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

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Intramedia

Intermedia

[Diagram showing relationships between Press, Radio, TV, Posters, and Online, with arrows indicating connections and a question mark in the center.]
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Introduction

I. History

II. Status quo

III. Current discussions
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I. History

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III. Current discussions

Until 1985:

- single source

Since 1985:

- own survey
- own survey
- own survey
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Since 1985:

- Press → own survey
- Radio → own survey
- TV → own survey
- data fusion

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

II. Status quo

Since 2008:

Press ➔ own survey
Radio ➔ own survey
TV ➔ own survey
Posters ➔ own survey
Online ➔ own survey ➔ planned

data fusion
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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!
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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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Demands on data fusion have grown!

Optimization required?

Data fusion process still capable?

New Strategy needed?
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Task of the Data fusion:
Optimal representation of overlap patterns between various media!

How deep?

Strategic planning?

or

Detailed planning?

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

Presentable!

Implications for the sample sizes!
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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 processing the greatest influence per media in the fusion process
- Hope: to make improvements to the intermedial overlap patterns
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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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ag.ma is discussing three models for a future ma Intermedia
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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
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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)?
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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

レビ 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
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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!