



Arbeitsgemeinschaft Media-Analyse e.V.

# **Vision for media planning data in the next decade: new concepts for intermedia research**

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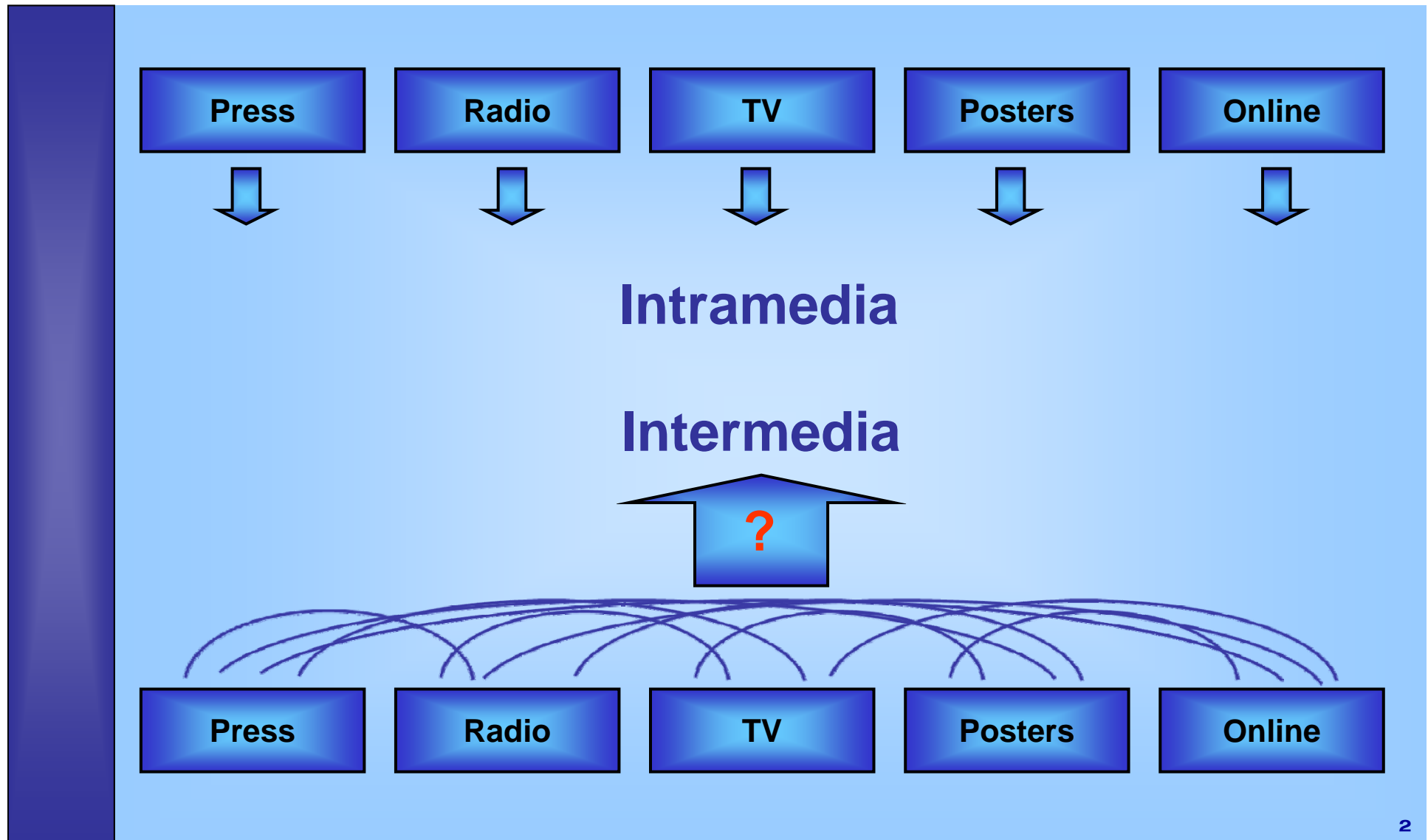
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**EMRO conference**

**29 May- 02 June 2010**

**Mallorca, Spain**



## Introduction

### I. History

### II. Status quo

### III. Current discussions

# New concepts for intermedia research

I.  
History

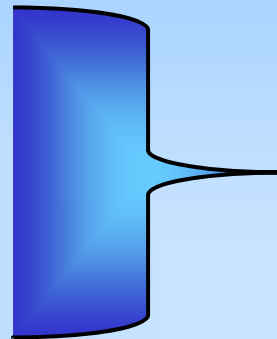
II.  
Status quo

III.  
Current discussions

Press

Radio

TV



Until 1985:

single source

Press



Since 1985:

own survey

Radio



own survey

TV



own survey

## Since 1985:



- Consensually agreed currency parities
- overlap patterns for media usage in media mix
- „ma Intermedia“ as a strategic planning element

# New concepts for intermedia research

I.  
History

II.  
Status quo

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Current discussions

Since 2008:

Press



own survey

Radio



own survey

TV



own survey

Posters



own survey

Online



own survey



planned



data fusion



## ma 2009 / ma 2010 Intermedia

### Data fusion:

- Recipients from press survey
- Donors from radio, TV and posters surveys
- Allocating partners !
- Filter out attributes that best represent the overlap patterns in personal usage behaviour !



## ma 2009 / ma 2010 Intermedia

Usage probabilities, contact totals and variance for:

- Press (face-to-face, 40.000 interviews)
- Radio (CATI, 65.000 Interviews)
- TV (technical assessment, 13.000 panel members)
- Posters (CATI + GPS measurement, 42.000 cases)



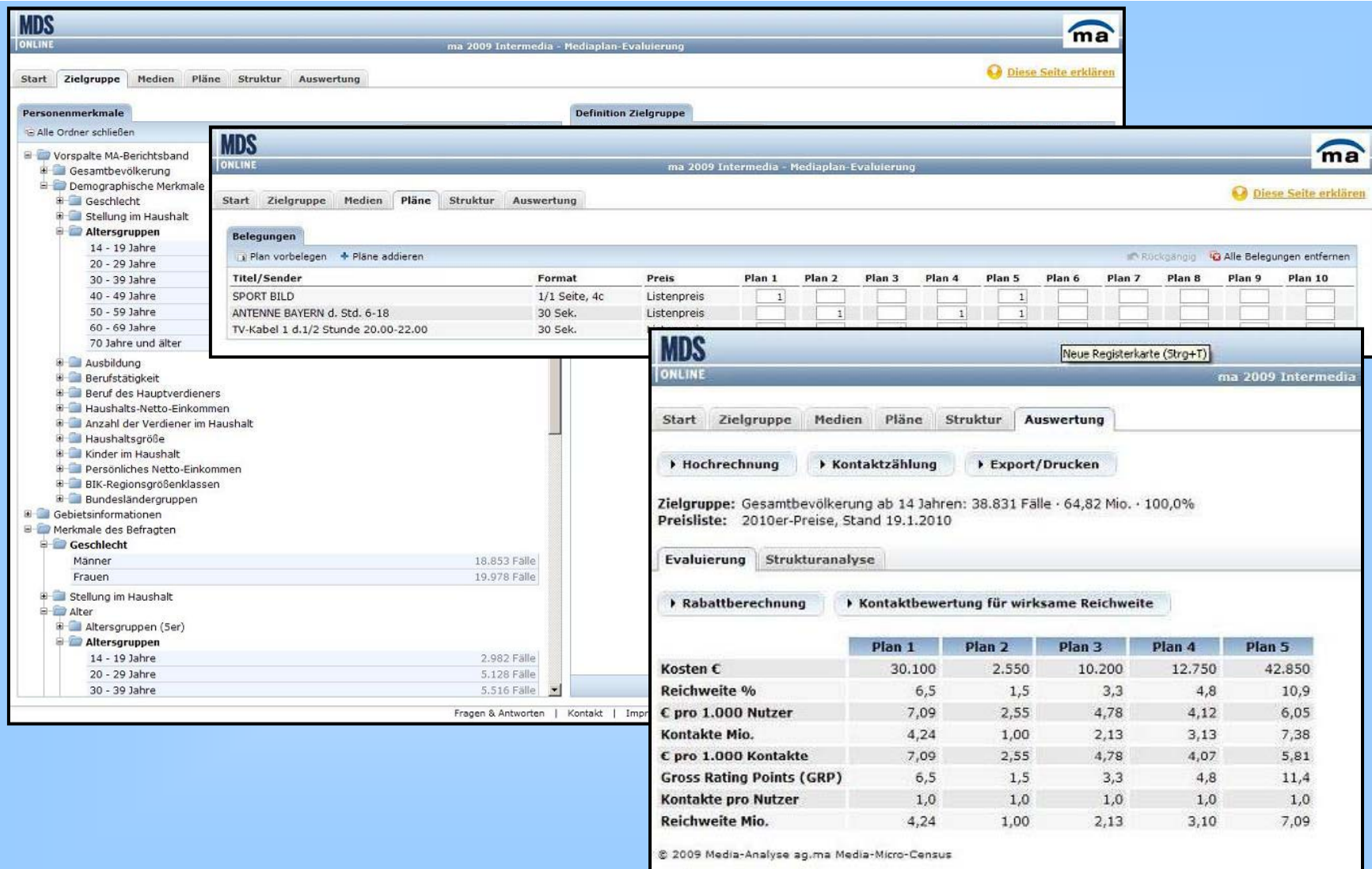
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+







The screenshot displays the MDS ONLINE interface for 'ma 2009 Intermedia - Mediaplan-Evaluierung'. It features a navigation menu with 'Start', 'Zielgruppe', 'Medien', 'Pläne', 'Struktur', and 'Auswertung'. The main content area is divided into several sections:

- Personenmerkmale:** A tree view on the left showing demographic categories like 'Gesamtbevölkerung', 'Geschlecht', 'Altersgruppen', 'Ausbildung', etc.
- Definition Zielgruppe:** A central panel showing a table of media placements ('Belegungen') with columns for 'Titel/Sender', 'Format', 'Preis', and ten planning periods (Plan 1-10).
- Summary Panel:** A right-hand panel providing key statistics:
  - Zielgruppe: Gesamtbevölkerung ab 14 Jahren: 38.831 Fälle · 64,82 Mio. · 100,0%
  - Preisliste: 2010er-Preise, Stand 19.1.2010
  - Buttons for 'Hochrechnung', 'Kontaktzählung', 'Export/Drucken', 'Rabattberechnung', and 'Kontaktbewertung für wirksame Reichweite'.
- Evaluation Table:** A table at the bottom right showing key performance indicators for five plans.
 

	Plan 1	Plan 2	Plan 3	Plan 4	Plan 5
<b>Kosten €</b>	30.100	2.550	10.200	12.750	42.850
<b>Reichweite %</b>	6,5	1,5	3,3	4,8	10,9
<b>€ pro 1.000 Nutzer</b>	7,09	2,55	4,78	4,12	6,05
<b>Kontakte Mio.</b>	4,24	1,00	2,13	3,13	7,38
<b>€ pro 1.000 Kontakte</b>	7,09	2,55	4,78	4,07	5,81
<b>Gross Rating Points (GRP)</b>	6,5	1,5	3,3	4,8	11,4
<b>Kontakte pro Nutzer</b>	1,0	1,0	1,0	1,0	1,0
<b>Reichweite Mio.</b>	4,24	1,00	2,13	3,10	7,09

**Demands on data fusion have grown !**



**Optimization required ?**



**Data fusion process  
still capable ?**



**New Strategy  
needed ?**



## Task of the Data fusion:

Optimal representation of overlap patterns between various media !



How deep ?



Strategic  
planning  
?

or



Detailed  
planning  
?



If data fusion presents the overlap patterns between various media at the greatest level of detail:



**Presentable !**



**Implications for the sample sizes !**

## Optimizing data fusion

... by using the existing media datasets:

- Tests: to establish the fusion variables relevant for overlaps between media
- Aim: to identify the attributes possessing the greatest influence per media in the fusion process
- Hope: to make improvements to the intermedial overlap patterns



## Optimizing data fusion

### Tests: Correlation analysis

... to investigate the common, media category-related attributes of

- existing ma datasets and
- external market/media surveys



Result:



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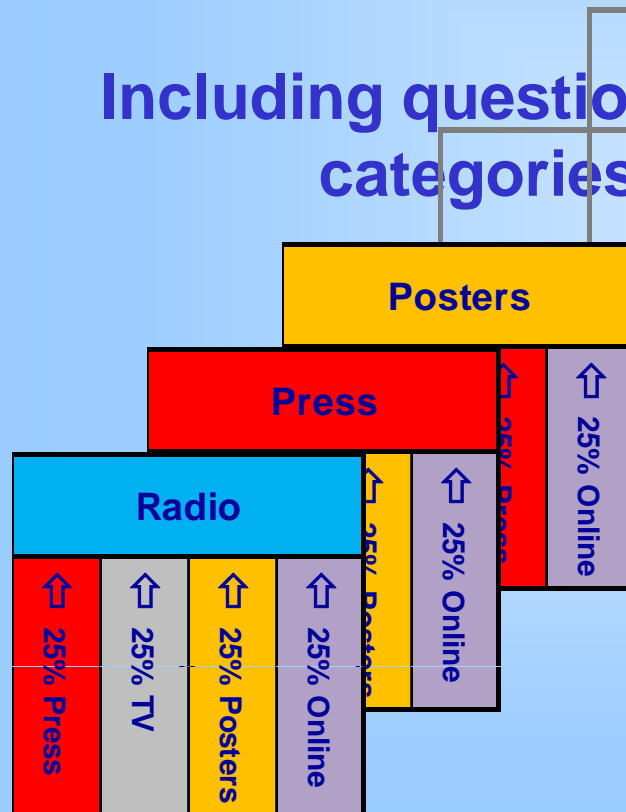


agma is discussing three models for a future  
ma Intermedia



## 1. Optimum surveying of primary overlap patterns within existing media tranches:

Including questions on media usage of other media categories in existing questionnaires



Single sourced overlap patterns

To improve the fusion process



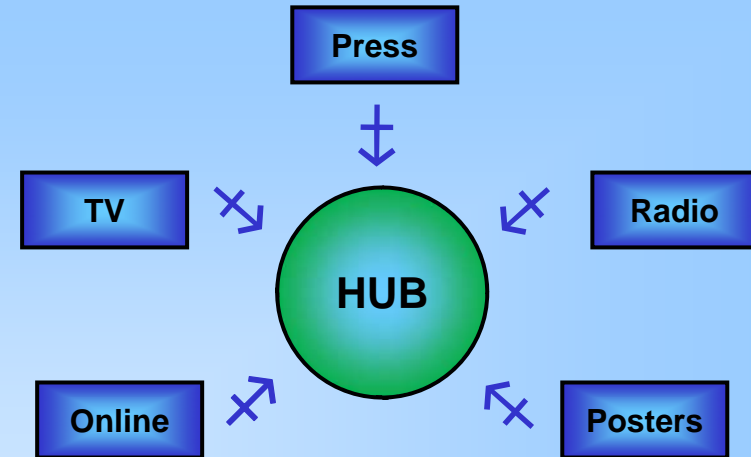
## 1. Optimum surveying of primary overlap patterns within existing media tranches:

- 😊 Single sourced fusion variables
- 😊 Evaluation on detailed level  
(on singular insertion unit)
- 😊 Comparatively lower costs

## 1. Optimum surveying of primary overlap patterns within existing media tranches:

- ☹ More interviewing time
- ☹ Negative effects on response rate and representation
- ☹ Only a selection of advertising media surveyed
- ☺ Representation of regional media ?
- ☺ Implement methods for technical measured media (TV + Online) ?

## 2. HUB Survey



Self-contained survey across all media categories



Single sourced overlap patterns



Anchor study: intramedial reach surveys docked into

## 2. HUB Survey



😊 **Single source**

😊 **Eliminate questions from individual media surveys**

😞 **High costs !!**

## 3. HUB as time budget survey



Electronic diary records media usage over time  
(PDAs, smartphones) + mapping data



Single sourced overlap patterns



To improve the fusion process



## 3. HUB as time budget survey

- 😊 Single source (individual media + category level)
- 😊 Detailed info about time-based media usage
- 😞 High costs !!!
- 😞 Negative effects on response rate and representation

# New concepts for intermedia research

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- All approaches are still in discussion
- Currently the focus is:
  - Single sourced usage data at category level
  - Use for strategic channel planning
  - Integration of online media ?

... What is the state of intermedia planning in your country ?

■ Intermedia data base existing?

➤ Which level ?

➤ strategy or

➤ detailed ?

➡ ... Ideas appreciated !

