After 7 years of continuous research and optimisation, we have finally achieved our goal:

The first publication of MediaScan-based performance values in 2015!
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(2) Background and development
(3) New performance data
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(1) MediaScan: aims and method
MediaScan: quick facts

Objectives

- Replacement of current approach used for ad exposure probabilities (Average Advertising Page Reach AAPR)
- Results in time-based performance parameters for the ma Print (multiple contacts, reach extension, page exposure)

Data collection

- Respondents (quota selection) log time-based usage of magazines and daily papers
- Data includes publication, issue, read volume, read duration and read times in a 2-week period
**Method of choice:**
**MediaScan + diary for missing scans**

- **Scanner with display**
  - Barcode identification of publication and issue
  - Logs read time and read duration
  - Data can be input via the display

- **Diary**
  To add forgotten/missing read sessions later on

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### 4. Any issues of magazines or daily papers that you have browsed through or read today, without using the scanner to record the barcode.

(Please use a new cell for each read session not yet entered.)

<table>
<thead>
<tr>
<th>Publication/name of the daily paper/magazine</th>
<th>No. or Issue data</th>
<th>Year</th>
</tr>
</thead>
</table>

### 5. What time of day was this?

(please tick box)

- Before 9 a.m.
- 9 a.m. – 12 noon
- 12–2 p.m.
- 2–5 p.m.
- After 5 p.m.

### 6. How long did you spend browsing or reading?

(please tick box)

- Only briefly
- 1–14 min.
- 15-29 min.
- 30-44 min.
- 45-60 min.
- Over 60 min.

### 7. How many page-turns did you make?

(please tick box)

- All/almost all pages
- 1/2–3/4 of all pages
- About ¼ of the pages
- Only a few pages
Data collection and modelling

*ma* CASI interviewees (mostly) parallel: MediaScan participants

\[ |X| \leq \sum_{1 \leq i \leq n} |A_i| - \sum_{1 \leq i < j \leq n} |A_i \cap A_j| + \sum_{1 \leq i < j < k \leq n} |A_i \cap A_j \cap A_k| \]
Information on the proportion of pages used

- Test subject presses button to register session end

- Display appears with 1-4 scale:

  Registration of number of pages used directly following each read session:
  - (almost) all
  - ¼-¾
  - ¼
  - Only a few
(2) Background and development
Why MediaScan for advertisement exposure?

**ma currency since 1996:**
- Media exposure – average issue readership (AIR) and
- Advertisement exposure – average advertising page readership (AAPR)

**AAPR then:**
Copy tests on page usage for selected "representative" publications
- Criticism from advertisers and agencies
  → Under-represents out-of-home readership
  → Representative model

**AAPR now:** Improved model → MediaScan
- Number of page-turns logged directly following each usage event
- More publications with their "own" page exposure data
MediaScan: 2007–2015

2007
Starting point

2008 - 2009
Preparatory work on method/model

2010 - 2011
Methodical improvements and model fine-tuning

2012 - 2014
Transition to regular operation

2014
Transfer to ma Press Media

2015
ma 2015 Press Media

2007
Starting point
MediaScan 2015

Supplementing scanning, daily papers also collect pickups via the ma Interview for "read yesterday", magazines from scanning data only.
(3) New performance data
### MediaScan 2015

- Both the familiar and new performance values are provided for planning purposes.
- Planning options:

<table>
<thead>
<tr>
<th></th>
<th>Excluding multiple per-issue and per-page exposures</th>
<th>Including multiple per-issue and per-page exposures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media reach</td>
<td>Unchanged AIR</td>
<td>New AIE (average issue exposure) and pickups*</td>
</tr>
<tr>
<td>Advertisement reach</td>
<td>Recalculated via MediaScan AAPR</td>
<td>New AAPE (average advertising page exposures)</td>
</tr>
<tr>
<td>Reach extension over time for plan evaluation</td>
<td>New**</td>
<td>New**</td>
</tr>
</tbody>
</table>

*) Daily papers only  
**) Magazines and weekly papers only
Significantly higher advertisement exposure and initial multiple exposures

Magazines

- The advertisement exposure (AAPR) calculated by using MediaScan rises from 76% to 87% of AIR.

- At the gross level, incl. multiple page exposures, an index of 135 is achieved, i.e. an issue booking actually delivers around 1.4 advertisement exposures.

Source: Simulation dataset General Interest Magazines 2013, ma 2012 II, MediaScan N = 875 cases
Significantly higher advertisement exposure and initial multiple exposures

**Daily papers**

- The recalculated multiple exposure per issue results in an index of 187, i.e. a reader picks up a daily paper 1.87x on average.

- The ad exposure (AAPR) calculated with MediaScan rises from 81% to 93% of AIR.

- At the gross level, incl. multiple page exposures, an index of 156 is achieved, i.e. an issue booking actually delivers around 1.56 advertisement exposures.

Source: Simulation dataset Daily Papers 2014, ma 2014 II, MediaScan N = 2,000 cases
Development is ongoing…

The potential of MediaScan has not been exhausted
- Usage duration
- Exposure distribution
- Pick-ups for magazines
- Engagement

- More cases are needed for a more differentiated picture of usage characteristics for individual publications.
- MediaScan data collection will continue into the future
- Aggregation of multiple surveys required
(3) Planning with MediaScan data
A schematic media plan

- Three German weekly news magazines
- Six insertions each in six weeks period

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<td>41</td>
<td>42</td>
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<tr>
<td>3 stern</td>
<td>9</td>
<td>6/6</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>5 DER SPIEGEL</td>
<td>8</td>
<td>6/6</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>5 FOCUS</td>
<td>5</td>
<td>6/6</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
The conventional view on performance figures

![GRP per week chart with Ad booking period, Single media exposure without curves, and Single ad exposure without curves]
Added by the factor of time
And multiple page exposure

<table>
<thead>
<tr>
<th>GRP per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
</tr>
<tr>
<td>40</td>
</tr>
<tr>
<td>Ad booking period</td>
</tr>
<tr>
<td>Single media exposure without curves</td>
</tr>
<tr>
<td>Single ad exposure without curves</td>
</tr>
<tr>
<td>Single media exposure with curves</td>
</tr>
<tr>
<td>Multiple media exposure with curves</td>
</tr>
</tbody>
</table>
A look at the growth of net reach in time
(4) Where are we
Some emotions about MediaScan
Some emotions about MediaScan

“Higher and more valid performance data”
Some emotions about MediaScan

“Higher and more valid performance data”

“Explanation for the value and effectiveness of print.”
Some emotions about MediaScan

“Higher and more valid performance data”

“Explanation for the value and effectiveness of print.”

“Too deep insights.”
“Print is slow.”
Some emotions about MediaScan

“Higher and more valid performance data”

“Explanation for the value and effectiveness of print.”

“Too deep insights.”
“Print is slow.”

“Nobody cares.”
“No perfect fit to traditional reach figures.”
(5) Outlook
Challenges and Opportunities

Media research generally has to adapt to the increasingly rapid changes in the media landscape under the heading of individualization and fragmentation.

MediaScan could play an important role.

- Creates a linkage for individual use of titles, situation and state of mind.
- Provides better comparability with other media on the time scale.

Two examples …
Nr. 1 - Total audience below publication intervals

New calculation options
Total audience by convention

Net coverage brand „DIE WELT“, weekly reach print, online, mobile

Print: 2,23 m
Online: 3,44 m
Mobile: 1,57 m

Duplication (Timeframe week)
- DIE WELT print/ welt.de: 0,243
- DIE WELT print/ WELT mobile: 0,150
- welt.de / WELT mobile: 0,231
- DIE WELT Print/ welt.de / WELT Mobile: 0,038

DIE WELT print: AIR DIE WELT (6x) + WELT am SONNTAG
welt.de: online usage (big screen)
WELT mobile: mobile usage welt.de/MEW and apps

= 6,65 m
The MediaScan shows the structure of reach in time

MediaScan data for a weekly

- **Cumulative Reach**
- **Reach per Day**
Daily reach via simulation

Average week: 6,65 m
Average day: 1,98 m

\[ \sum_{i=1}^{7} \left[ 1 - \prod_{j=0}^{\infty} (1 - p_{7j+i}) \right] / 7 \]

[i: weekday, j: week during observation period]
Nr. 2 - Integration of MediaScan in the German Hub Survey

Utilize synergies
Test in spring next year

<table>
<thead>
<tr>
<th>Entrance Interview</th>
<th>+ MediaScan</th>
</tr>
</thead>
<tbody>
<tr>
<td>„Standard HUB“</td>
<td>Option 1</td>
</tr>
<tr>
<td></td>
<td>Option 2</td>
</tr>
<tr>
<td>2,300 cases</td>
<td>400 cases</td>
</tr>
<tr>
<td></td>
<td>200 cases</td>
</tr>
</tbody>
</table>

Exit Interview

online survey/client recruitment
This was a quick ride through the MediaScan.
This was a quick ride through the MediaScan.

Almost the opposite of magazine reading, which is quiet, slow and deep diving.
Thank you for your attention!