

# MediaScan

## Measuring Print Media - New Dimensions



Print & Digital Research Forum  
London – 17- 20 October, 2015

Dr. Michael Hallemann, Director Syndicated Research Services, G+J GmbH & Co.KG  
Gabriele Ritter, Research Director, Media-Micro-Census GmbH

# ma Press Media 2015 feat. MediaScan

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

**The first publication of MediaScan-based performance values in 2015!**



# CONTENTS

- (1) MediaScan: aims and method
- (2) Background and development
- (3) New performance data
- (4) Planning with MediaScan data
- (5) Where are we
- (6) Outlook

# (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 media (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

<b>4.</b> 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.)			<b>5.</b> What time of day was this?  (please tick box)			<b>6.</b> How long did you spend browsing or reading?  (please tick box)			<b>7.</b> How many page-turns did you make?  (please tick box)									
Publication/name of the daily paper/magazine	No. or Issue date	Year	Before 9 a.m.	9 a.m. – 12 noon	12–2 p.m.	2–5 p.m.	5–8 p.m.	after 8 p.m.	Only briefly	1–14 min.	15–29 min.	30–44 min.	45–60 min.	Over 60 min.	All/most all pages	1/2–3/4 of all pages	About 1/4 of the pages	Only a few pages
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

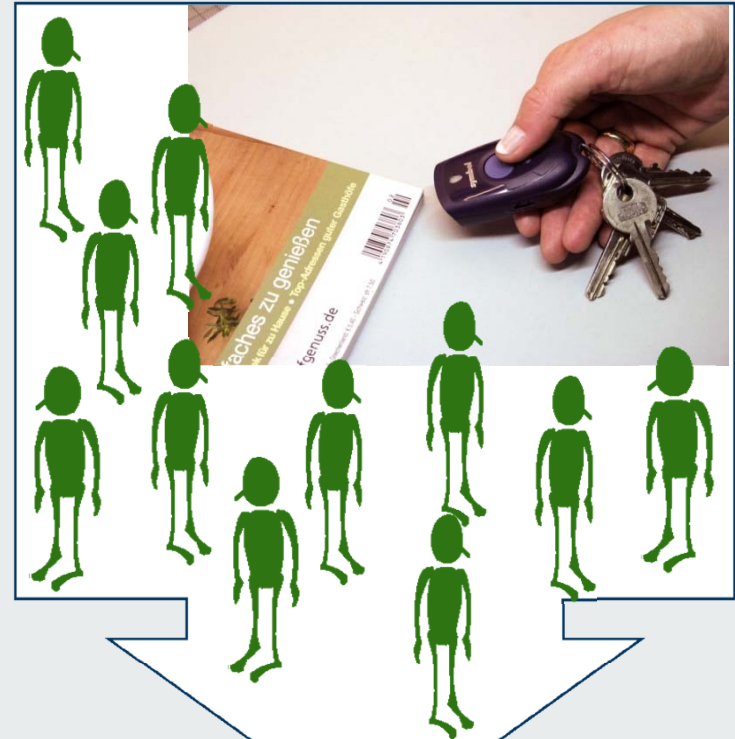
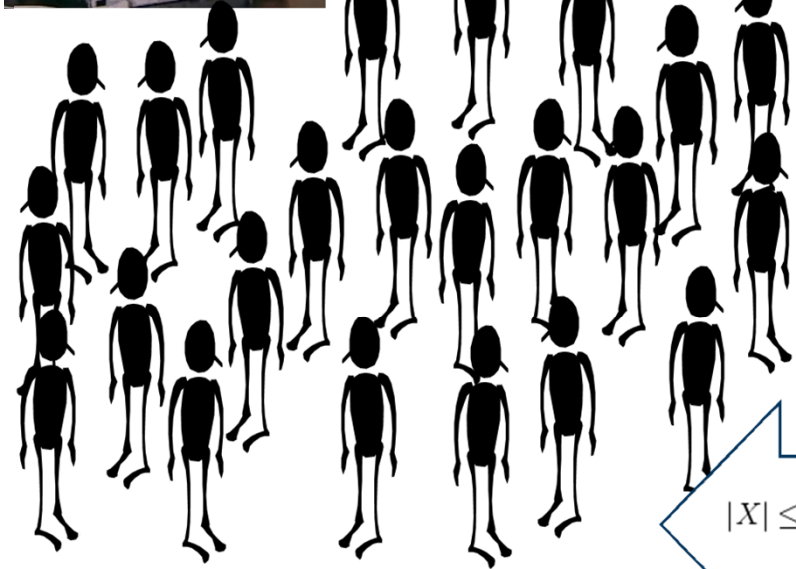




# Data collection and modelling

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

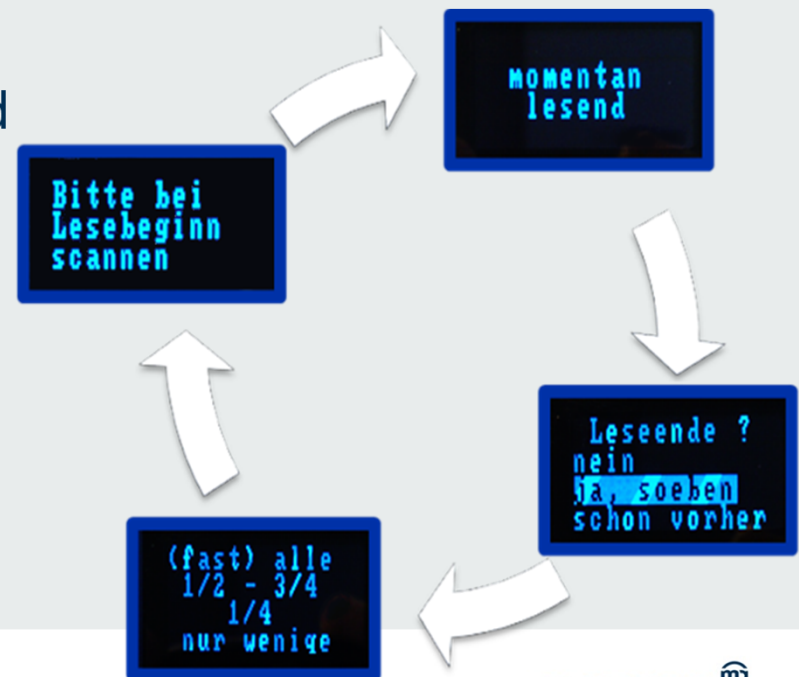


- Display appears with 1-4 scale:



Registration of number of pages used directly following each read session:

- (almost) all
- $\frac{1}{4}$ - $\frac{3}{4}$
- $\frac{1}{4}$
- Only a few





## (2) Background and development

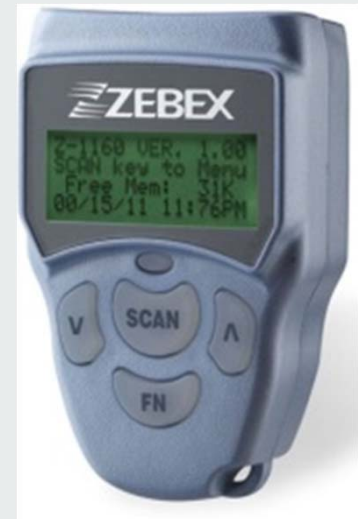


# Why MediaScan for advertisement exposure?

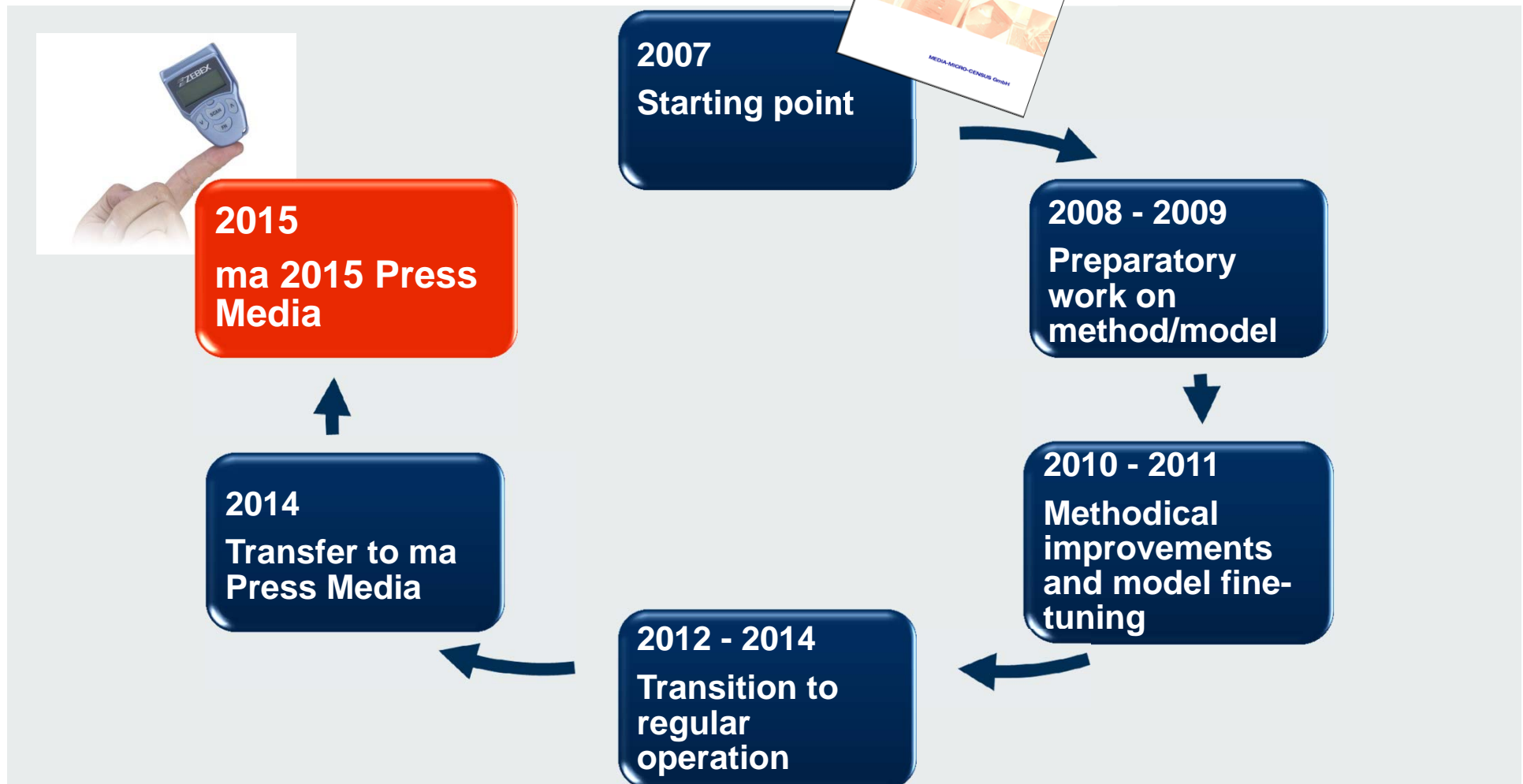
- **ma currency since 1996:**
  - Media exposure – average issue readership (AIR) and
  - Advertisement exposure – average advertising page readership (AAPR)
- **AAPR then:**

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

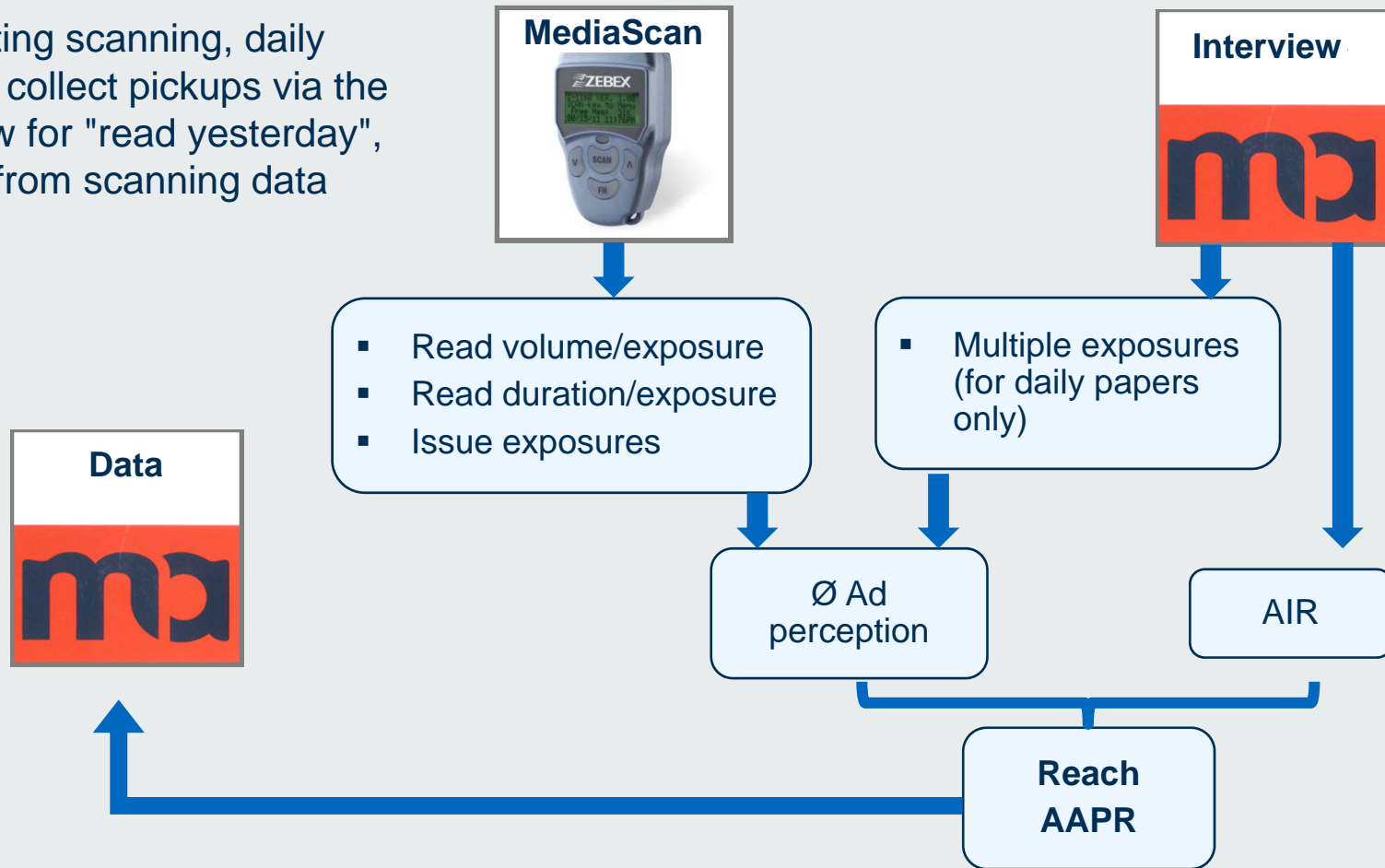


# MediaScan: 2007–2015



# 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:

**2015**  
ma 2015 Press Media

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

\*) Daily papers only

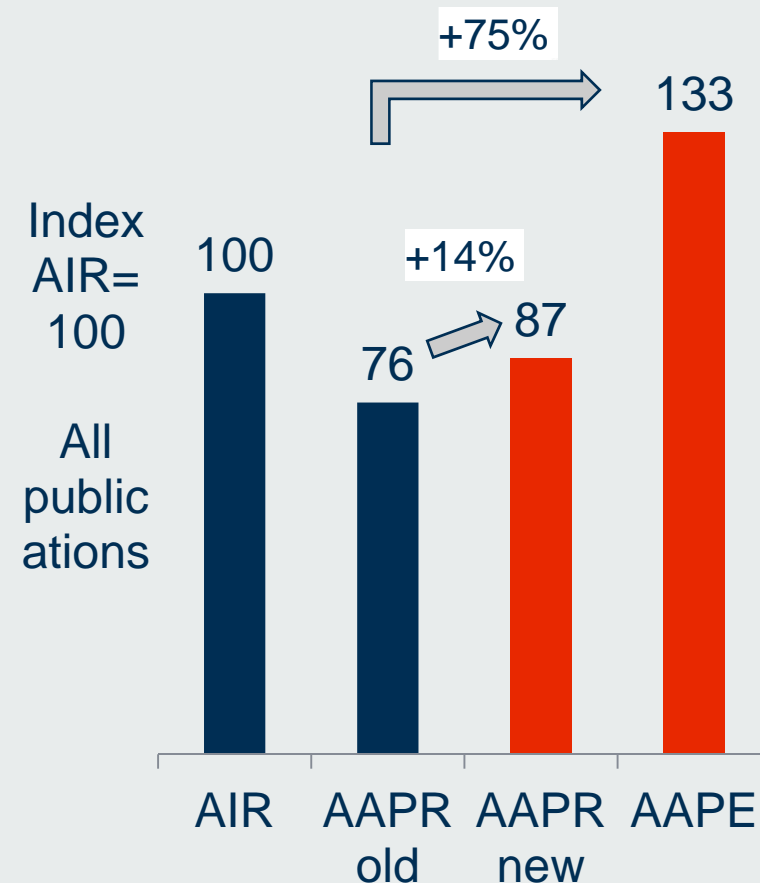
\*\*\*) Magazines and weekly papers only



# Significantly higher advertisement exposure and initial multiple exposures

## Magazines

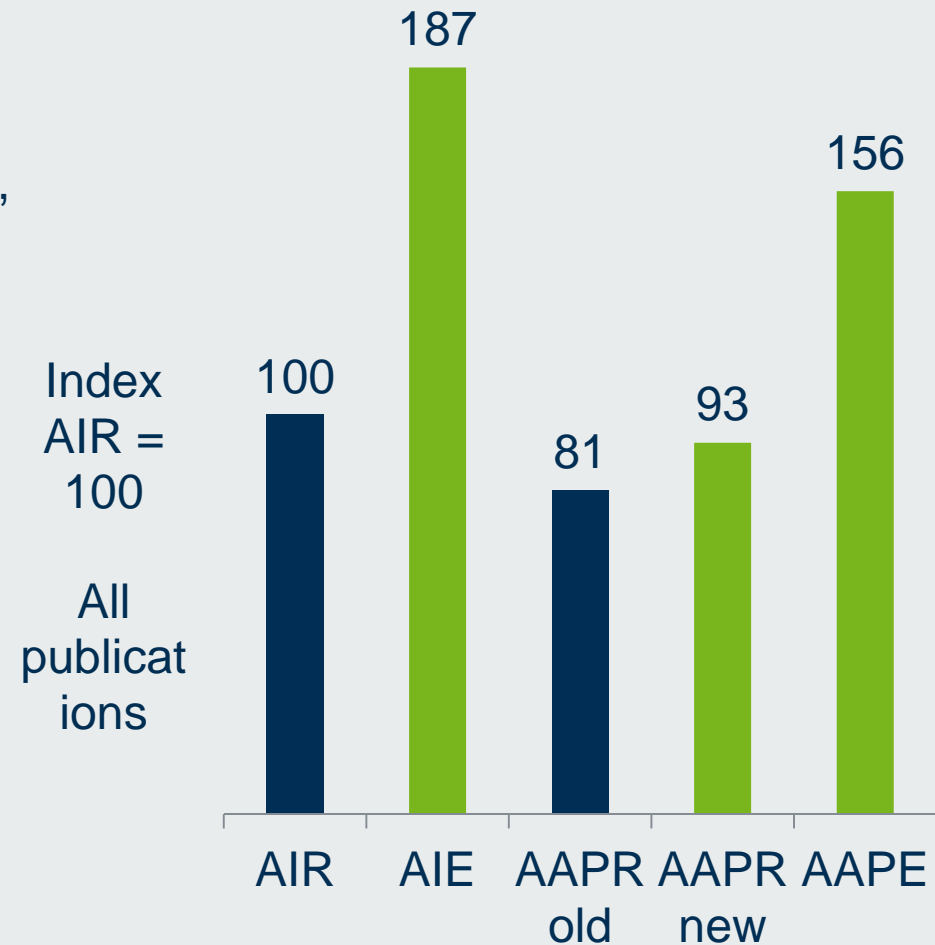
- The advertisement exposure (AAPR) calculated by using MediaScan rises from 76% to 87% of AIR.
- At the gross level, incl. multiple page exposures, an index of 135 is achieved, i.e. an issue booking actually delivers around 1.4 advertisement exposures.



# 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



ma 2015 Presse II

German-speaking population, 14 years and older

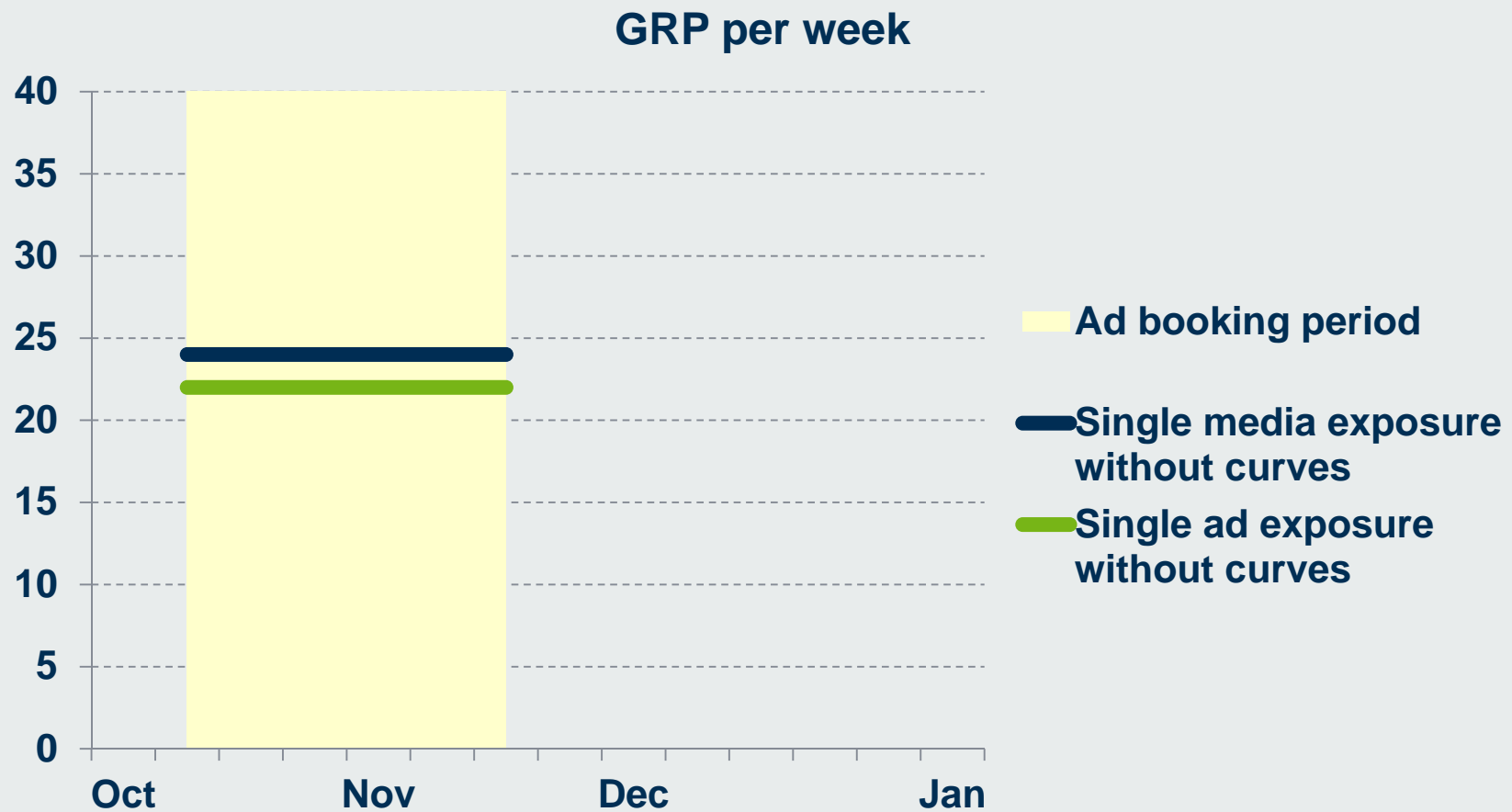
Size: 100.0 %, 38264 Cases, 69.24 Mio.

2016er Preise 23.9.2015 - Netto

Plan 1: 18 von 18 insertions- 1.031.201 Euro

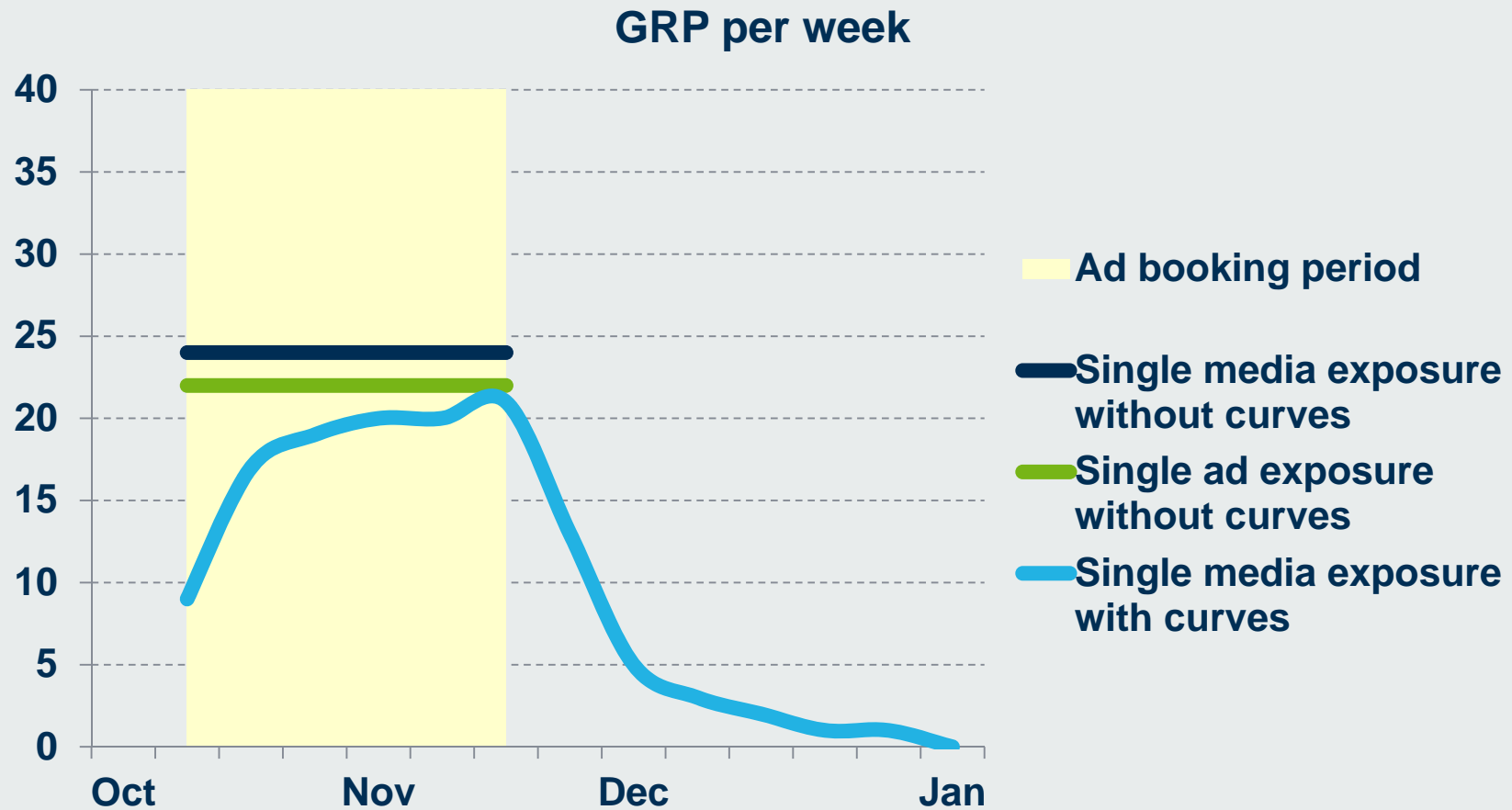
E V T			Oct 2015				Nov 2015			
	GRP	Freq.	41	42	43	44	45	46	47	48
			5.- 11.	12.- 18.	19.- 25.	26.- 1.	2.- 8.	9.- 15.	16.- 22.	23.- 29.
3 stern	9	6/6		X	X	X	X	X	X	
5 DER SPIEGEL	8	6/6		X	X	X	X	X	X	
5 FOCUS	5	6/6		X	X	X	X	X	X	

# The conventional view on performance figures

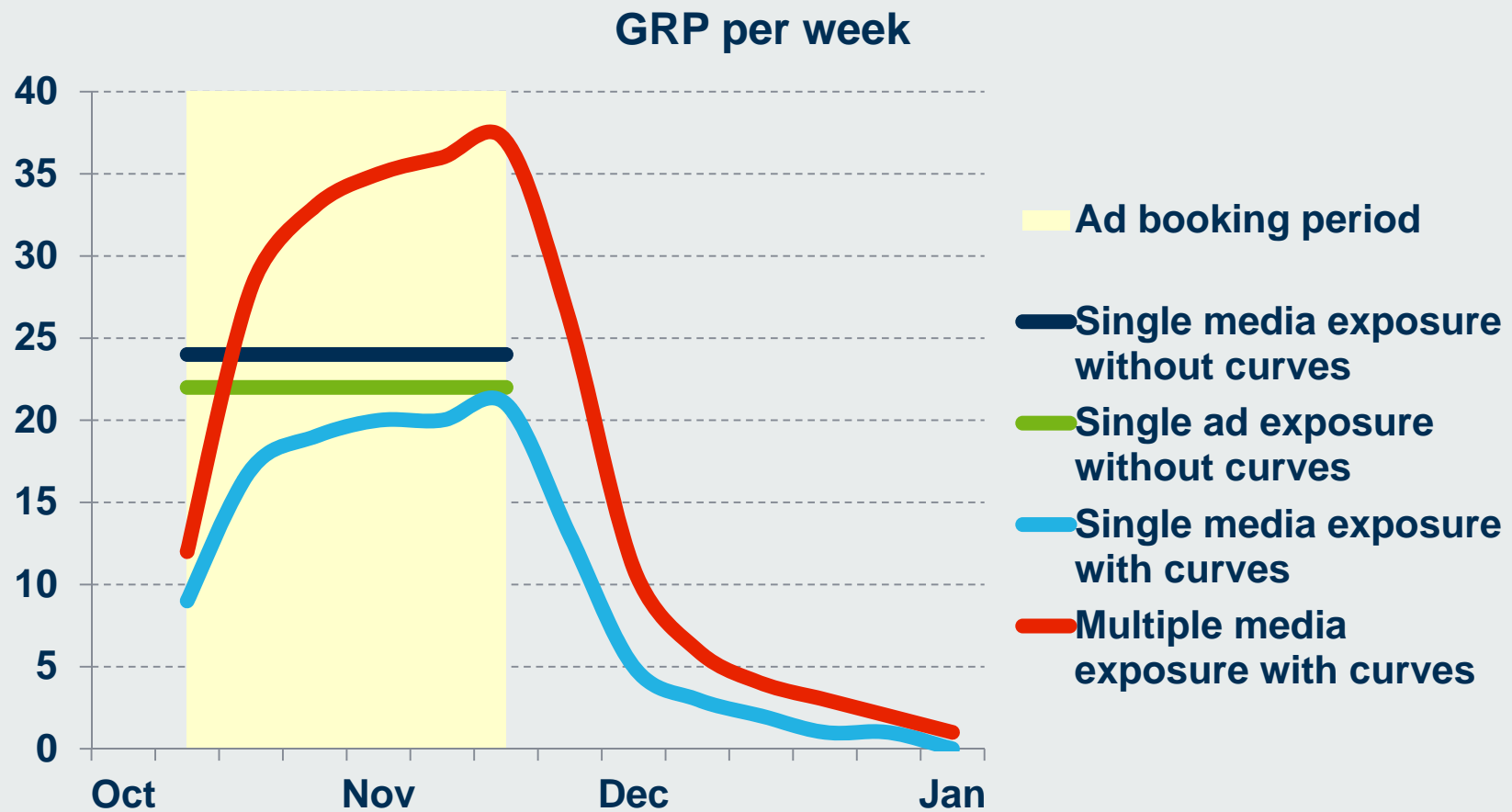




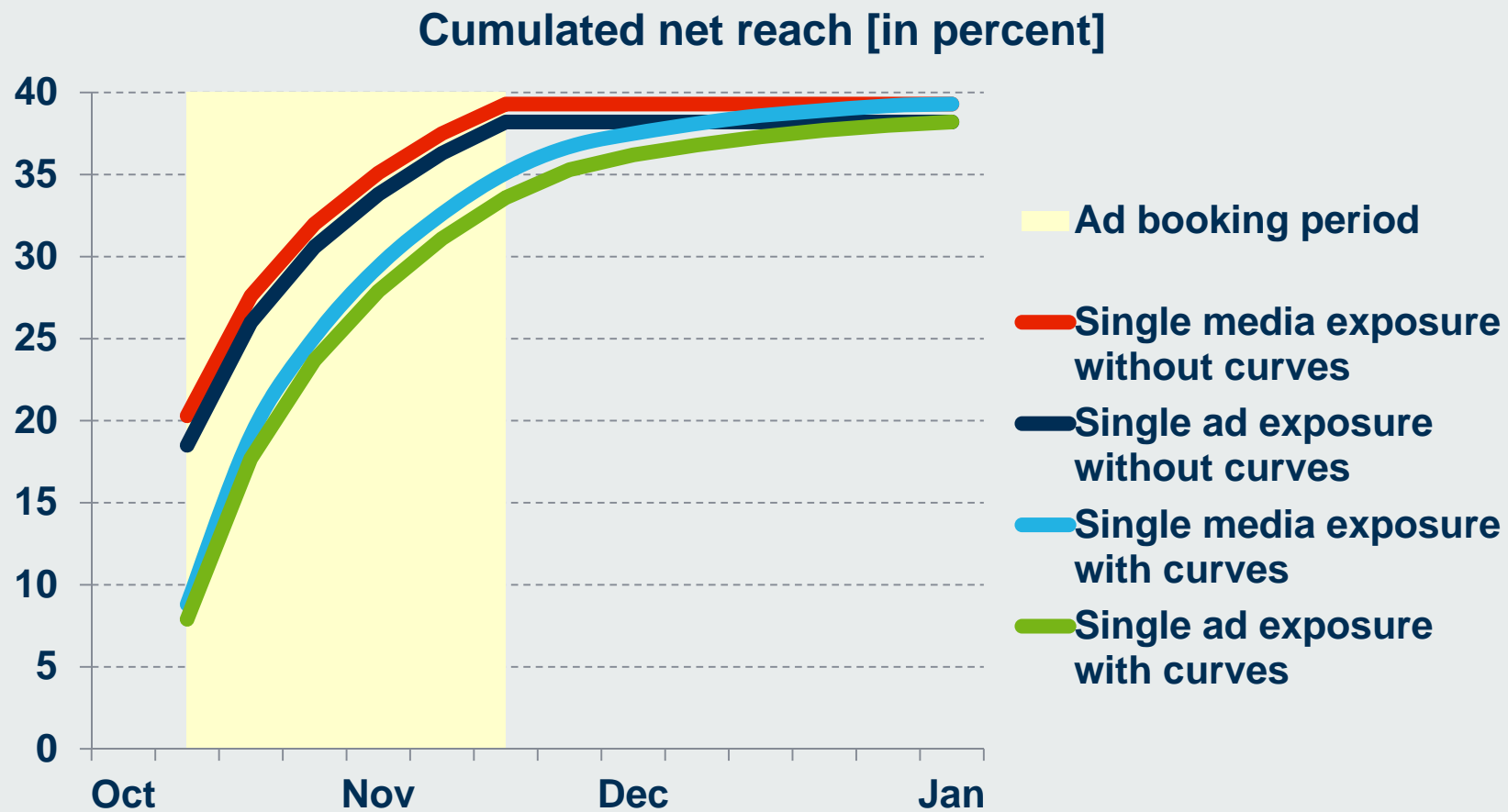
## Added by the factor of time



## And multiple page exposure



# 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

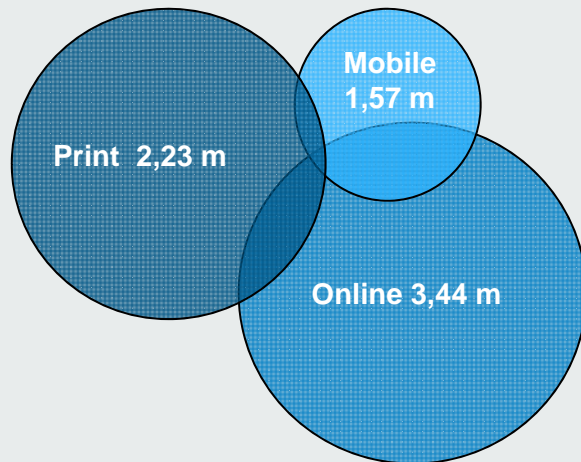
New calculation options





# Total audience by convention

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



## Duplication (Timeframe week)

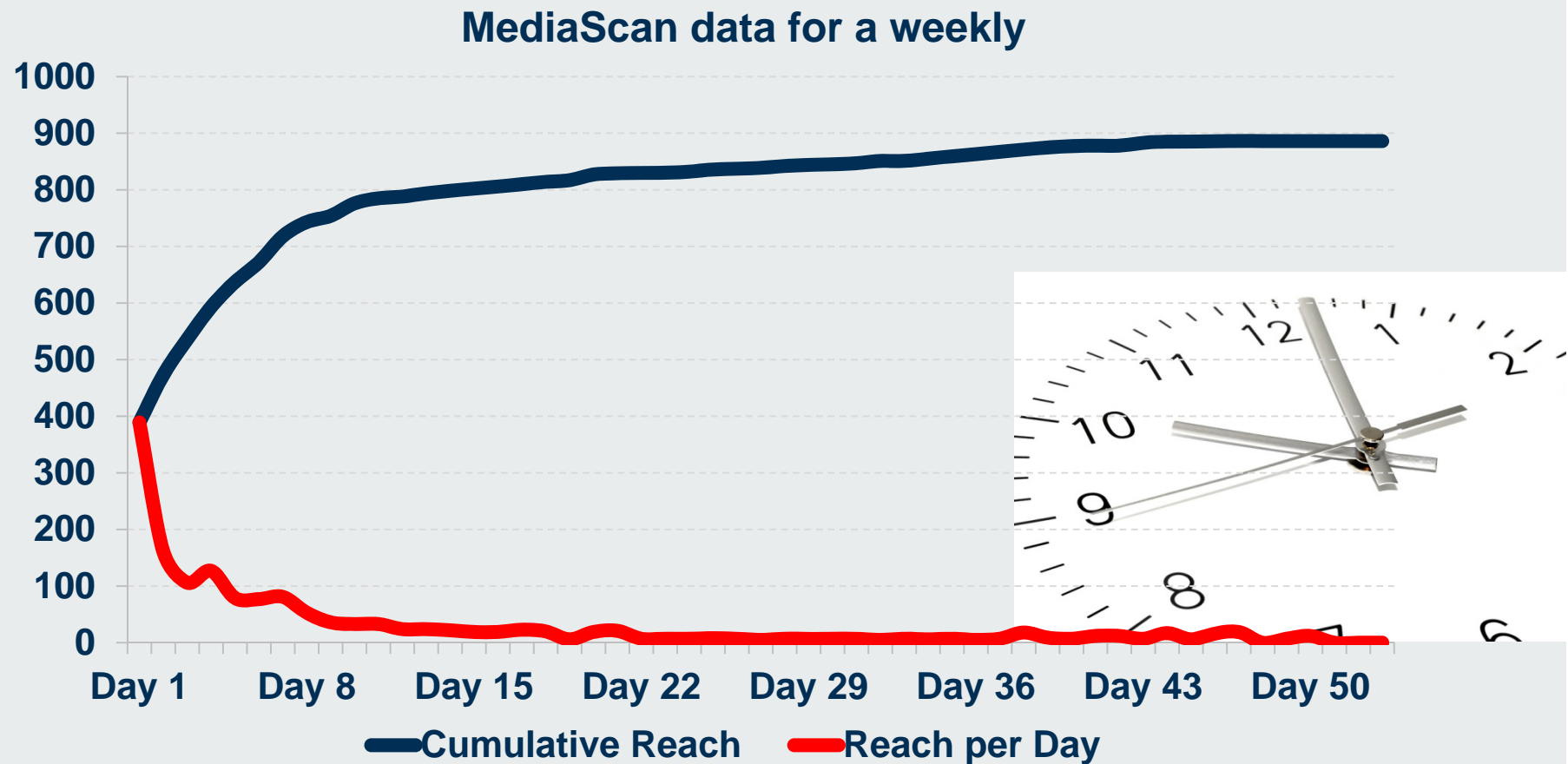
	m
• DIE WELT print/ welt.de	0,243
• DIE WELT print/ WELT mobile	0,150
• welt.de / WELT mobile	0,231
• DIE WELT Print/ welt.de / WELT Mobile	0,038

DIE WELT print: AIR DIE WELT (6x) + WELT am SONNTAG

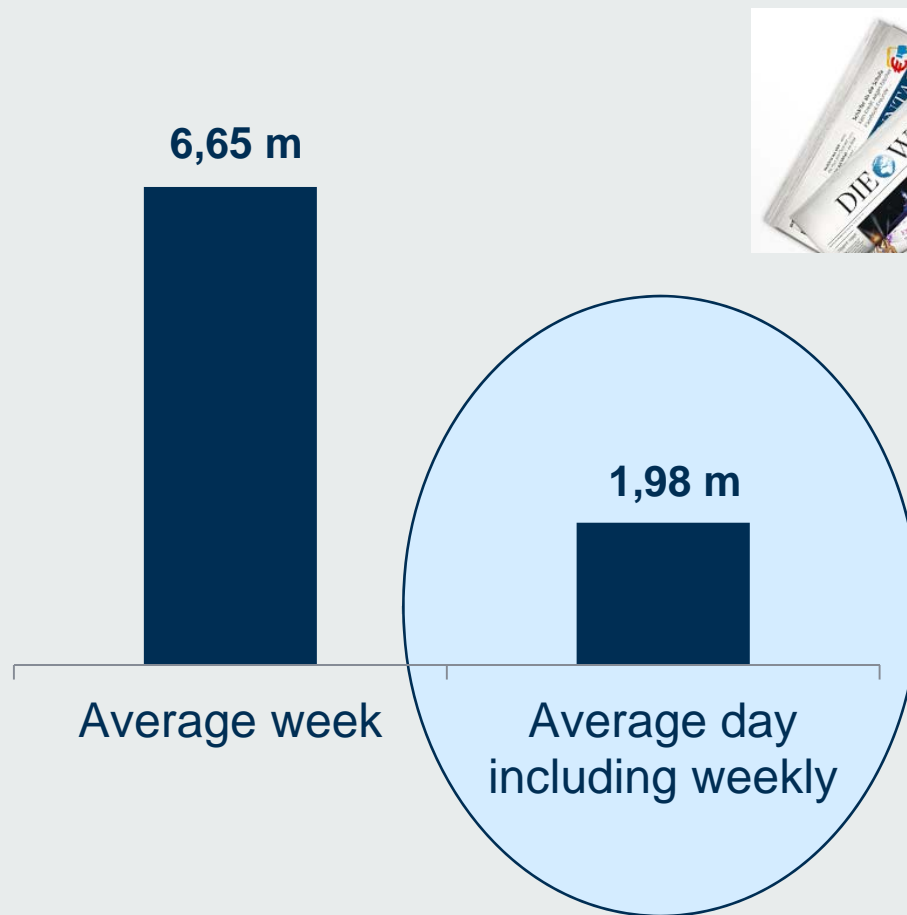
welt.de: online usage (big screen)

WELT mobile: mobile usage welt.de/MEW and apps

# The MediaScan shows the structure of reach in time



# Daily reach via simulation



+



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

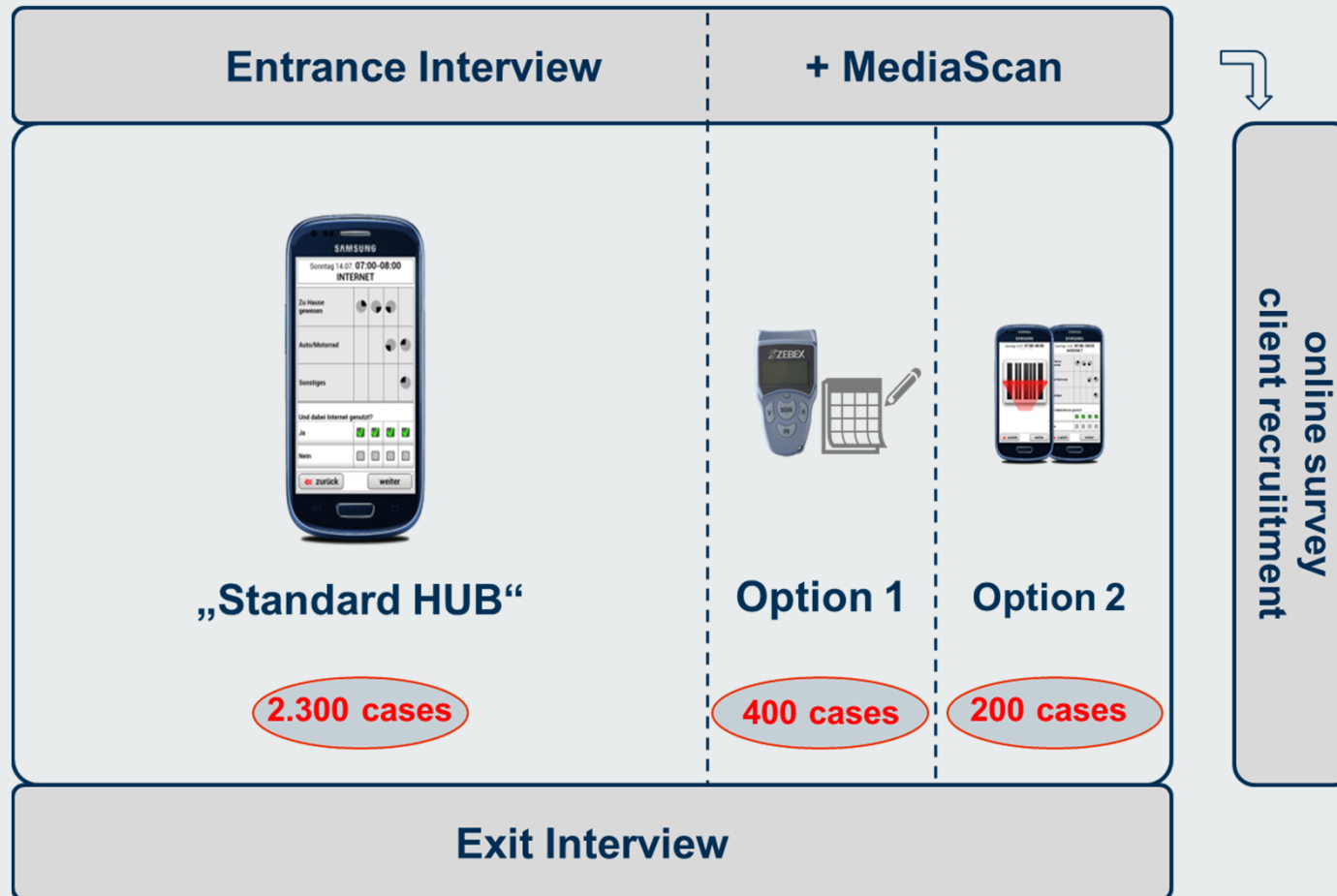
*[i: weekday,  
j: week during observation period]*

## Nr. 2 - Integration of MediaScan in the German Hub Survey

Utilize synergies



# Test in spring next year



# Fin

**This was a quick ride through the MediaScan.**





# Fin

**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!**



**agma**<sup>m</sup>