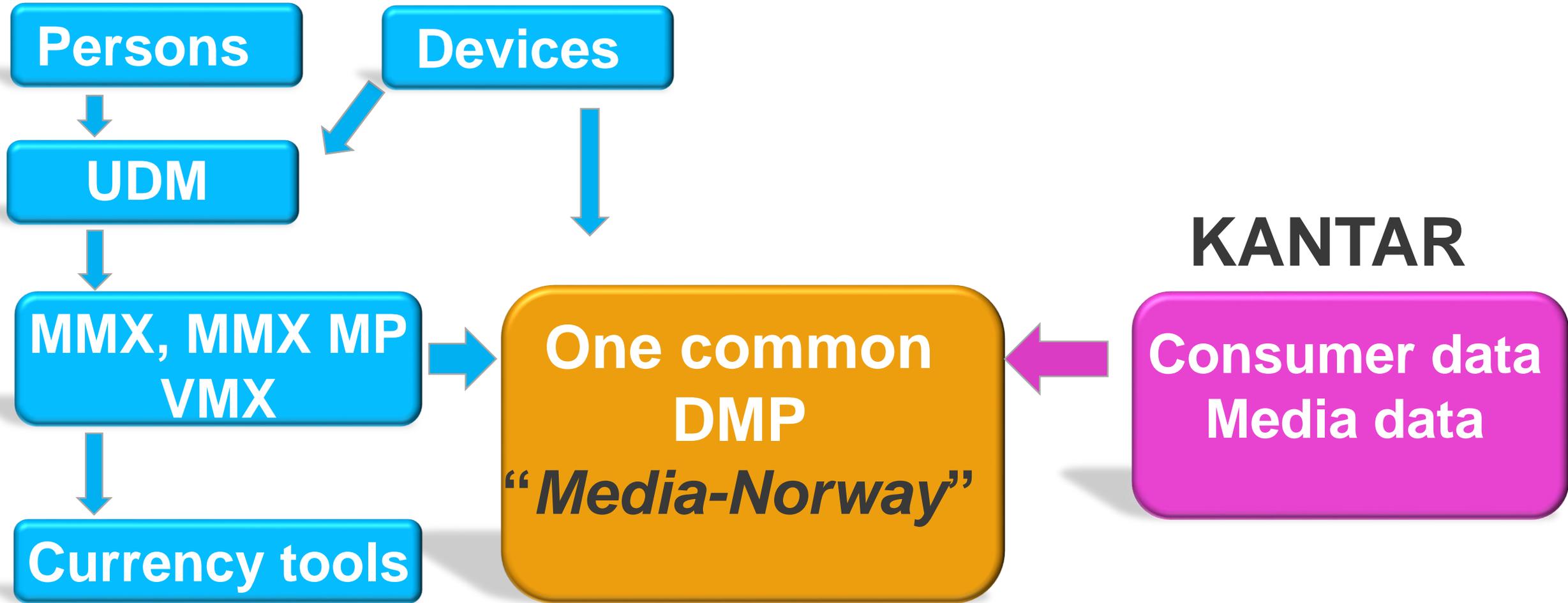- **Enrichment to online behavioral data**

The core contract

Persons

Devices

UDM

MMX, MMX MP VMX

Currency tools

KANTAR

Consumer data

Media data

Currency tools

Profile validation

Profile enrichment

Re-contacts

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comSCORE.

MEDIEBEDRIFTENE

One common DMP for the Norwegian

Programmatic

Targeting

Recommen-
dations

Enriched data

Insights and
analytics

New eco-system**s**

Not part of the contract – future plans

comScore

comScore web/app/video/ad Tags/SDK

comScore UDM

MMX / MMX MP / VMX

"CURRENCY REPORTING TOOLS"

MBL 2 mill Device profiles

PLANNING AND PRE-BID

IN-FLIGHT AND POST-CAMPAIGN

Validate
Report
Monitor
Learn
Optimize

SPID
TV2
A+

«Master database» / Data Sharing

FUTURE DMPs

Targeting
Programmatic
Recommendations
Enriched data
Insights & Analytics

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C&M/TGI
NRS
Re-contact studies
Profile validation
Profile enrichment

"CURRENCY REPORTING TOOLS"

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