Vision for media planning data in the next decade: New concepts for intermedia research

- Part III -

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New concepts for intermedia research
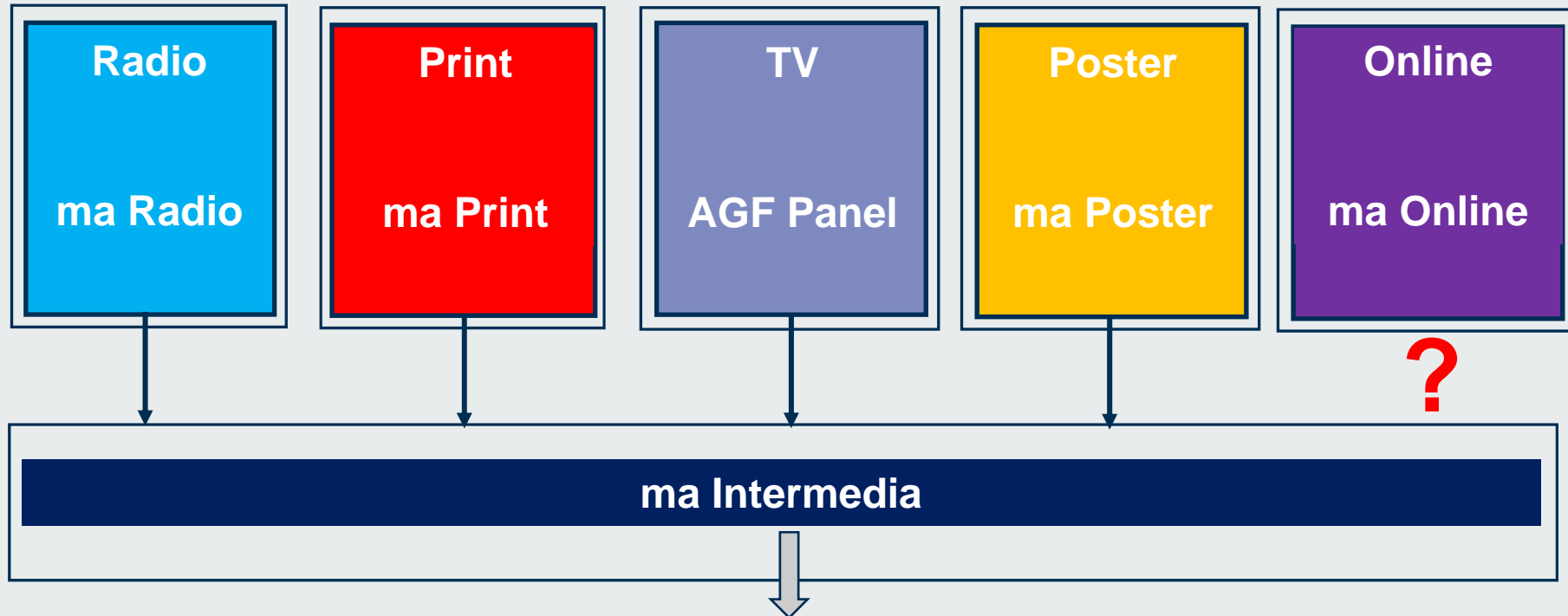# - RELOADED

Part I   2010   Mallorca, Spain

Part II   2011   Krakow, Poland

Now showing:

Part III   2012   Brighton, UK

ma Intermedia today

Radio	Print	TV	Poster	Online
ma Radio	ma Print	AGF Panel	ma Poster	ma Online

?

ma Intermedia

Cross-media planning possible / overlaps are represented
Can it be done better?
How can Online be integrated into Intermedia?

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I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

New concepts for intermedia research

II. **Händler 2.0 (all media in one interview)**	Gabriele Ritter
III. **Client Recruitment (eMail follow-up)**	Gabriele Ritter
IV. **HUB Survey (time budget survey)**	Christiane Korch
V. **Current discussions**	Christiane Korch

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New concepts for intermedia research

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I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Händler 2.0
Additional questions in the ma Print Media

CASI Print	
	PRINT (reduced)
Additional questions for	Radio
	TV

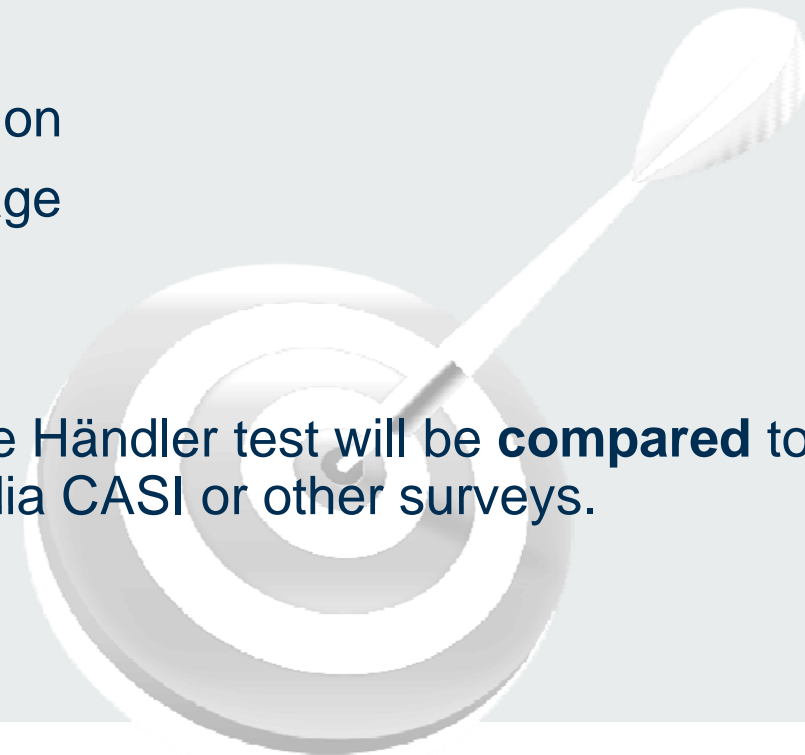Online via client recruitment through e-mail follow-up survey

Consequence: Significant expansion of the query program
Risk: Currency effects
Therefore: Test

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I. **Händler 2.0**	II. **Client Recr.**	III. **HUB Survey**	IV. **Discussions**

Händler 2.0
Pre-test: Objectives

- In a field test of the Händler Model, the **feasibility of the modified questionnaire** and potential impacts due to the changed questionnaire are to be tested.

- Newly integrated were questions on

  - Radio reception and radio usage

  - TV reception and TV usage

- For this purpose, **results** from the Händler test will be **compared** to the results from the ma Print Media CASI or other surveys.

Händler 2.0
Pre-test: Methodological profile

| | I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Overall population:	Population over the age of 14
Selection method:	Use of 124 sample points from the network of the first Print Media wave of the ma 2012, random selection of households based on the conducted address survey, selection of the individual to be polled via Kish selection grid, secondary interviews in households with at least 4 individuals over the age of 14
Survey method:	CASI, 2 institutes (MMA and IFAK)
Evaluation:	Transformed, weighted data

	Händler model	Comparison group from the first Print Media wave of the ma 2012 (CASI)
Sample:	n = 517 cases (499 primary and 18 secondary interviews)	n = 500 cases (484 primary and 16 secondary interviews)
Response rate:	80.5%	78.1% (survey was not yet concluded at time of evaluation)
Field time:	March 20 to May 21, 2011	February 27 to July 9, 2011

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Source: IFAK

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Händler 2.0
Pre-test: Methodological profile

Interview duration:

- **ma Print Media (CASI)
  45:54 min.**

- **Händler test (CASI)
  48:03 min. / 48:30 min.**

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Source: IFAK

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Comparison of the results Händler vs. ma Print Media:
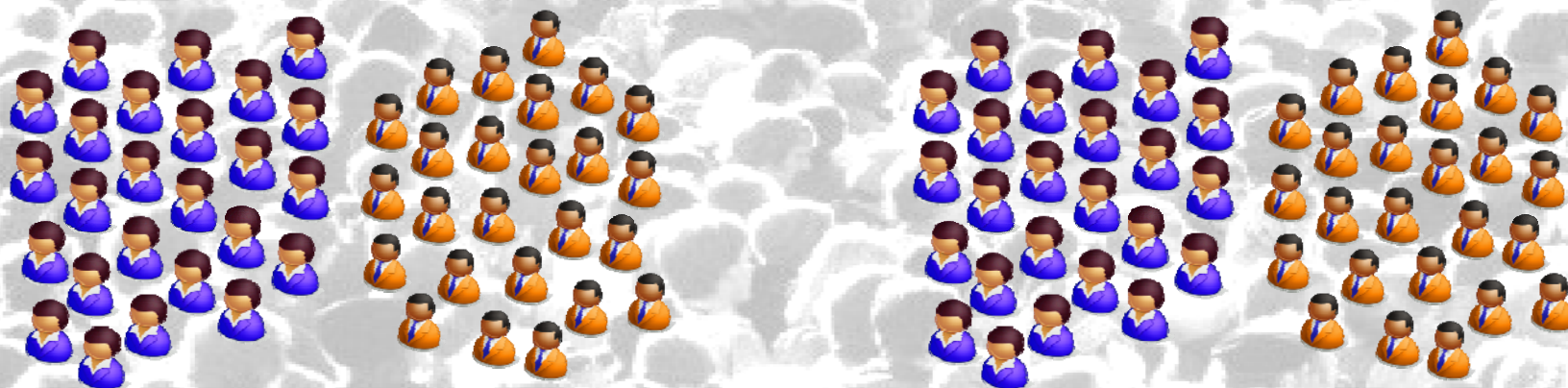
Statistics

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| I.
Händler 2.0 | II.
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Händler 2.0
vs. ma Print Media: Demographics

The comparison of the sociodemographic structures of the two realized samples resulted in no significant deviations.

Source: IFAK

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Comparison of the results Händler vs. AGF Panel:

TV usage

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I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Händler 2.0
vs. AGF Panel: TV (1)

	ARD		RTL		ZDF		Sat 1		Pro7	
	Händler	AGF	Händler	AGF	Händler	AGF	Händler	AGF	Händler	AGF
Daily	39.1	21.1	36.7	16.7	33.7	17.0	25.2	13.4	19.3	8.9
Several times a week	26.9	46.2	44.4	46.7	32.3	45.8	43.7	44.1	32.1	38.3
Once a week	13.9	5.4	13.1	6.2	15.0	5.4	19.9	5.7	26.7	5.6
Less frequently	10.5		2.6		9.9		7.7		13.0	
Never	9.1	0.0	2.6	0.0	8.6	0.0	3.0	0.0	8.4	0.0
No reception										

Please tell me for each of these networks how often you normally watch it in a given week from Monday through Sunday.

Basis: Händler model n = 517   Replies in %

Source: IFAK

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| | I.
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Händler 2.0
vs. AGF Panel: TV (2)

	VOX		Kabel1		Super RTL		N24		N-TV	
	Händler	AGF	Händler	AGF	Händler	AGF	Händler	AGF	Händler	AGF
Daily	10.5	8.2	8.4	6.6	3.6	3.4	3.5	2.5	2.4	2.8
Several times a week	34.8	35.6	27.7	32.6	12.5	20.8	11.4	15.3	16.3	16.0
Once a week	26.3	5.8	23.6	5.5	14.5	4.6	12.0	4.5	14.7	4.5
Less frequently	17.1		21.3		23.8		22.5		17.0	
Never	10.3	0.0	18.2	0.0	44.5	0.0	48.6	0.0	46.9	0.0
No reception	0.5		0.4		0.7		1.5		2.2	

Please tell me for each of these networks how often you normally watch it in a week from Monday through Sunday.

Basis: Händler model n = 517   Replies in %

Source: IFAK

I. **Händler 2.0**	II. **Client Recr.**	III. **HUB Survey**	IV. **Discussions**

Comparison of the results
Händler vs. ma Radio:

Radio usage

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Händler 2.0 vs. ma Radio

	Händler	ma Radio
Presented number of radio stations per interview (median value)	18.5	25.5

Number of radio stations mentioned (median values)

Legend: ■ Händler ■ ma Radio

Known:
- Total: 7,0 | 9,2
- Men: 7,2 | 9,7
- Women: 6,8 | 8,6
- 14-29: 7,6 | 9,9
- 30-49: 7,3 | 10,0
- 50+: 6,5 | 8,3

broadest audience (BA):
- Total: 2,1 | 3,9
- Men: 2,0 | 4,3
- Women: 2,1 | 3,6
- 14-29: 2,4 | 4,2
- 30-49: 2,1 | 4,3
- 50+: 1,9 | 3,6

Total | **Gender** (Men, Women) | **Age** (14-29, 30-49, 50+)

UNDER CONSTRUCTION
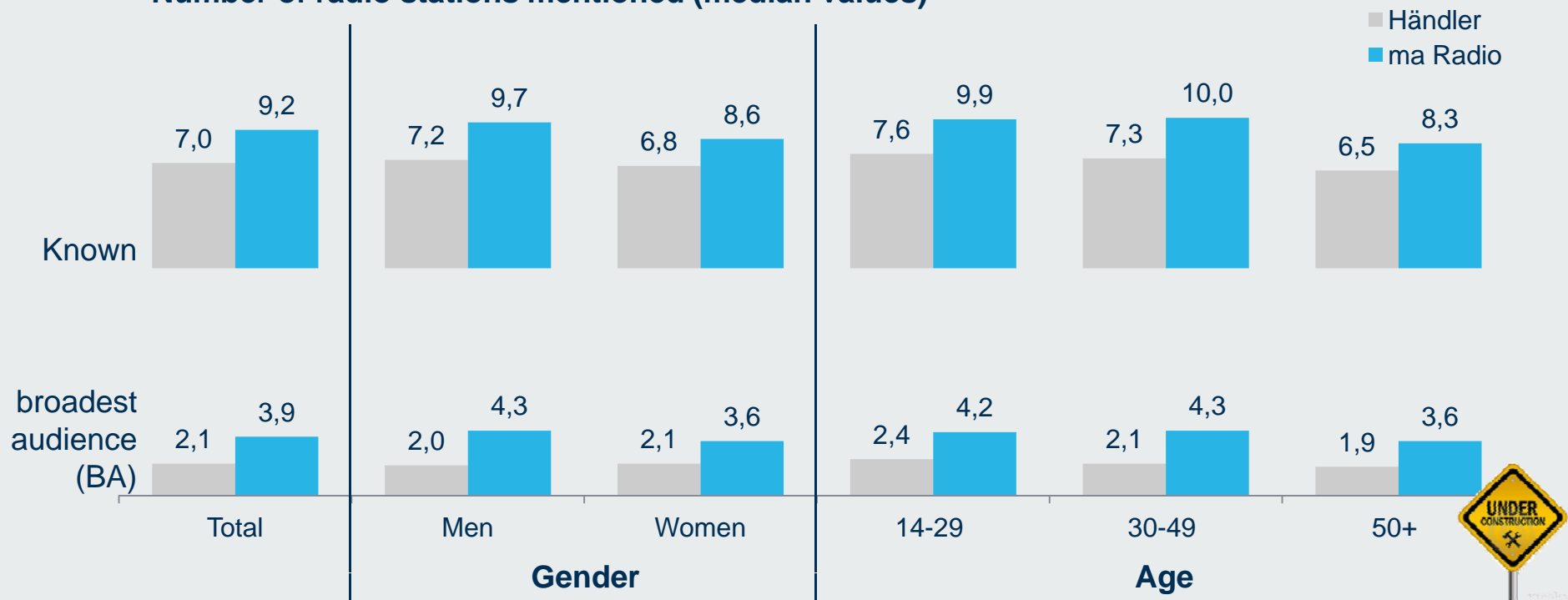
Sources: Field test Händler model n = 517

ma 2011 Radio II (over the age of 10) ; Mo-Su, person-weighted   Replies in %

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Source: IFAK

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Comparison of the results Händler vs. ma Print Media:

Magazine usage

| | | | I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Händler 2.0
vs. ma Print Media: Magazines (1)

	Händler			ma Print Media		
	Known	BA	AIR	Known	BA	AIR
Topical magazines on current events	85.9	68.2	33.6	85.6	70.7	38.7
Programming guides	77.0	68.7	58.8	77.7	70.8	61.5
Weekly women's magazines	53.1	45.8	24.6*	55.4	46.8	32.9*
Monthly women's magazines	36.6	30.4	12.6	35.6	27.3	15.6
Science / Technology / Culture	32.2	19.2	7.5	29.4	23.5	10.7
Automotive magazines	32.0	26.3	18.0	33.0	27.4	21.5
Living / Gardening magazines	29.4	22.0	9.7	31.8	25.2	10.8
Bi-weekly women's magazines	24.0	17.3	6.7	23.4	18.3	7.3
Entertainment electronics / Computer magazines	22.7	17.2	6.4	18.0	15.1	7.5
Lifestyle / City magazines / Adult magazines	20.4	13.3	2.9*	22.7	15.6	7.4*
Culinary magazines	19.8	14.6	5.6	15.6	13.3	6.1
Sports magazines	17.3	13.7	8.1	20.4	14.5	8.7
Business magazines	12.0	5.4	2.8*	12.3	9.5	5.4*
Music and youth magazines	9.1	5.2	3.3	6.9	3.8	2.0
Do it yourself	6.2	1.9	0.4	7.8	5.1	0.7
Parenting magazines	4.3	2.4	1.6	4.4	2.2	0.9
New every month	380.0	235.4	85.3	364.6	247.9	110.0
New every 14 days	134.7	87.9	44.9	131.0	84.0	48.1
New every week	528.2	307.5	120.1	534.6	306.0	141.4
Supplements	54.4	34.6	22.8	62.8	39.0	24.3

* Significant differences at significance level 5%

Basis: Händler model n = 517, ma Print Media n = 500   Replies in %

Source: IFAK

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Händler 2.0
vs. ma Print Media: Magazines (2)

	Händler		ma Print Media	
	BA	AIR	BA	AIR
1 title	3.3	24.6	3.1	16.3
2 titles	9.2	22.2	5.8	22.8
3 titles	10.1	15.1	14.6	14.7
4 titles	12.1	13.1	9.3	13.7
5 titles	8.1	5.6	13.5	10.1
6 titles	11.4	4.7	9.5	5.8
7 titles	7.4	4.1	9.0	3.2
8 titles	9.2	0.4	6.0	0.9
9 titles	5.8	0.9	6.7	0.7
10 titles	7.3	0.5	5.7	0.5
11 titles	2.9	0.3	4.1	0.2
12 titles+	11.2	0.1	11.2	1.7
Average of the read titles	6.7	2.7	6.8	3.2

Basis: Händler model n = 517, ma Print Media n = 500   Replies in %

Source: IFAK

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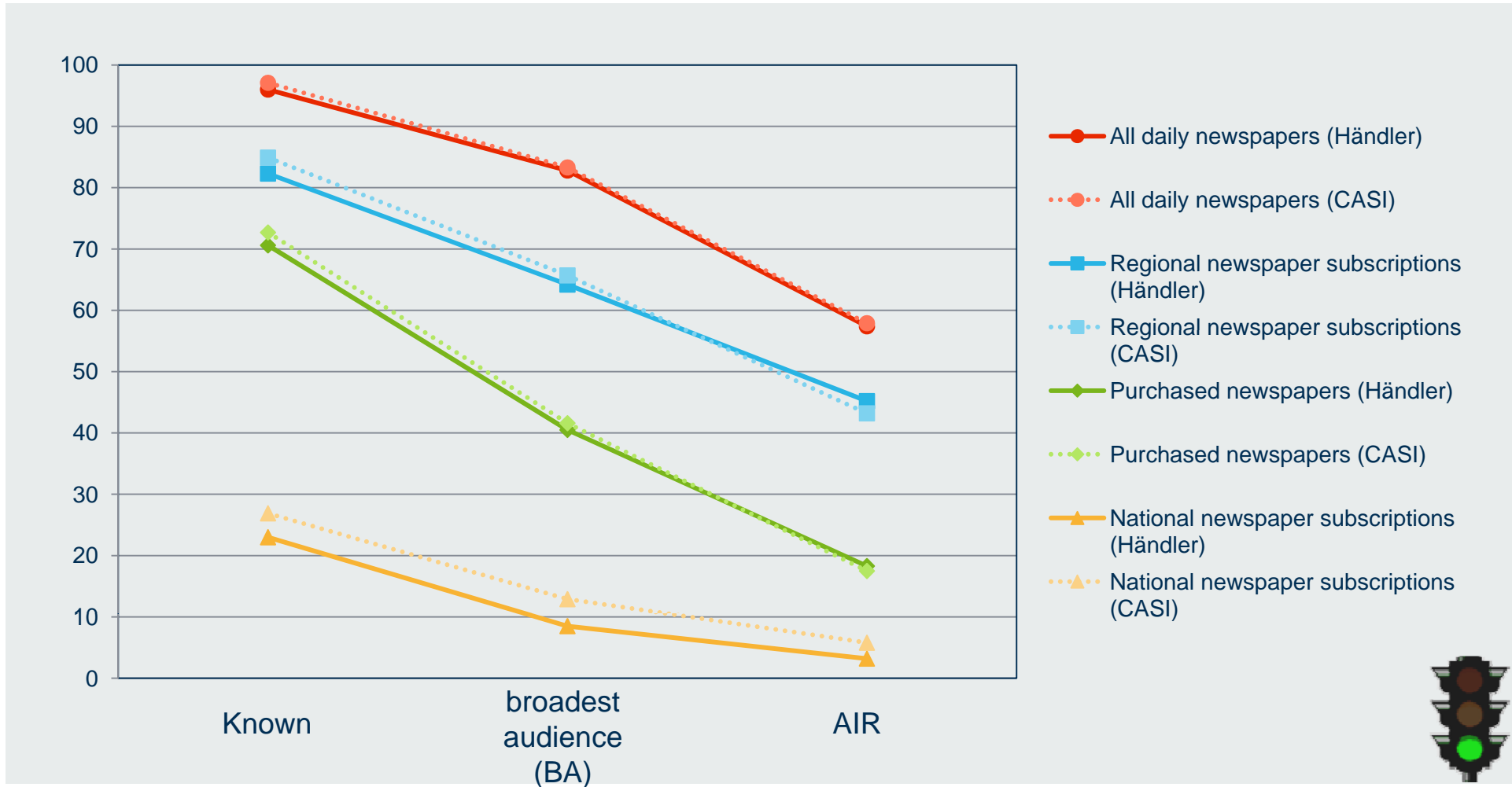| I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Comparison of the results Händler vs. ma Print Media:

Daily newspaper usage

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Händler 2.0
vs. ma Print Media: Daily newspapers

Legend:
- All daily newspapers (Händler)
- All daily newspapers (CASI)
- Regional newspaper subscriptions (Händler)
- Regional newspaper subscriptions (CASI)
- Purchased newspapers (Händler)
- Purchased newspapers (CASI)
- National newspaper subscriptions (Händler)
- National newspaper subscriptions (CASI)

X-axis categories: Known, broadest audience (BA), AIR

Basis: Händler model n = 517, ma Print Media n = 500   Replies in %

Source: IFAK

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Händler 2.0
Pre-test: Results + consequences

- Despite the expanded query program, there was only a slight increase in the interview duration.

- For radio and TV, there were in part significant deviations in potential and structures compared to reference surveys.

- Generally lower coverage levels for print media in the unweighted data inventory

- After weighting, the differences "disappear" for daily newspapers but remain for magazines.

➢ Revision of the additional questions for TV and radio

➢ Distribution of the additional questions to partial samples for print media

➢ New test (n = 1,000) as a sub-sample integrated into the ma Print Media

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I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Client Recruitment Pre-test: Procedure

ma Poster CATI 2012

Recruitment question by interviewer at the end of the interview.

Institute: Enigma GfK, Ifak

ma Print Media CASI 2012 I.

Recruitment question to be filled out by interviewee him-/herself at the end of the interview.

Institute: Enigma GfK

Mailing

of invitation emails on Mondays. Two reminders each at weekly intervals.

Implemented by: Enigma GfK, Ifak

Landing page with information on the "link to measured data of the AGOF."

Institute: Interrogare

Online survey

Implemented by: Interrogare

Start page of the survey. Entry into the IVW cookie or setting of the cookie only at this point.

Institute: Interrogare

Research in the UCDW.

As of: September 19, 2011

Implemented by: Infonline

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I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Client Recruitment
Pre-test: Response rates

Testing phase: February 28 to September 12, 2011

	Number of cases
Field of the starting survey	
conducted interviews	6,128
of these: online users	4,286
eMail dispatch	
willing to participate and invited via eMail	1,450
Response	
at least click on link	858
of these: found in the UCDW	**770**

Source: enigma GfK

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Client Recruitment
Pre-test: Response rates based on survey method

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Share of online users

	willing to participate and invited	clicked on the link at least	found in the UCDW
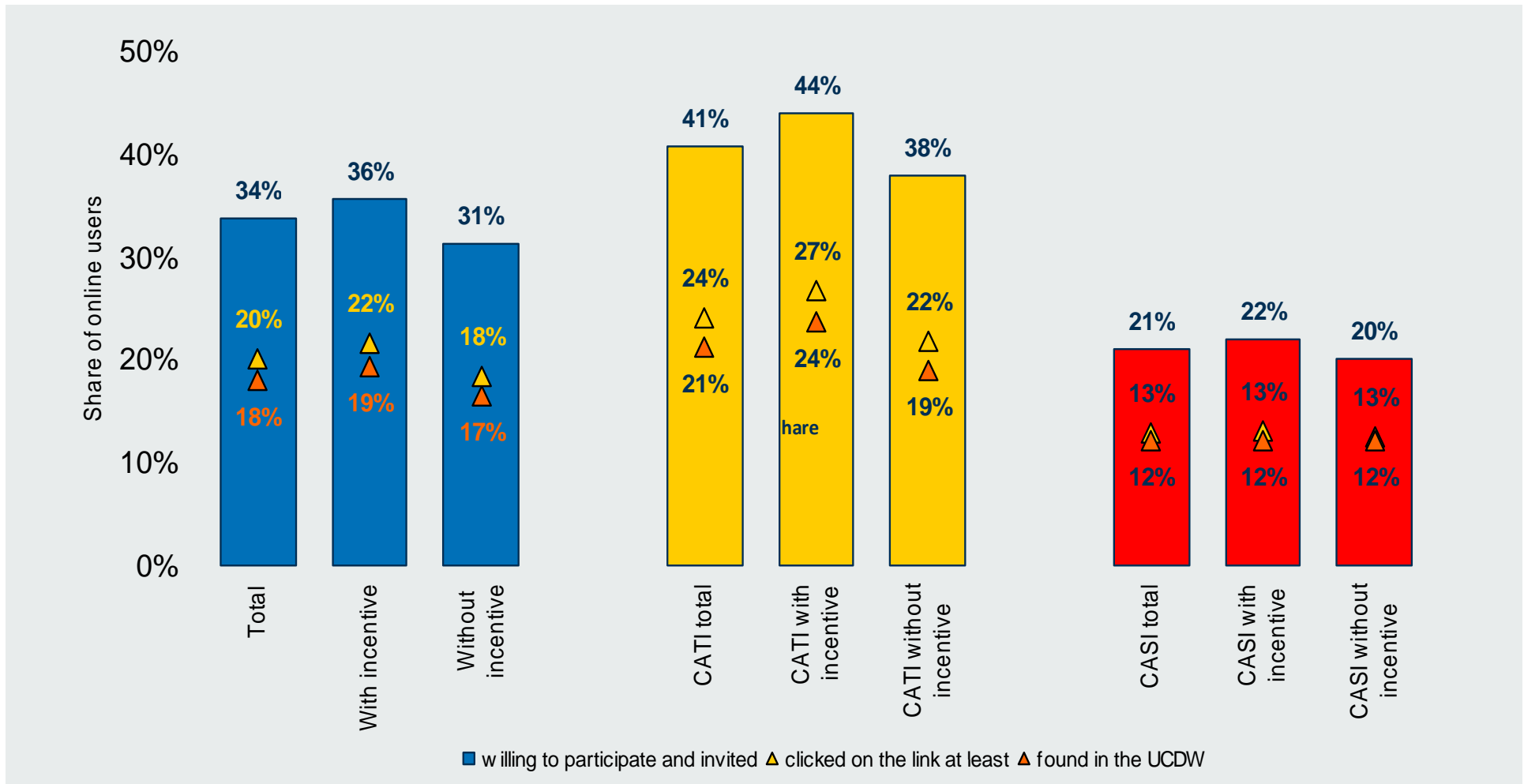
Basis: n=4,286 online users from the MA Poster CATI and the MA Print Media CASI
(from the regular process)

Source: enigma GfK

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Client Recruitment
Pre-test: Response rates based on demographics

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Total — **34%**

In training (incl. re-training for a job) — **48%**

Male, aged 14 to 29 — **46%**

7 days a week on the Internet — **44%**

Going to the cinema several times a month — **42%**

Female, aged 14 to 29 — **42%**

Segments with the greatest willingness to participate

(...)

9th grade education — **28%**

Knitting, crocheting, sewing several times a month — **28%**

5,000 to less than 20,000 inhabitants — **27%**

Female, over the age of 50 — **26%**

One day per week on the Internet — **15%**

Segments with low willingness to participate

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Basis: n=4,286 online users from the MA Poster CATI and the MA Print Media CASI

Source: enigma GfK

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Client Recruitment
Pre-test: "Loyalty"* based on demographics

Total — 59%

Motorcycle several days a week — 72%
Retirees — 70%
Male, over the age of 50 — 68%
Knitting, crocheting, sewing several times a month — 66%
High school education/university degree — 63%

Segments with the greatest loyalty

(...)

Net household income below EUR 1,000 — 52%
9th grade education — 49%
Male, aged 14 to 29 — 48%
In training (incl. re-training for a job) — 48%
2 days per week on the Internet — 39%

Segments with the lowest loyalty

* Share of those who "at least clicked on the invitational link" in the online users willing to participate

Basis: n=1,450 online users willing to participate from the MA Poster CATI and the MA Print Media CASI

Source: enigma GfK

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Client Recruitment
Pre-test: Technical measurement

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

- During the measuring period from January 1 to September 13, 2011, 652 AGOF-qualified clients were found in the UCDW (Unique Client Data Warehouse) who at least started the online questionnaire at a computer.

- Ø Client lifespan: 166 days

➢ These data are currently being checked for their principle suitability for linking the ma Online with the ma Intermedia (ISBA).

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Client Recruitment Pre-test: Summary

- The willingness to participate among online users is twice as high for the CATI survey (41%) as for CASI (21%).

- In addition, the incentive for the sequence selected for the test only had a noticeable effect for CATI.

- Internet usage, age, gender, education and highly correlated variables had the greatest influence on the willingness to participate.

- Segments with a low willingness to participate – including older interviewees in particular – compensate this fact with greater loyalty.

- The differences between the participants with and without incentive are relatively low.

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I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Client Recruitment
…in regular operations!

Pre-test: ☑

Currently used in:

- ma Print (CASI)
- ma Poster (CATI)
- ma Online (CATI)

Subsequent use in:

- ma Radio

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HUB Survey
Qualitative pre-test: Profile

Objective: Data survey with real instruments   (feasibility check, handling test),

identification of need for optimization

Survey: Introductory interview CASI / CAPI
+ Two-week "journal" phase via mobile phone or paper journal
+ Closing interview
+ Online survey / cookie measurement

Sample: Quota sampling according to gender, age, profession, adequate regional distribution

Number of cases: 219 evaluated interviews

Field time: April 30 to July 3, 2011

Source: TNS Infratest

Process overview for the pre-test

FAST TV
Mobile phone questionnaire
Data access

TNS Infratest

DAP
CASI/CAPI program

Introductory interview
Mobile phone/journal handover

Journal

Mobile phone

Paper journal

Closing interview

Online survey

Registration / measurement of online usage

Spring / INFOnline

Analysis

Source: TNS Infratest
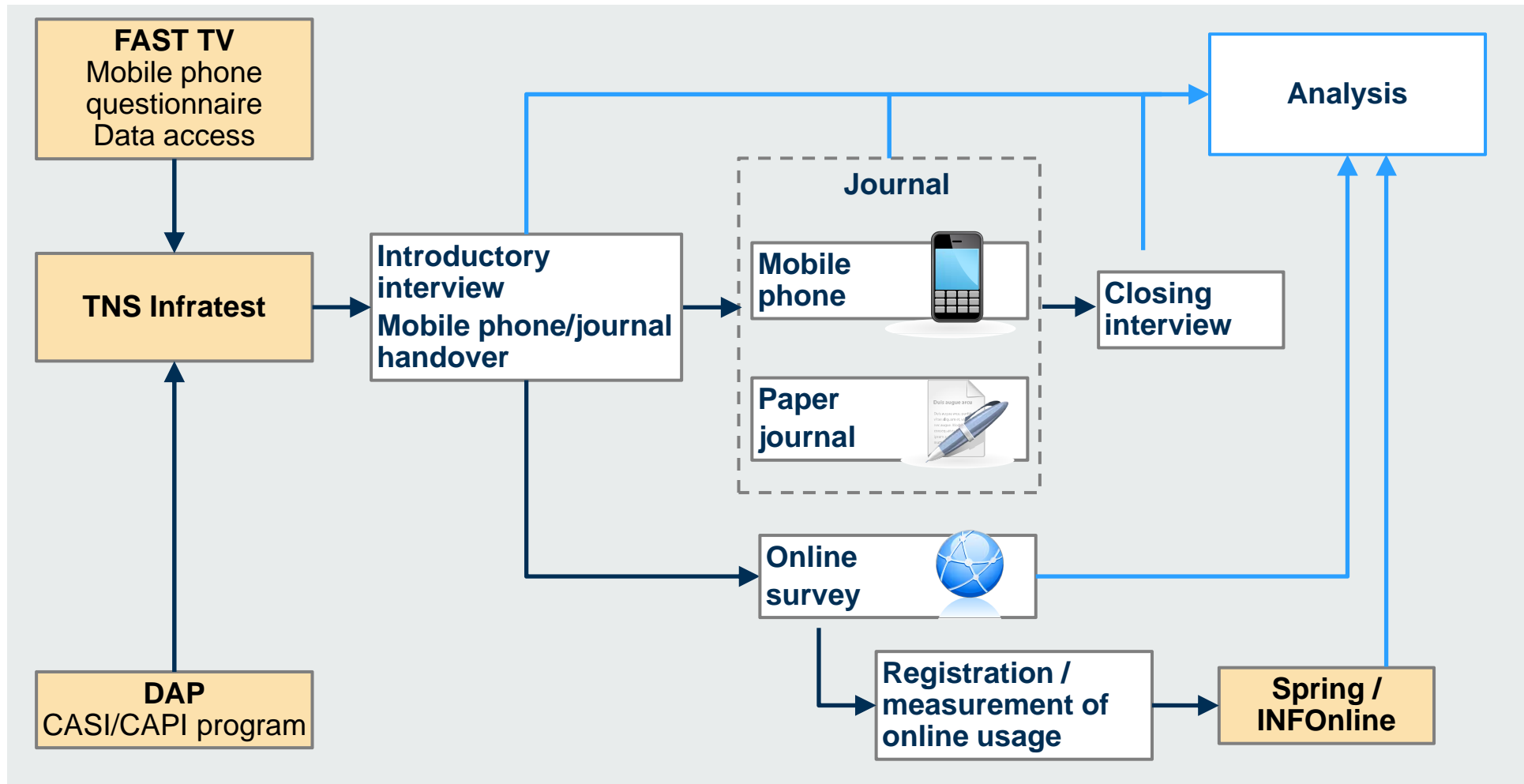
I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
Pre-test: Mobile phone application
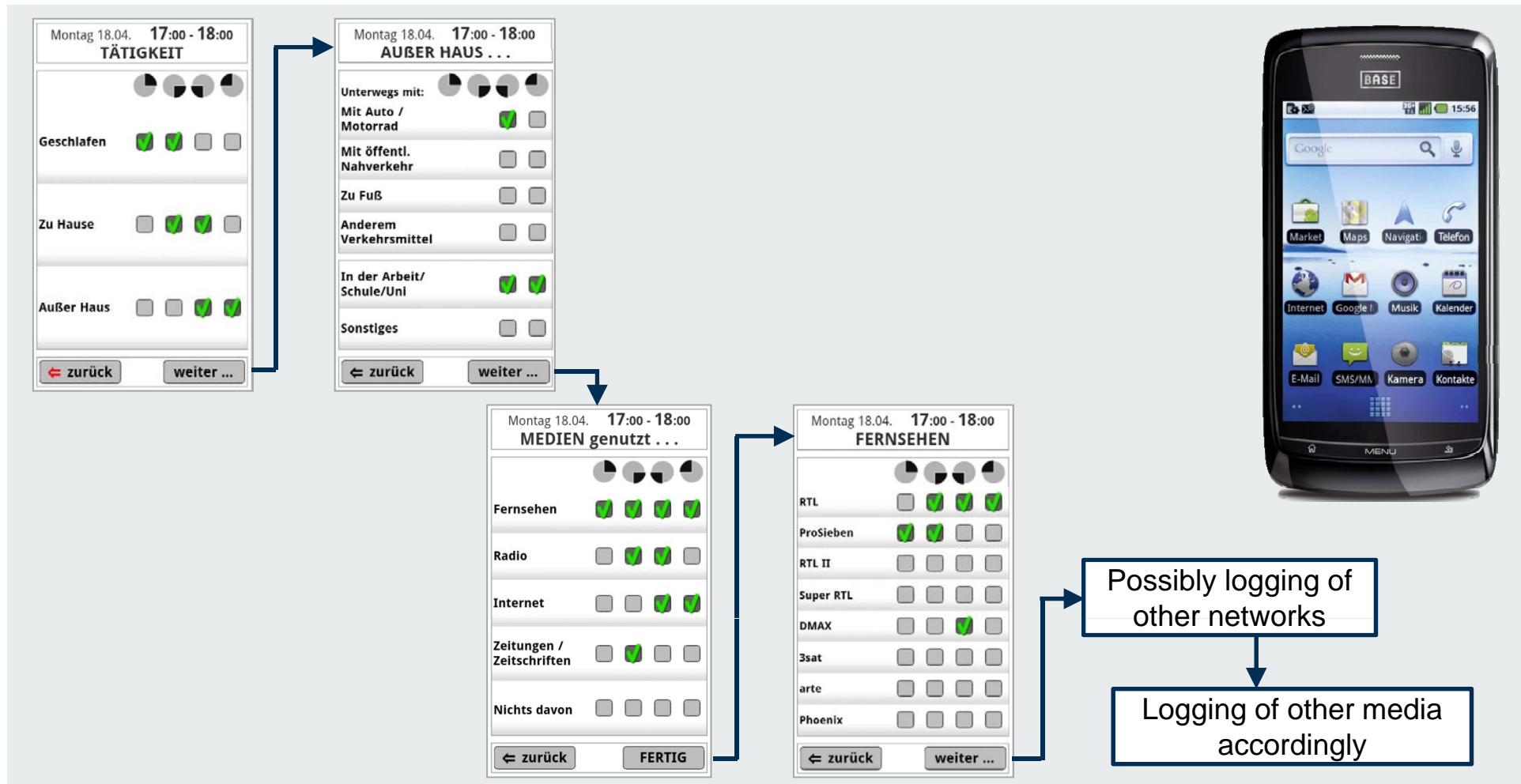
Possibly logging of other networks

Logging of other media accordingly

Source: TNS Infratest

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Comparison of the results
# HUB Survey vs. AGF Panel / ma Radio:

TV usage

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

HUB Survey
vs. AGF Panel: TV (weekly coverage)

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AGF TV Panel
At least once for 60 sec. / week

Mobile phone/journal
At least once in 7 days

	AGF TV Panel	Mobile phone/journal
ARD	71%	76%
ZDF	67%	62%
RTL	67%	66%
Sat.1	61%	53%
ProSieben	52%	51%

Basis: Mobile phone/journal adjusted, n = 219

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Source: TNS Infratest

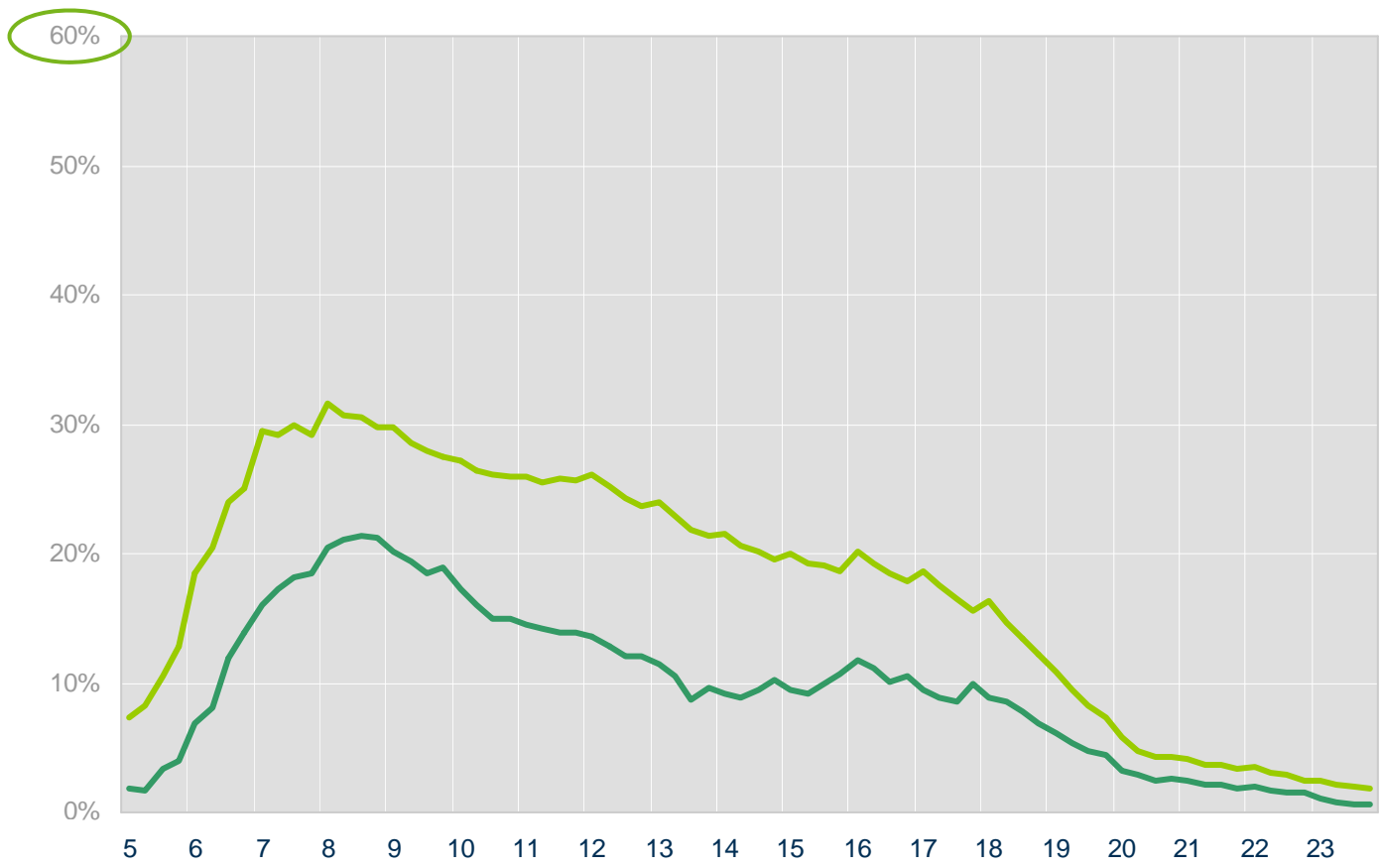| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

HUB Survey
vs. ma Radio: TV (daily progression in 15-minute periods)
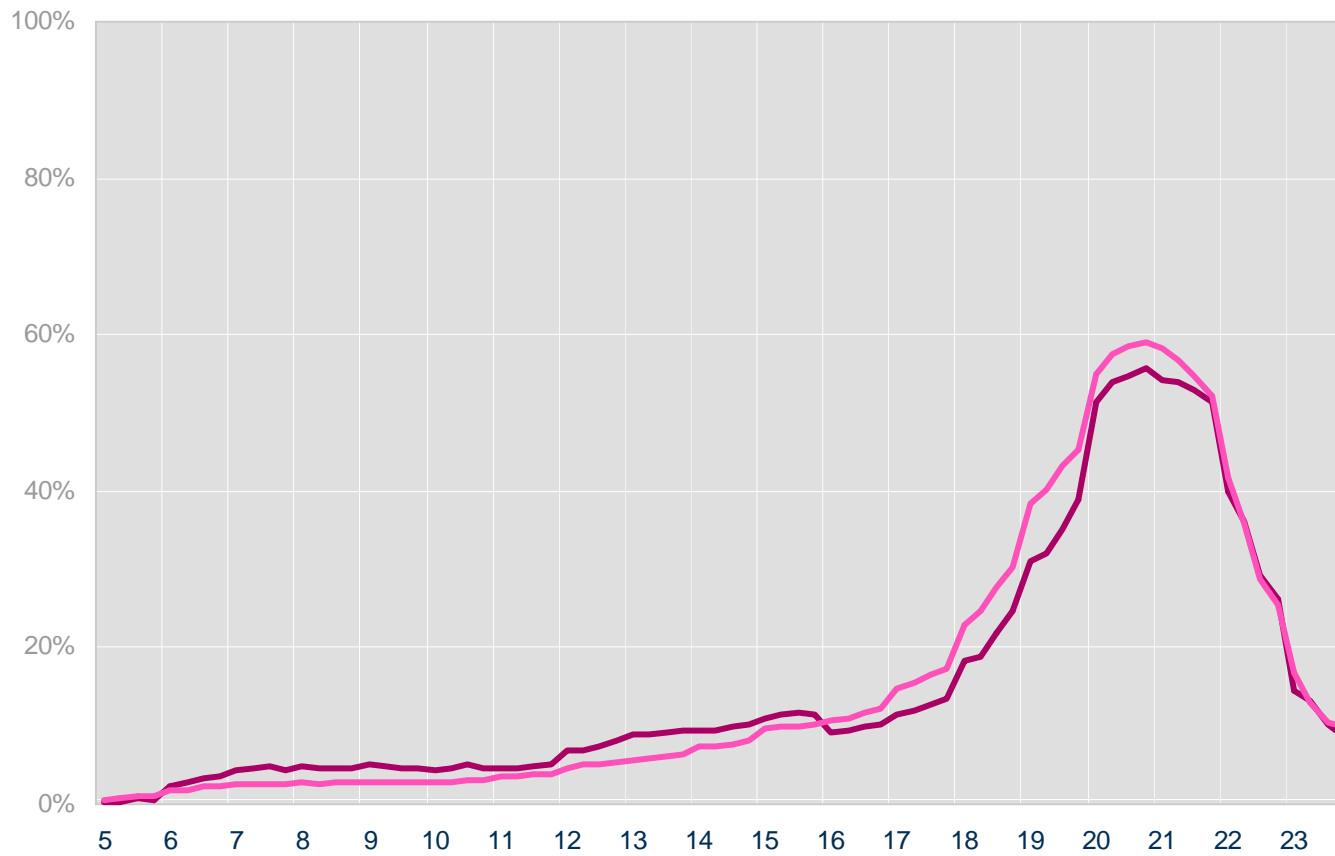
Basis: Mobile phone/journal adjusted, n = 219

Source: TNS Infratest

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Comparison of the results HUB Survey vs. ma Radio:

Radio usage

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
vs. ma Radio: Radio (listeners per day, Mo-Fr)
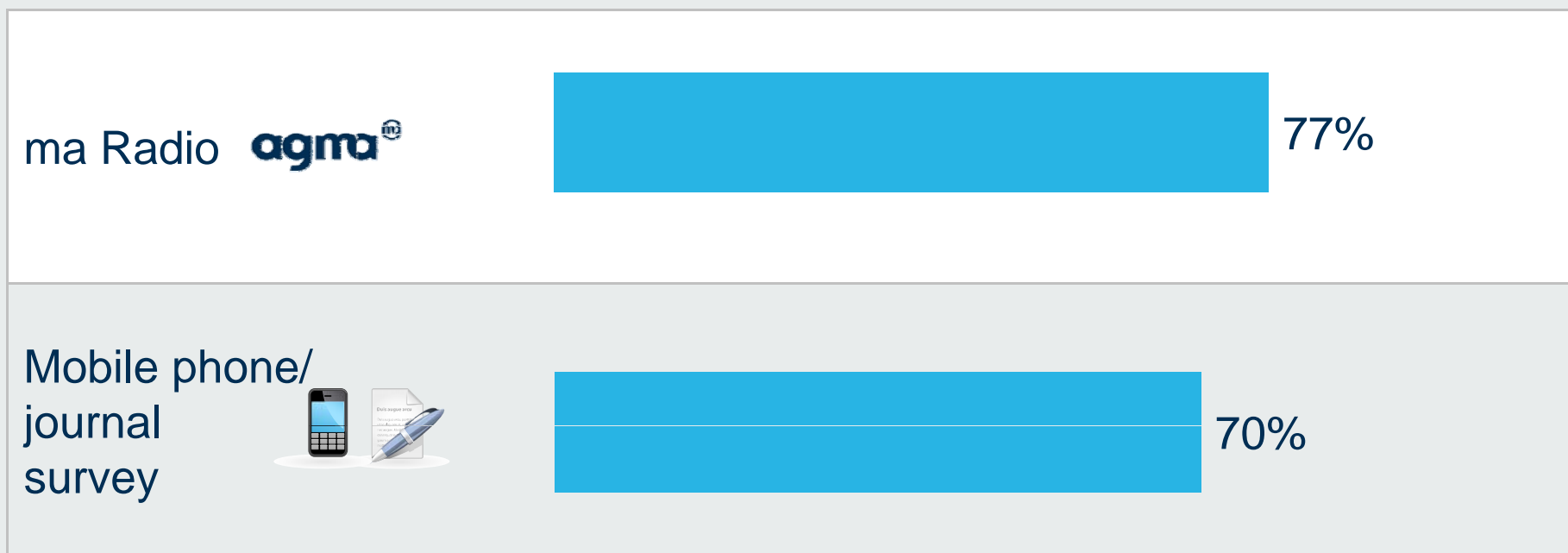
ma Radio agma

77%

Mobile phone/ journal survey

70%

Basis: Mobile phone/journal adjusted, n = 219

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Source: TNS Infratest

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
vs. ma Radio: Radio (listening duration Mo-Fr, in minutes)
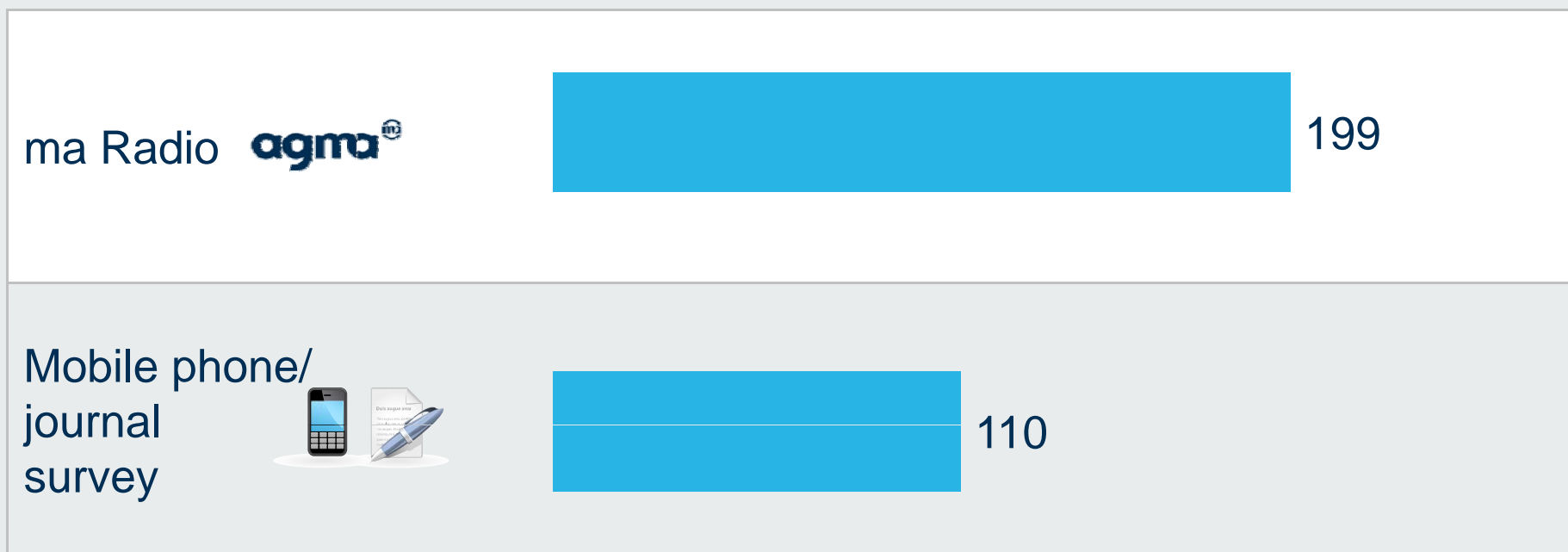
Basis: Mobile phone/journal adjusted, n = 219

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
vs. ma Radio: Radio (daily progression in 15-minute periods)

Basis: Mobile phone/journal adjusted, n = 219

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

Comparison of the results
HUB Survey vs. ma Print Media:

Daily newspaper/magazine usage

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
vs. ma Print Media: Daily newspapers

## Newspapers overall: AIR vs. AIR vs. Read at least once per day (Mo-Fr)
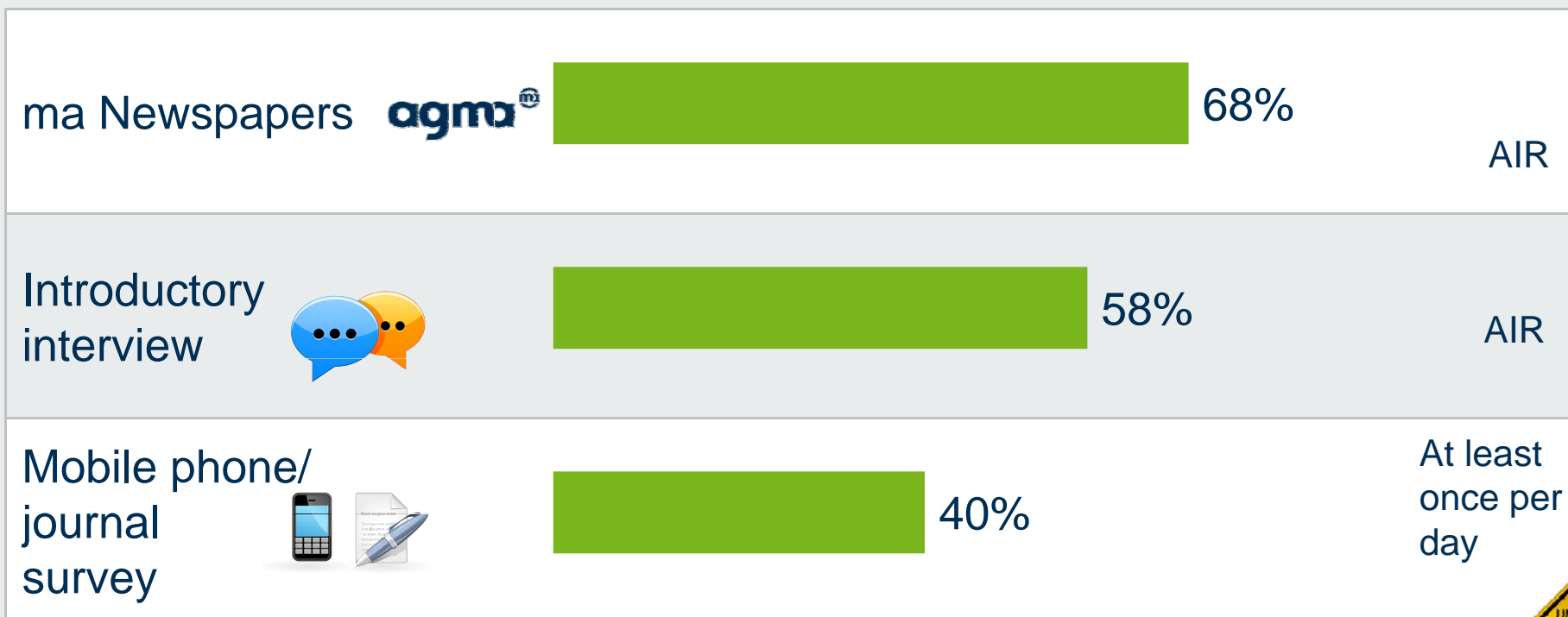
ma Newspapers agma   68%   AIR

Introductory interview   58%   AIR

Mobile phone/ journal survey   40%   At least once per day

Basis: Introductory interview adjusted, n = 219 / Mobile phone/journal adjusted, n = 219

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Source: TNS Infratest

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
vs. ma Print Media: Magazines

Weekly magazines overall: AIR vs. Read at least once in 7 days
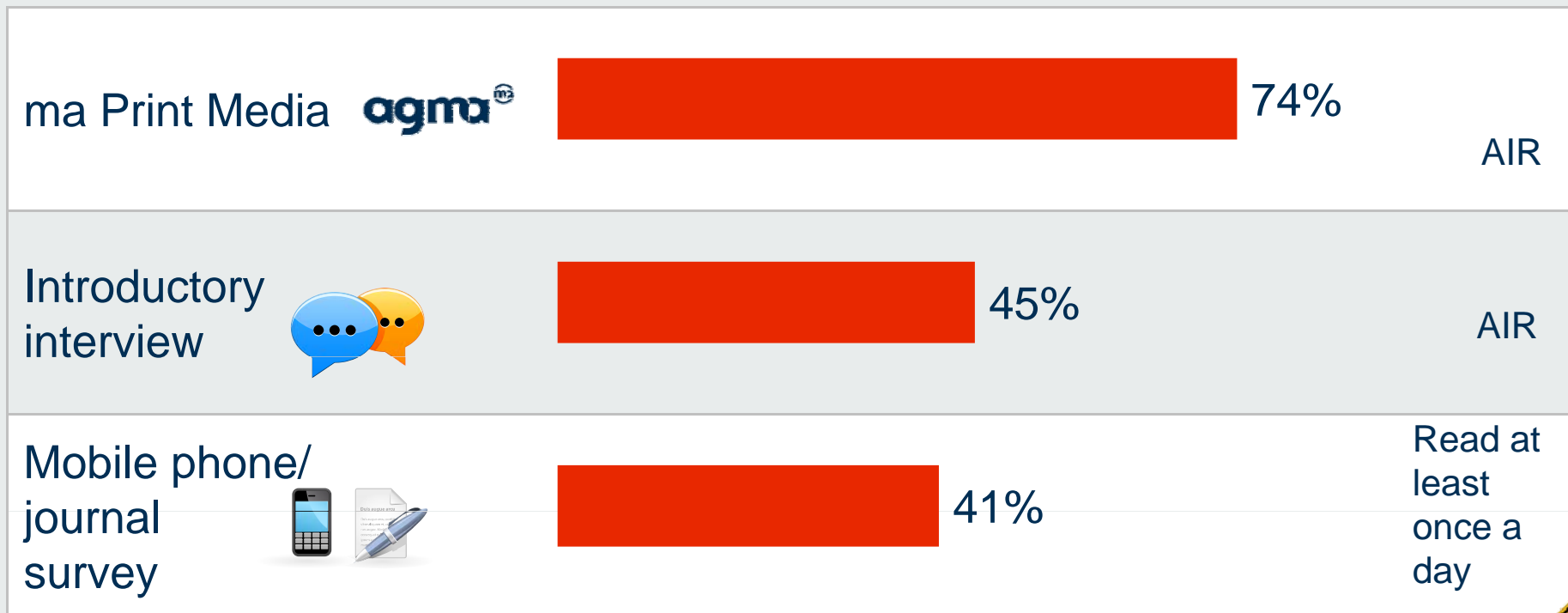
ma Print Media — 74% — AIR

Introductory interview — 45% — AIR

Mobile phone/ journal survey — 41% — Read at least once a day

Basis: Introductory interview adjusted, n = 219 / Mobile phone/journal adjusted, n = 219

Source: TNS Infratest

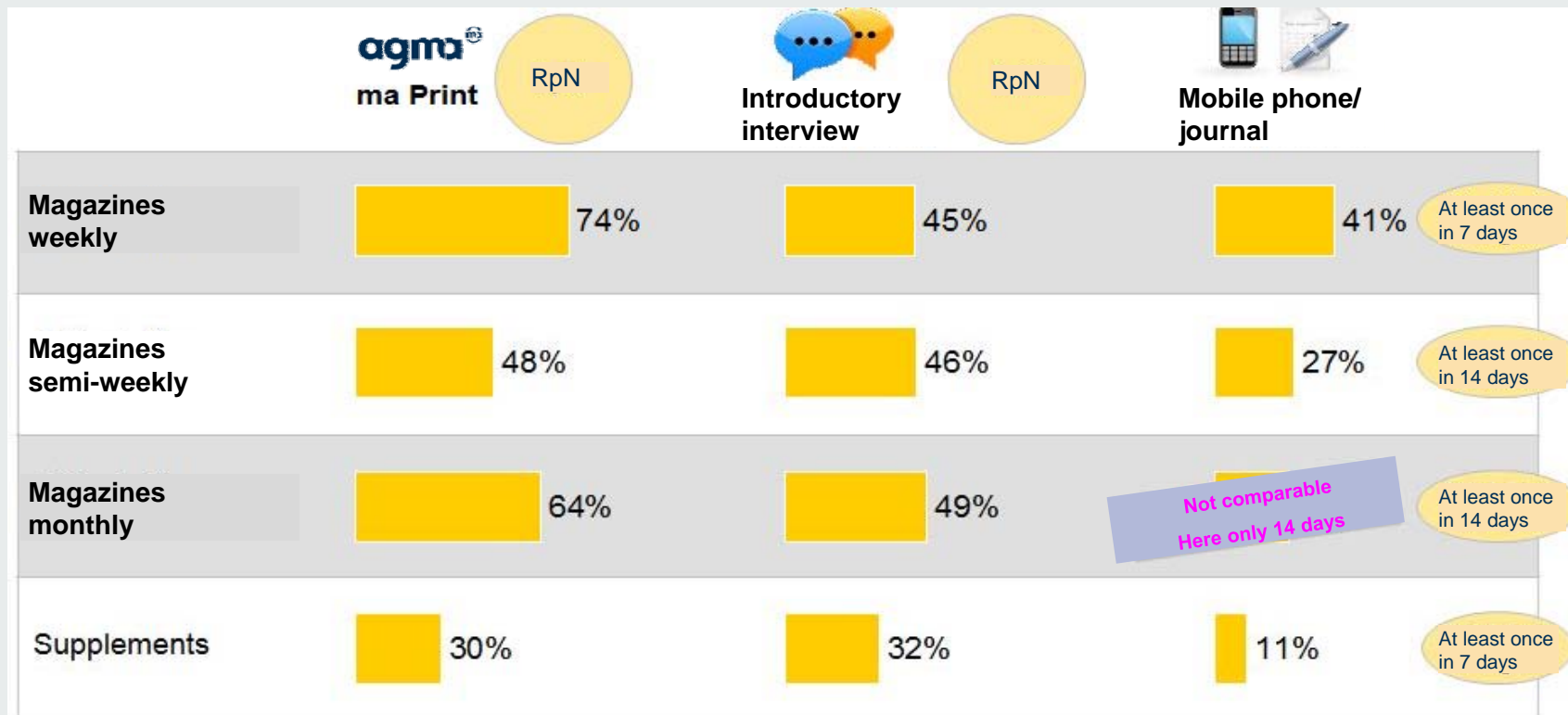| I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
vs. ma Print Media: Magazines

Magazines: AIR vs. Read at least once in 7 days vs. Read once in 14 days

	ma Print	RpN	Introductory interview	RpN	Mobile phone/ journal	
Magazines weekly	74%		45%		41%	At least once in 7 days
Magazines semi-weekly	48%		46%		27%	At least once in 14 days
Magazines monthly	64%		49%		Not comparable Here only 14 days	At least once in 14 days
Supplements	30%		32%		11%	At least once in 7 days

Basis: Introductory interview adjusted, n = 219 / Mobile phone/journal adjusted, n = 219

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Comparison of the results
HUB Survey vs. ma Poster / ma Radio:
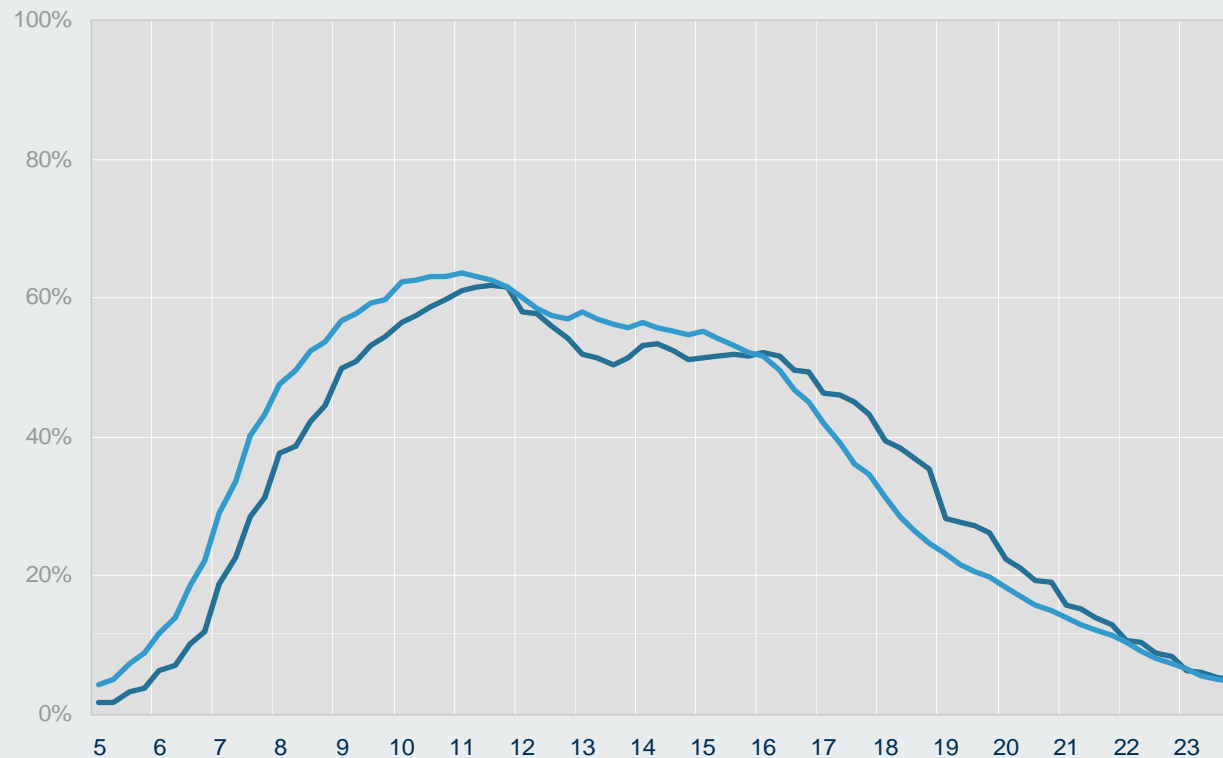
Mobility (Poster)

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

HUB Survey
vs. ma Radio: Mobility – "Outside the home"

"Outside the home" Mo-Fr (daily progression in 15-minute periods)

Basis: Mobile phone/journal adjusted, n = 219

Source: TNS Infratest

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
vs. ma Poster: Mobility – Public transportation

Public transportation used: (almost) daily / at least once a week
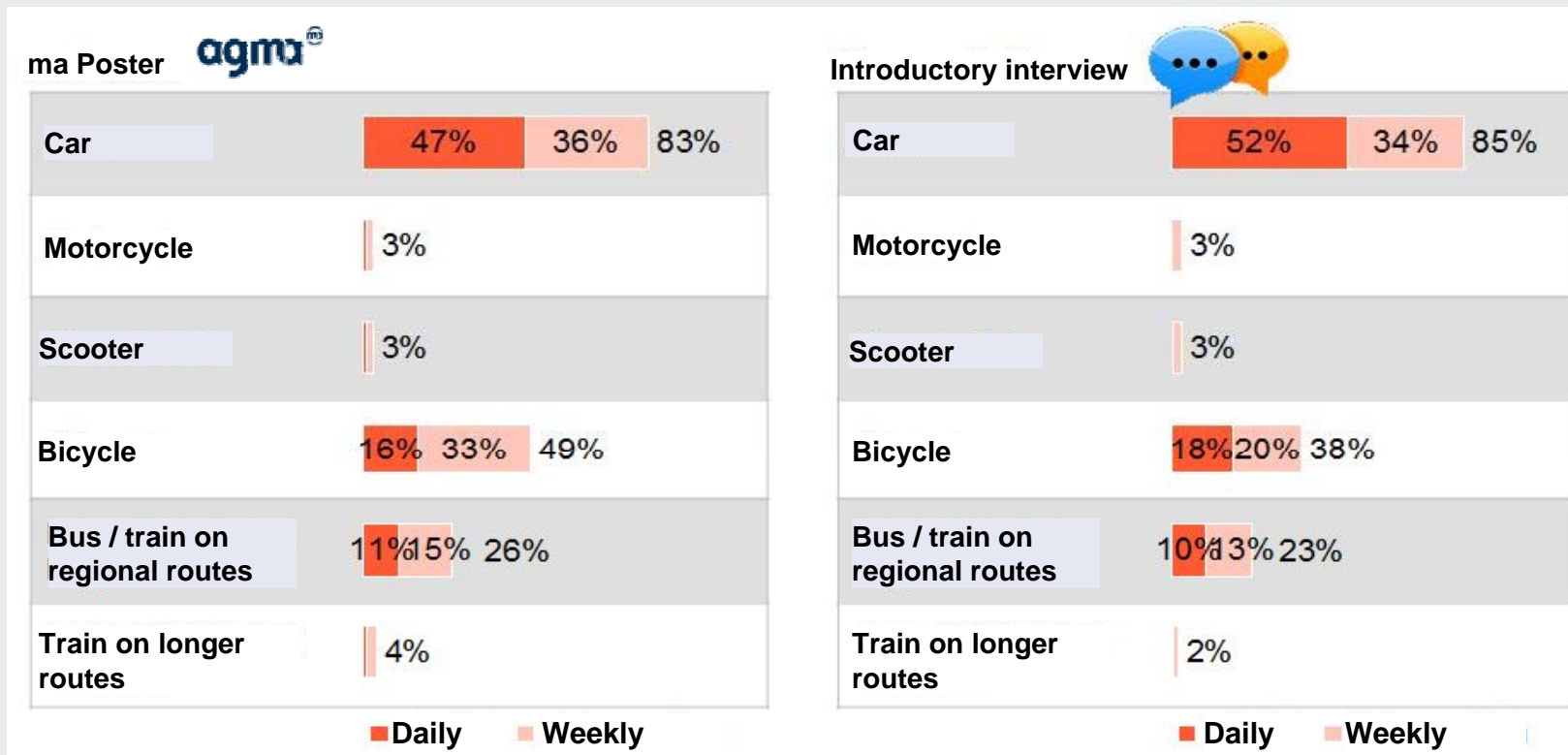
ma Poster agma

	Daily	Weekly	Total
Car	47%	36%	83%
Motorcycle	3%		
Scooter	3%		
Bicycle	16%	33%	49%
Bus / train on regional routes	11%	15%	26%
Train on longer routes	4%		

■Daily ■ Weekly

Introductory interview

	Daily	Weekly	Total
Car	52%	34%	85%
Motorcycle	3%		
Scooter	3%		
Bicycle	18%	20%	38%
Bus / train on regional routes	10%	13%	23%
Train on longer routes	2%		

■ Daily ■ Weekly

Basis: Mobile phone/journal adjusted, n = 219

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Source: TNS Infratest

| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

Comparison of the results
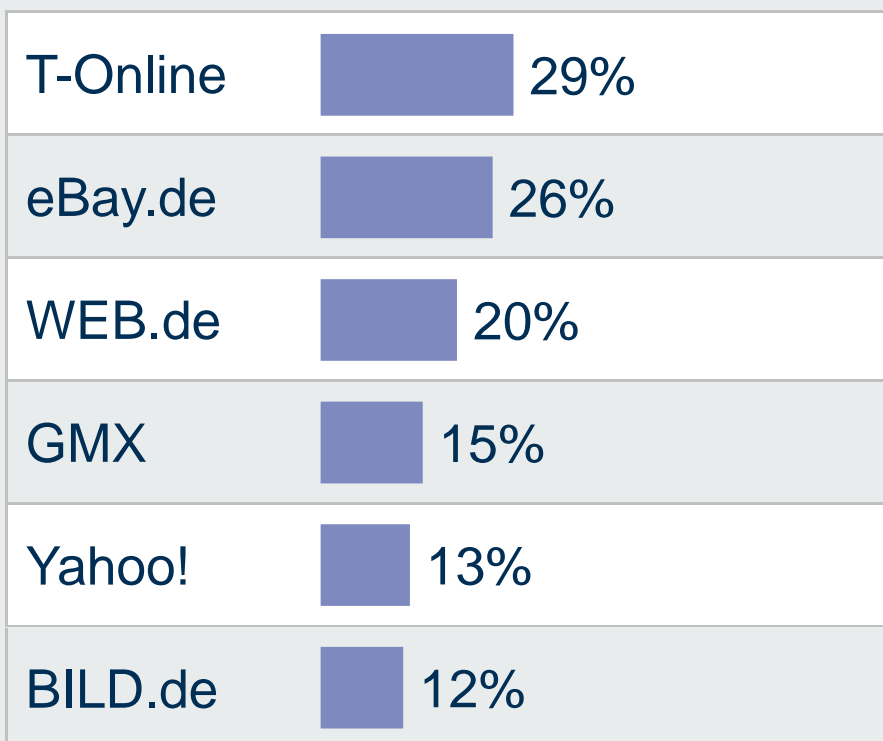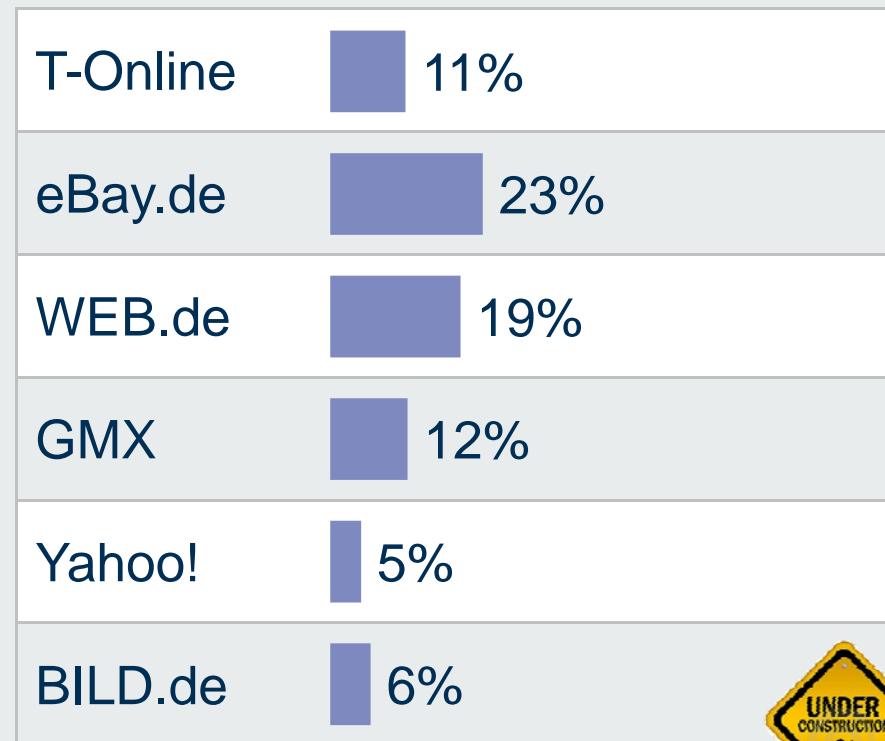# HUB Survey vs. ma Online:

Internet usage

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| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

HUB Survey
vs. ma Online: Internet (unique users)

ma Online
Unique users per week

T-Online	29%
eBay.de	26%
WEB.de	20%
GMX	15%
Yahoo!	13%
BILD.de	12%

Mobile phone/journal
At least once in 7 days

T-Online	11%
eBay.de	23%
WEB.de	19%
GMX	12%
Yahoo!	5%
BILD.de	6%

Basis: Online users in the past 3 months, mobile phone/journal, n = 183

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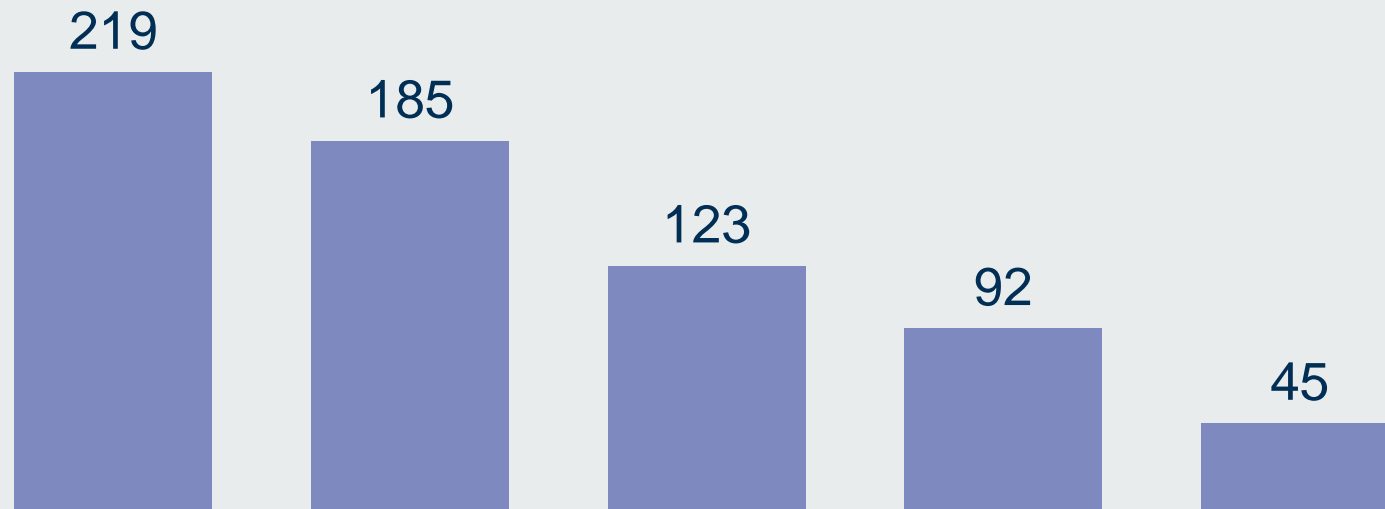| I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
Passive "measurement" of Internet usage
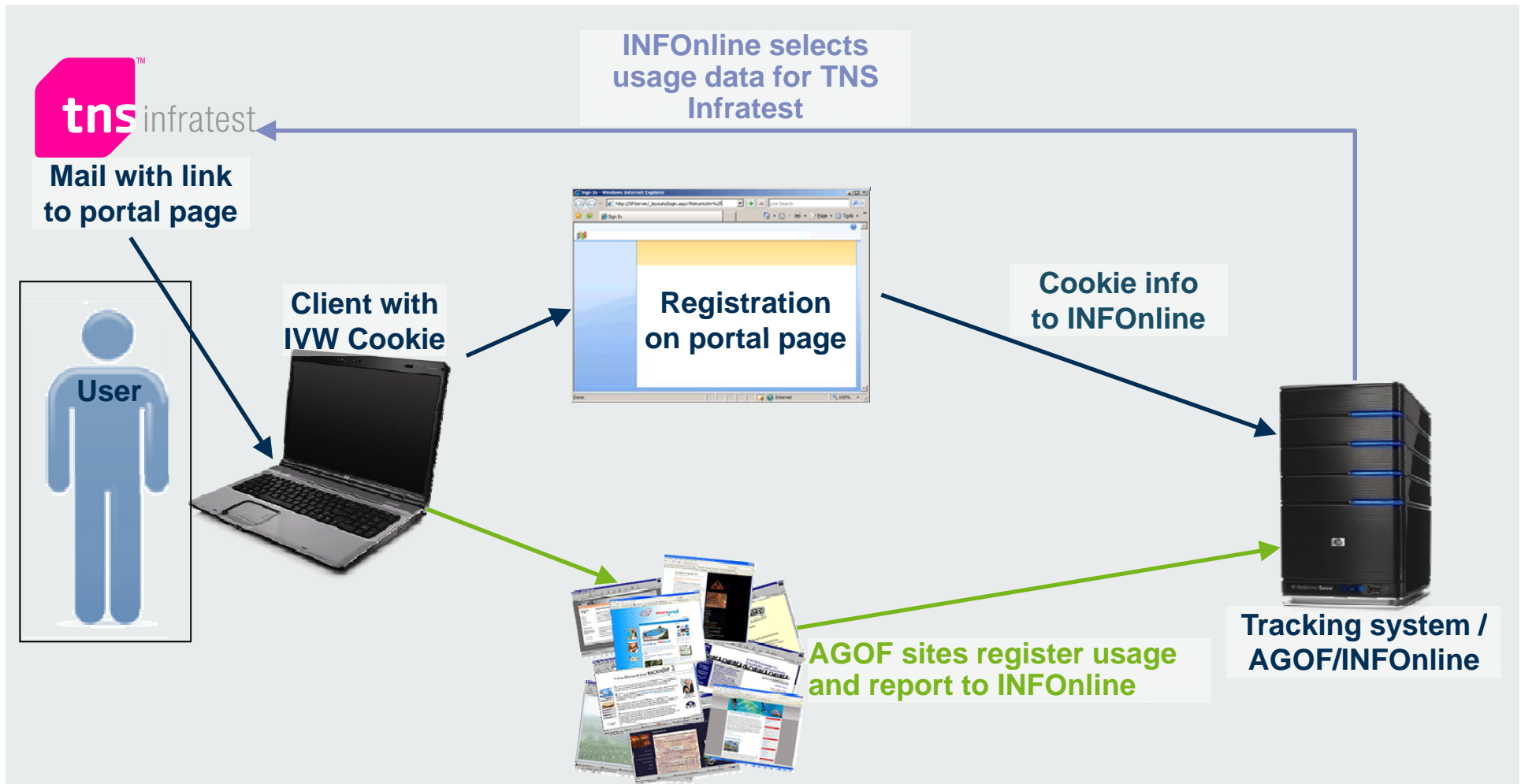
INFOnline selects usage data for TNS Infratest

tns infratest

Mail with link to portal page

User

Client with IVW Cookie

Registration on portal page

Cookie info to INFOnline

AGOF sites register usage and report to INFOnline

Tracking system / AGOF/INFOnline

Source: TNS Infratest

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| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

HUB Survey
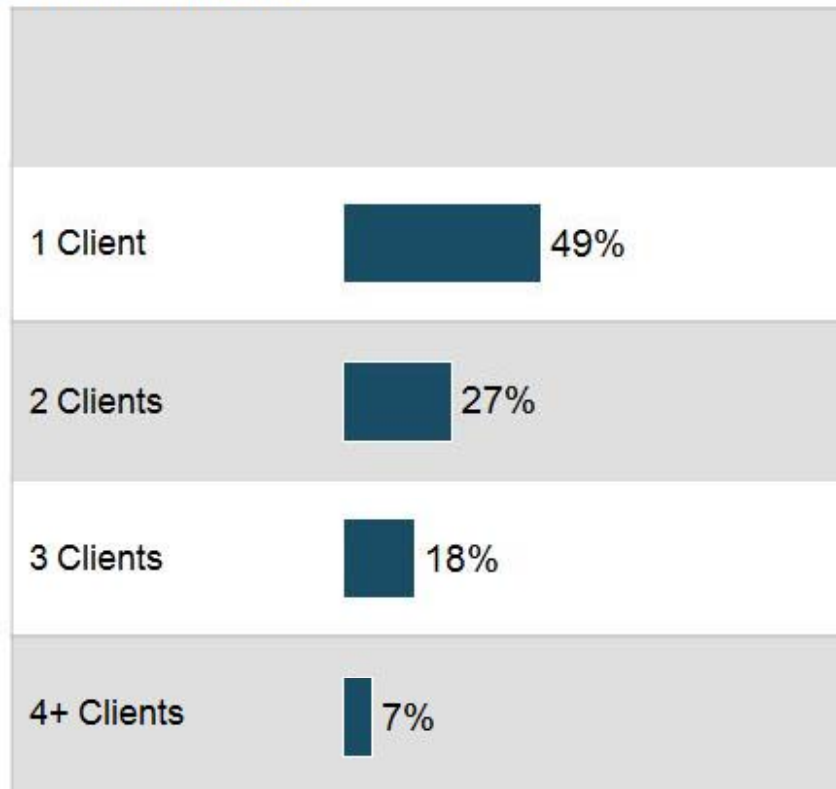## Passive Internet measurement: Willingness to participate

219 — **185** — **123** — **92** — **45**

	Target persons	Internet usage	E-Mail indicated	Participation online interview	Consent to measurement
Share in target persons		84%	56%	42%	21%
Share in Internet users			66%	50%	24%

Source: TNS Infratest

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| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

HUB Survey
Passive Internet measurement: Clients

Online interview

1 Client	49%
2 Clients	27%
3 Clients	18%
4+ Clients	7%

Online measurement

No usage process registered	4%
1 Client	87%
2 Clients	9%
3 Clients	0%
4+ Clients	0%

Basis: Online interview / Online measurement: Target persons who consented to the measurement, n = 45

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Source: TNS Infratest

| I.
Händler 2.0 | II.
Client Recr. | III.
HUB Survey | IV.
Discussions |

HUB Survey
Passive Internet measurement vs. mobile phone phase

Only restricted possibility for validating entries in the mobile phone due to passive measurement:

Limitations of the passive measurement:

- Only part (25%) of the target persons consented to the measurement.

- Target persons do no register all clients (multi-client problem).

- Registered clients are also used by others (multi-user problem).

Limitations for entered data:

- Recall ability of the interviewees

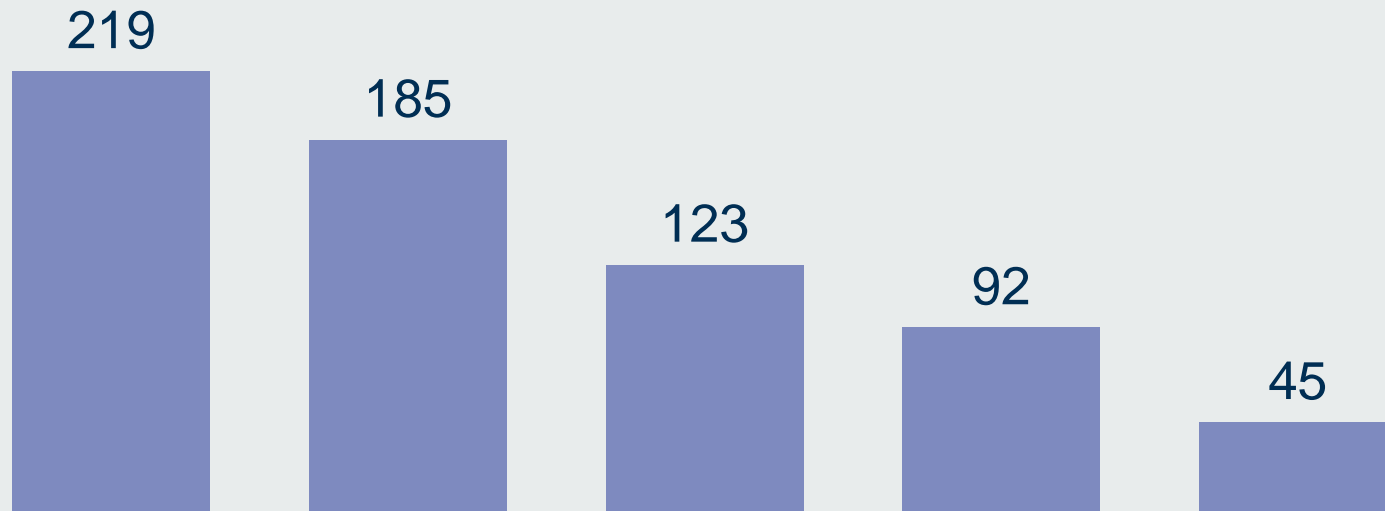- Lack of awareness at times of the diversity of the used websites (e.g. Google)

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Source: TNS Infratest

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
Passive Internet measurement vs. mobile phone phase

219

185

123

92

45

	Target persons	Internet usage	E-Mail indicated	Participation online interview	Consent to measurement
Share in target persons		84%	56%	42%	21%
Share in Internet users			66%	50%	24%

Derivation of an estimate model for non-measured online users

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Source: TNS Infratest

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
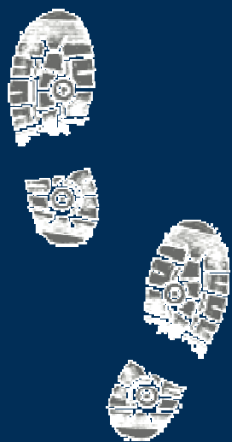
Next Steps

I. Händler 2.0	II. Client Recr.	III. HUB Survey	IV. Discussions

HUB Survey
Next Steps

Additional, <u>quantitative</u> pre-test in 2012:

- 500 cases

Implementation of lessons learned from the first pre-test:

- Adjust questions / layout of the introductory interview even more strongly to the surveys of the individual media types.

- Possibly aid media usage query on mobile phones with activities.

- Improve capture of media usage on the side and less frequent media usage.

- Better mobile phones with faster response times

- …

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| I. | II. | III. | IV. |
| Händler 2.0 | Client Recr. | HUB Survey | Discussions |

HUB Survey

Objectives

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| I. | II. | III. | IV. |
| Händler 2.0 | Client Recr. | HUB Survey | Discussions |

HUB Survey
and ma Intermedia: Requirements

Representation of all media types

ma Section A

ma Section B

Interdependency of media usage for the different types

ma Section F

Intermedia

ma Section C

ma-compatible coverage values

ma Section E

ma Section D

Sample similar to the ma

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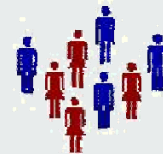
| I. | II. | III. | IV. |
| Händler 2.0 | Client Recr. | HUB Survey | Discussions |
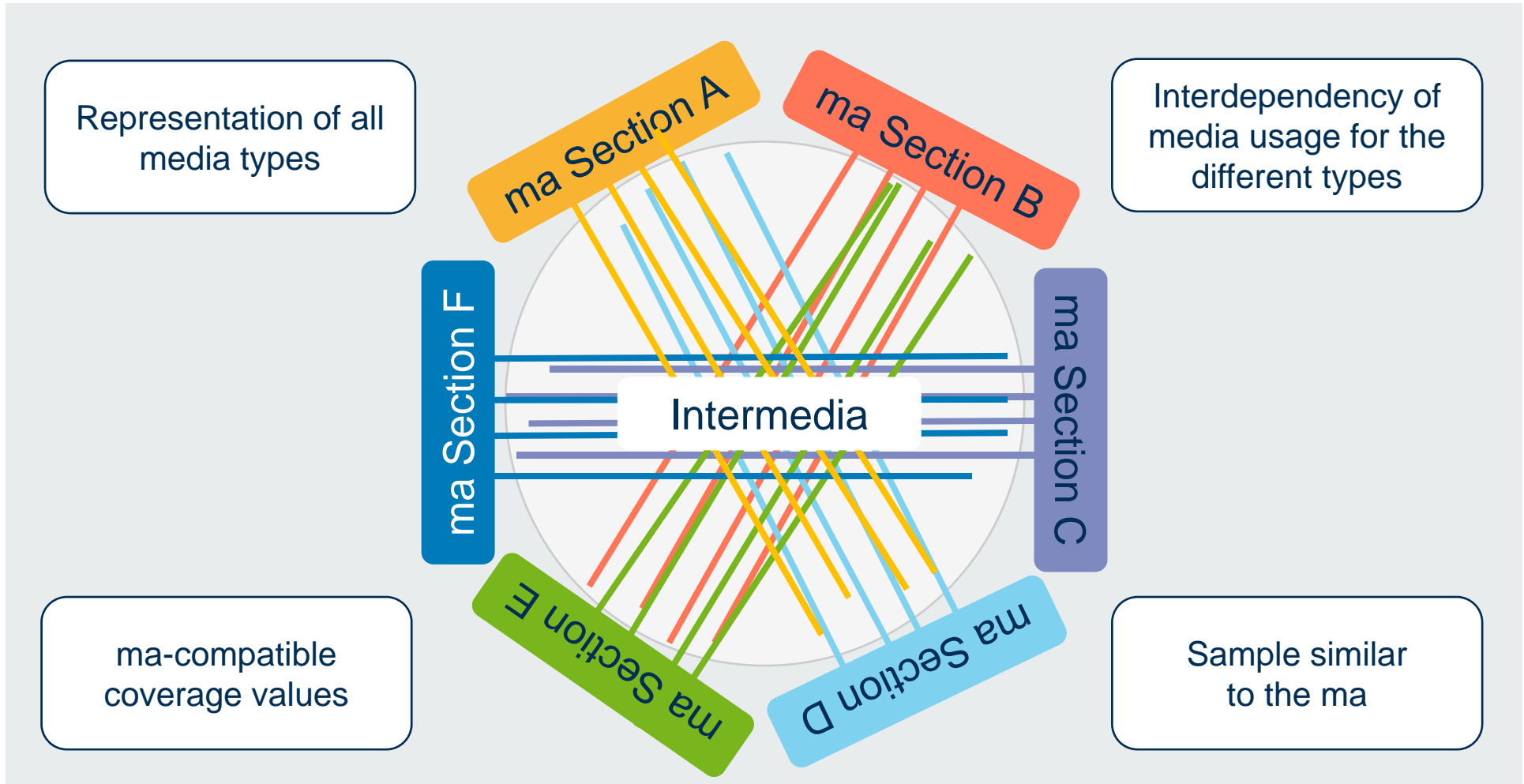
HUB Survey
and ma Intermedia: Sample

- The number of interviews greatly impacts the analytical possibilities but also the costs.

- Thorough analysis on the number of required cases:

  - Planning options for groups/combinations of advertising media

    ⇨ Small number of cases!

  - Planning options for each individual advertising medium shown in the ma sections
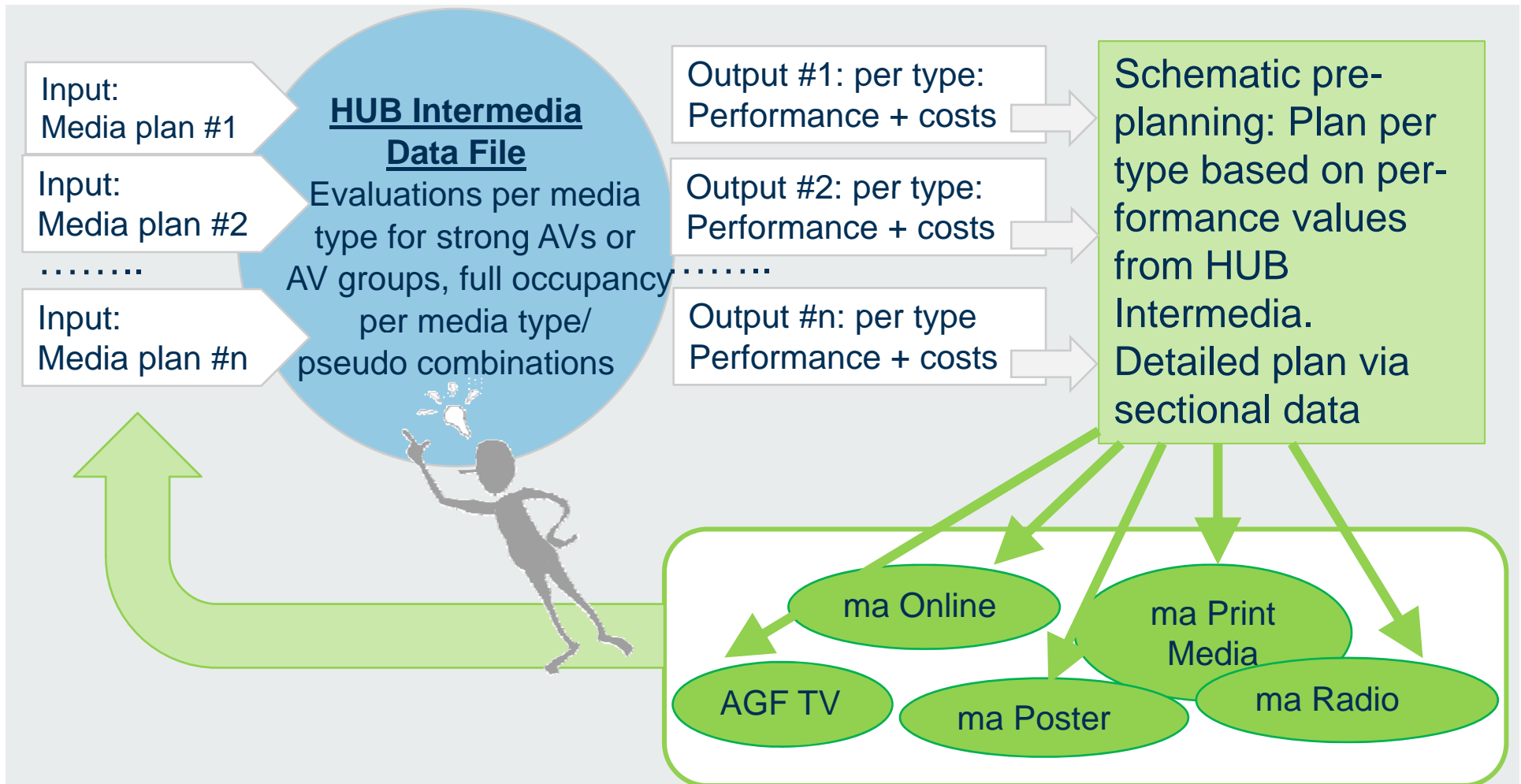
    ⇨ High number of cases!
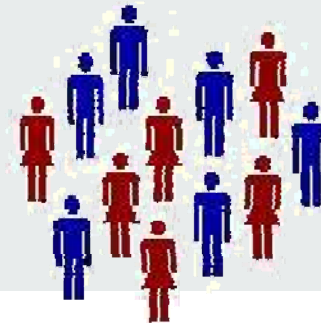
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Source: TNS Infratest

I.	II.	III.	IV.
Händler 2.0	Client Recr.	HUB Survey	Discussions

HUB Survey
and ma Intermedia: Brainstorming…

ma Intermedia with HUB Survey – Idea:

- Creation of a **large basic dataset** by merging HUB into ma
  - Large, representative sample

- **Adjustment of coverage values** to the individual ma sections
  - Media usage over time and overlaps of the media types from the HUB Survey
  - Original coverage values from ma sections

- Integration into an **intermedia planning tool**

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| I. Händler 2.0 | II. Client Recr. | III. HUB Survey | IV. Discussions |

HUB Survey and ma Intermedia: Brainstorming…

Input: Media plan #1

Input: Media plan #2

……..

Input: Media plan #n

HUB Intermedia Data File
Evaluations per media type for strong AVs or AV groups, full occupancy per media type/ pseudo combinations

Output #1: per type: Performance + costs

Output #2: per type: Performance + costs

……..

Output #n: per type Performance + costs

Schematic pre-planning: Plan per type based on per-formance values from HUB Intermedia.
Detailed plan via sectional data

ma Online

ma Print Media

AGF TV

ma Poster

ma Radio

Source: TNS Infratest

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| I.
Händler 2.0 | II.
Client Recr. | III.
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Discussions |

New concepts for intermedia research

II. **Händler 2.0 (all media in one interview)**	Gabriele Ritter
III. **Client Recruitment (eMail follow-up)**	Gabriele Ritter
IV. **HUB Survey (time budget survey)**	Christiane Korch
V. **Current discussions**	Christiane Korch

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Current discussions

- The **Händler 2.0** model is currently pursued further in an additional testing phase: <u>Within</u> the ma Print Media, additional questions from other media types are asked.

- **Client recruitment** is to be implemented in all ma surveys.

  Already started: ma Online, ma Poster, ma Print Media

  To follow: ma Radio

- **HUB Survey:**
  Another testing phase with 500 cases is currently in preparation.

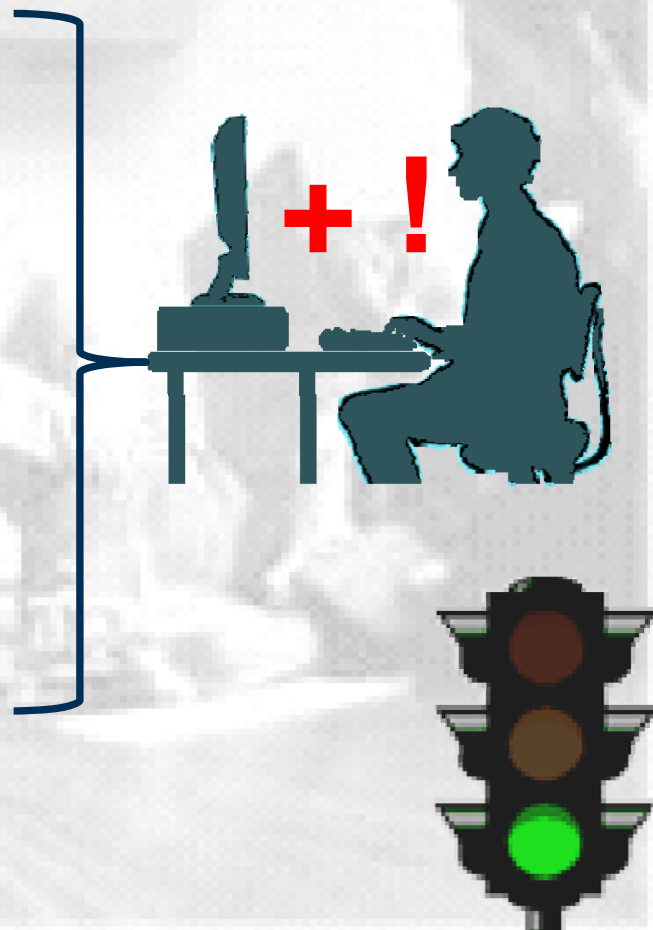| I.
Händler 2.0 | II.
Client Recr. | III.
HUB Survey | IV.
Discussions |

Current discussions

Händler 2.0

HUB Survey

Client Recruitment

+ !

…to be continued…

EMRO Annual Conference 2013

Part IV