

## **REAL-TIME MEDIA ENGAGEMENT MEASUREMENT: THERE'S AN APP FOR THAT!**

Jennie Beck: Global Director, Kantar Media

Guy Rolfe: Global Mobile Director, Kantar Operations

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### **Introduction**

Ten years ago, a newspaper was a multi-section print product, perhaps with a nascent web presence; a TV channel was a branded destination with a menu of live viewing choices, and an opportunity to record content on to a 3-hour tape. The audience for the newspaper and its sections; the channel and its programmes was simple to measure, and that was it.

Now a newspaper brand can be found in print, online, as an app, as a UGC site, on Twitter, as a Facebook group, on mobiles, on iPads, as email alerts, in subscription clubs, in retail websites – the list is endless. TV content can be found on live channels, time-shifted channels, PVRs, catch-up services, games consoles, YouTube, iPads, mobiles – the list is endless.

Many of these new platforms do provide some form of audience measurement, but it is not in a form that we are (yet) comfortable with, and more importantly, it is difficult to get at a holistic view of cross-platform reach that makes sense.

Just taking print and online measurement as an example, the metrics are different, the concept of exposure is different, we get detailed information about the individual but little granularity of readership for one platform, and the reverse for the other.

For media owners to make sense of this world and for planners to make best use of their clients' budgets, we need to find a way of bringing our new research silos together and re-connecting our audiences.

An early example of this “connected” research was presented by Kantar Media and the Guardian Media Group at Esomar last year<sup>1</sup>. This single source cross-platform study explored the relationship between print and internet use of the Guardian brand – and specific editorial and advertising content. We covered two platforms in considerable detail – but now a third is gaining ground. Mobile (internet and application-based distribution of content) introduces a new dimension, combining the portability of print with the instant update and interactivity of online use.

But how do media owners migrate content and advertising between these diverse platforms, and how do they optimize the impact of each?

### **Background**

In order to understand how these three platforms are being used, and how they interrelate – we needed a way of collecting specific media behaviour as close as possible to the point of consumption, and then exploring the purpose and value of each of these media interactions. Naturally, the same technology that has expanded opportunities for media content delivery, is available for research use too – and the opportunities it offers appear limitless.

At Kantar Media, we have already deployed mobile apps to record exposure to a variety of live TV shows. Participants in these research exercises told us what they thought as they watched – and afterwards, gave us post-match analysis via our online community. The research was conducted in their world, not ours and they became active participants, not just respondents.

We have shown that this approach can work well for TV, now we have a way of making it work for print & digital brands – and this is the subject of this paper.

## Objective

Our objective was to deploy a mobile application to a pre-recruited sample that could:

- Measure specific issue readership of newspapers – at the time of reading, and on each platform (print, web and app)
- Quantify newspaper brand contact – by platform, by time of day, by length of use, by subject matter/section
- Provide some context for newspaper brand use in a multi-media day
- Explore engagement for each newspaper brand ‘occasion’
- Encourage posting of messages and photos to illustrate engagement with news brands

## Summary of the Approach

### The App

The mobile application we designed for this study was developed by Lumi Mobile using their Reactor platform (a Java based program). Lumi Mobile build applications which can run on 98% of mobile phones which are capable of connecting to the internet (this includes feature and smart phones across all operating systems).

The app is able to utilize native features of the respondent’s mobile handset, such as the camera for capturing photographs and barcodes. (The application can read and process the 1D barcodes printed on daily print publications on the handset to determine the correct title and edition the respondent is reading).

The opening menu (Figure 1) invites a respondent to enter a media “occasion” (in this case, printed newspaper title, newspaper website or newspaper app). Printed newspaper titles – and specific issues - are identified by scanning of the paper’s barcode (Figure 2) while websites and apps are identified from a drop-down menu which can be tailored to the individual’s brand usage (Figure 3).

Figure 1



Figure 2



Figure 3



For each media occasion, respondents are asked when the occasion started and how long it lasted (Figure 4). They are also asked if they “liked” it. (Figure 5). At any time during a day’s diary, respondents are encouraged to post photos or images (using their phones) of content, events or scenes that were particularly significant for them – and they could revisit their portfolio of media occasions at any time during the day (Figure 6).

Figure 4

Figure 5

Figure 6

### The Daily Survey

We connect the data we collect from each individual directly (in real time) to a personalised web page where each respondent can answer more detailed questions about their reading occasions. So, at the end of each day, the respondent’s media portfolio for that day is available in an online survey. They are offered the opportunity to add to it, and they are asked specific questions about each “occasion”

- Which sections they read or looked at
- What they gained from that occasion
- What they “liked” about those occasions
- Which other media they used that day

### The Pilot

To test the value of data generated by the app – and, importantly, to test the mechanics and the link between app and online platforms, we ran a pilot exercise that took place between Friday 12<sup>th</sup> and Thursday 18<sup>th</sup> August this year.

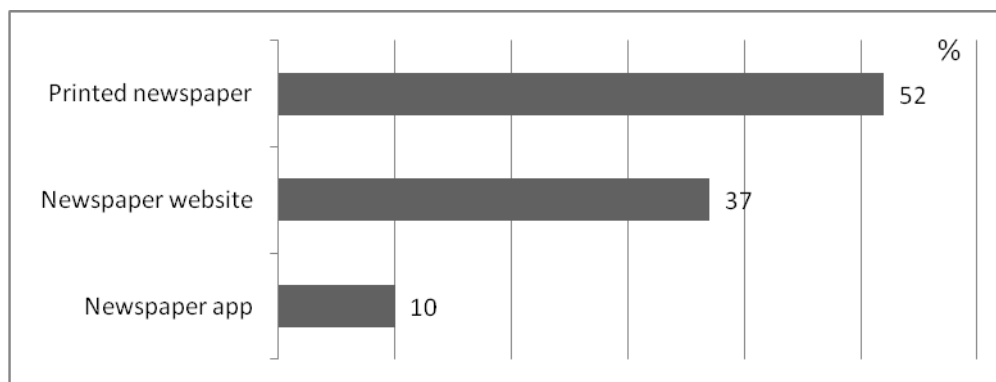
We used an Android version of the app and invited members of the Lightspeed online panel with Android phones to download the app and to participate during that week in the diary and online exercises. 145 respondents used the app at some point during the week – recording a total of 703 media occasions.

### Top-line findings

- **Printed brands still lead**

Of our 703 news brand occasions, the printed version had the majority of ‘hits’. (Figure 7)

Figure 7 – Occasions by platform

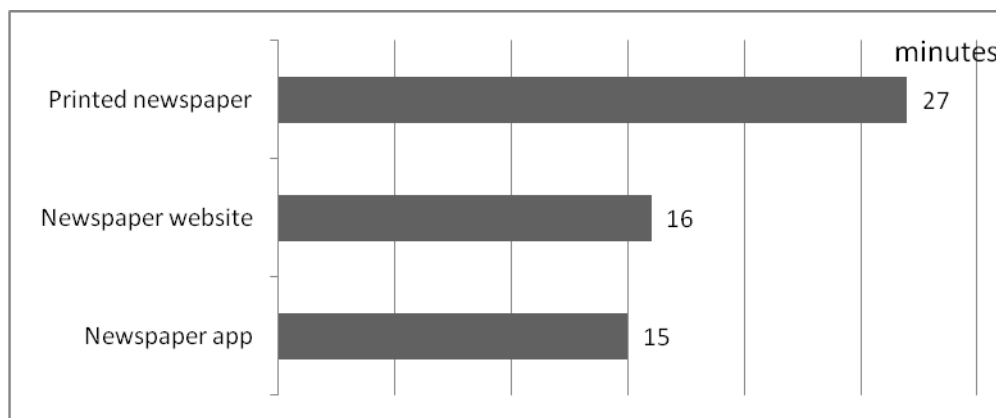


This relationship varied significantly from title to title. For free newspapers, for example, the printed newspaper dominated with website use minimal and app use practically non-existent. For other titles, website use was higher than printed use – and the cross-media and sectional analysis we are now embarking on will tell us whether, as we suspect, there is specific sectional use of these sites among those not reading the printed version.

- **The printed brand also takes up more time**

As one might expect, people spend longer on the printed brand than either of the two digital platforms – but maybe not as much longer as we might think. Our study showed that average time spent on each website or app ‘occasion’ was pretty much the same, but that average time spent on each printed occasion was only 12 minutes longer. The data is shown in Figure 8.

Figure 8 – Average occasion time length by platform



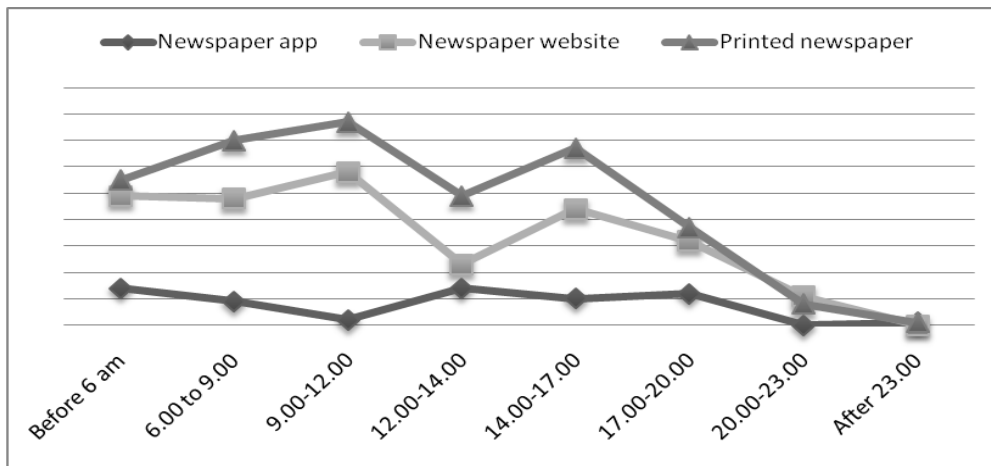
Interestingly, the modal time for each of these was 6 to 10 minutes for both of the digital platforms, and was 16 to 20 minutes for the printed brand. So there are some outliers recording much higher occasion lengths.

- **Newspaper websites start to take over from the print version in the evening**

As Figure 9 shows, the printed newspaper and website start the day together – with equal numbers of occasions starting before 6 am. From then, with more people accessing the printed version, the latter starts to rise. Occasion start times peak in the run-up to lunchtime and in mid-afternoon – and it looks as if the lunch-break is the opportunity to look at the app.

From early evening onwards, the need for news updates pushes people from the morning's print version to the updated website.

Figure 9 – Start time of 'occasion' by platform



- **News drives traffic to all platforms – but the printed paper is still a multi-purpose read**

We asked respondents to tell us, for each 'occasion', which sections of the paper, web or app they read. Figure 10 shows that the printed version still dominates in most areas, but there are specific strengths for web and app platforms.

Figure 10 – sections read on each occasion, by platform

% of occasions	Printed newspaper	Newspaper website	Newspaper app
News	93	82	77
Analysis & Comment	33	14	21
Business	24	11	6
Features	43	22	17
Personal Finance	21	4	8
Reviews/Arts	16	9	6
TV & Ents Listings	35	18	17
Sport	42	27	29
Jobs	12	5	13

For newspaper websites – news is key, but so are features, listings and sport. Sport is important for newspaper apps too – as are jobs, possibly a reflection of the current economic climate (or the need to consult jobs ads away from the desk!)

- **Apps generate highest attention levels, websites are best for word of mouth**

We also asked respondents to tell us how they felt about each occasion, first by using a prompted list. Results are shown in Figure 11 and raise an interesting question about where the printed version now sits. What is its strength?

Figure 11 – attitudes to each occasion, by platform

% of occasions	Printed newspaper	Newspaper website	Newspaper app
I gave it my full attention	55	59	<b>63</b>
I felt it was a good use of my time	<b>45</b>	44	38
I trusted the content	40	<b>41</b>	33
I learned something new from it	36	<b>37</b>	33
It gave me something to talk about with other people	29	<b>35</b>	21

There is a great deal more to be explored and investigated in this data – particularly in the relationship between printed, web and app versions of the same brand. What do they deliver, how are they used and how do people feel about them? There is also plenty of rich qualitative data about how individuals mix these platforms, with other media, during the day as they follow particular stories. All of this will be available for an updated paper and for the final presentation.

But this initial snapshot does at least demonstrate that the three print and digital platforms co-exist pretty well and allow brand engagement to continue throughout the day in different environments. It also demonstrates that the data collection combination of app and web worked too!

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<sup>i</sup> **The Connected Audience.** Bringing together audience measurement and audience understanding across platforms. Jennie Beck and Rhiannon Griffiths. Esomar WM3 2010