MEDIA EXPERIENCE AND ADVERTISING EXPERIENCE: APPLICATION OF A MULTI-MEDIA RESEARCH TOOL

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Summary

Multi-media strategies are high on the agenda in the media and advertising world. Abundance, fragmentation and multi-tasking are explaining factors. To reach the consumer a multi-media strategy is necessary. But a general complaint is that there is a lack of adequate multi-media research tools. The Dutch Media Experience Monitor that is described in this paper is developed to offer such a tool. Media experience data of 8 media are available. The crucial point in our approach is that we do not measure attitudes towards media (e.g. 'the magazine x is …..') but concentrate upon the experience a media consumer has at a specific media consumption moment, such as yesterday's reading of a specific newspaper. Eight different experience dimensions are found. In the paper we describe the empirical results of the last measurement and compare these with results from 6 years before to detect trends. There is also attention to the relation between media experience and advertising experience, cumulation of media use and implications for daily planning practice.

1.   Research problem: find a tool for multi-media comparison

Multi-media strategies, integrated marketing and mixed-channel campaigns are high on the agenda in the media and advertising world. And there are several explaining factors. First of all there is an enormous growth of traditional and new media types and vehicles, together with an increase of commercial messages fighting for attention. At the demand side time spent on media consumption in the last 25 years more or less constant. In the Netherlands people spend about 1000-1100 minutes a week on media consumption as a main activity. In 1980 the exact figure was 1043 minutes and in 2000 1088 minutes, so we can speak of a marginal increase. This discrepancy between supply and demand leads to over-supply and abundance. According to a recent publication (Olsthoorn, 2003) the supply of both media and advertising has increased to such an extent that today's Dutch residents are offered over four times as many advertisements than they did ten years ago. About eight times as many commercials are broadcast on television now than was the case ten years ago, and Dutch viewers see four and a half times as many advertising spots as they did then; in 2001 the spots amounted to some 14 minutes per person a day against 3 minutes in 1991. As Franz (2000, p.459) concludes: 'This is the situation media research has to face in the near future: an unimaginable number of media for a more or less constant number of media users with limited time, money and (most important) attention capacities. The psychological key to coping with the overwhelming variety of media is selectivity'. The audience fragmentation will continue and the use of one medium alone is often not going to be enough.

Also the tendency towards multi-tasking that means consumers are carrying out several tasks at one moment will lower the attention levels. Consumers expose themselves to multiple media forms and messages simultaneously. In these multi-media exposure situations, consumers create 'foreground' and 'background' media forms, that is, some media are being actively consumed while others are simply exposures. In this fight for attention an advertiser has to utilise a number of different channels to deliver his/her communication message.

A multi-media strategy is necessary. But a general complaint is that *there is a lack of adequate multi-media research tools*.

There are many single-medium surveys covering TV, radio, magazines, newspapers and outdoor posters but for an optimal multi-media planning data are needed with which we can compare strengths and weaknesses of the different media types. Comparability is the crucial word. New media planning requires single source research which takes a consumer-centric, media-neutral perspective and covers all major media (Consterdine & Hartley, WRRS 2003; Malthouse, Calder & Eadie, WRRS 2003). The Dutch Media Experience Monitor that will be described in this paper is developed to offer such a tool. The project is a good example of co-operation between the academic and commercial world. And it is also an example of the famous Dutch 'polder model' in which everyone co-operates. There was financial participation of television companies, newspaper and magazine publishers, outdoor companies, media planning agencies and advertisers. One of the few projects with a consensus of all. The intention is to make it a longitudinal study that is replicated every three or four years.

2.   Our measurement tool: moments of media consumption

The model was developed in 1997/1998 (Bronner, 1999) and the study was replicated in 2003/2004. So comparable data to measure trends are available. Moments of media consumption for a broad variety of media are the unit of measurement and the focus of analysis. The crucial point in our approach is that we do not measure attitudes towards media (e.g. 'the magazine x is …..') but concentrate upon the experience a media consumer has at a specific media consumption moment, such as yesterday's reading of a specific newspaper.

Not: magazine x is in general entertaining
But: I experienced reading magazine x yesterday as entertaining

The core of our measurement model is the battery of 30 experience items, which were selected in 1997 after a literature search by the University of Amsterdam, extensive pre-research and multivariate analysis (Bronner, 1999). We will speak of 'experience' because we do not make any assumption with respect to the existence of needs, neither whether these 'needs' are motives for choosing. Experience is described as an emotional, intuitive perception that people have while using media (Koppe, 1998). Research has shown that the way in which people use and experience their media contributes to effects of the advertising in these media (see for example Stewart & Ward, 1994).

Eight experience dimensions could be discerned:

(1) information
  • offered me something new
  • gave me useful information
  • gave me credible information
  • taught me about what is going on in the world
  • enabled me to gain knowledge of the opinions of others
  • helped me in forming an opinion

(2) transformation
  • gave me enjoyment
  • made me cheerful
  • gave me a pleasant feeling
  • gave me a satisfied feeling
  • made me forget everything for a moment
  • was relaxing
  • was suitable for a moment by myself

(3) emotional touch
  • irritated me
  • was rather unclear
  • disturbed me
  • made me sad
  •
(4) pastime
  • filled an empty moment

(5) stimulation
  • excited me
  • made me curious
  • made me enthusiastic
  • fascinated me
  • was original and unique

(6) identification
  • I recognised myself in it
  • I felt involved in it
  • I empathised with it
  • showed me how I could approach problems

(7) social relationship
  • provided subjects of conversation

(8) practical use
  • provided me with useful ideas
  • motivated me to cut something out/phone/visit a shop

In an eight factor solution all items had a loading above .40 on one of the factors, oblique rotation, all factors had eigenvalues larger than 1.00. Differences between the factor solutions of 1997/1998 and 2003/2004 were minimal. These 30 items were used to measure media experience and a subset of 10 items was used to measure advertising experience within the moment of media experience

Veldkamp and TNS NIPO carried out the project. In both measurements (1997/98 and 2003/04) a representative sample 13+ of about 1000 respondents was interviewed. The media surveyed were: television, magazines, newspapers, radio, mail and non-mail, free local papers, cinema and internet. For data-collection CASI (Computer Assisted Self Interviewing) was used. CASI is applied in two different ways. In households without a PC an interviewer hands over his/her computer to the respondent, plays a rather passive role, but remains available for instructions and assistance (CASI-IP, Interviewer Present). In PC-owning households the respondent is sent a questionnaire, which s(h)e completes at a self chosen moment and then returns. All this is done via the Internet or a direct modem connection (CASI-IA, Interviewer Absent). For more details see Bronner, Tchaoussoglou, Ross (WRRS, 2003).

Each respondent was first asked to list which media were consumed recently (yesterday or the day before yesterday). For each medium type the computer selected within the CASI procedure one moment randomly. This measuring procedure has three clear advantages:

(1)   minimises memory bias

        as the consumption moments are recent, memory distortion is minimal

(2)   minimises social desirability

        by first listing all the consumption moments within one medium type and then selecting random just one vehicle from that batch, we minimise the risk of respondents giving preference to socially desirable titles or TV programmes or channels.

(3)   minimises order effects

        by arranging the medium types in a random order, we avoid the risk of an 'order bias'.

So if a respondent has seen yesterday four TV-programs a, b, c, d one is randomly chosen, say program b. And about this program b we ask three types of questions:

(a)   experience of the consumption of program b with a battery of 30 items divided over eight experience dimensions

(b)   a subset of items measuring the advertising experience within the chosen media consumption moment (in this case program b)

(c)   situational characteristics of the moment (e.g. alone/with others, primary/secondary activity, home/elsewhere).

In the 2003/2004 study we collected data about 5000 consumption moments. In the analysis phase we can make (a) comparisons over mediumtypes ('are TV consumption moments experienced differently from magazine consumption moments?') and (b) within medium types ('are TV-crimi's experienced differently from TV-soaps?'). A comparison with the results of 1997 will show the differences through time. In scheme 1 the structure of the questionnaire is outlined.

Scheme 1. Structure of the questionnaire
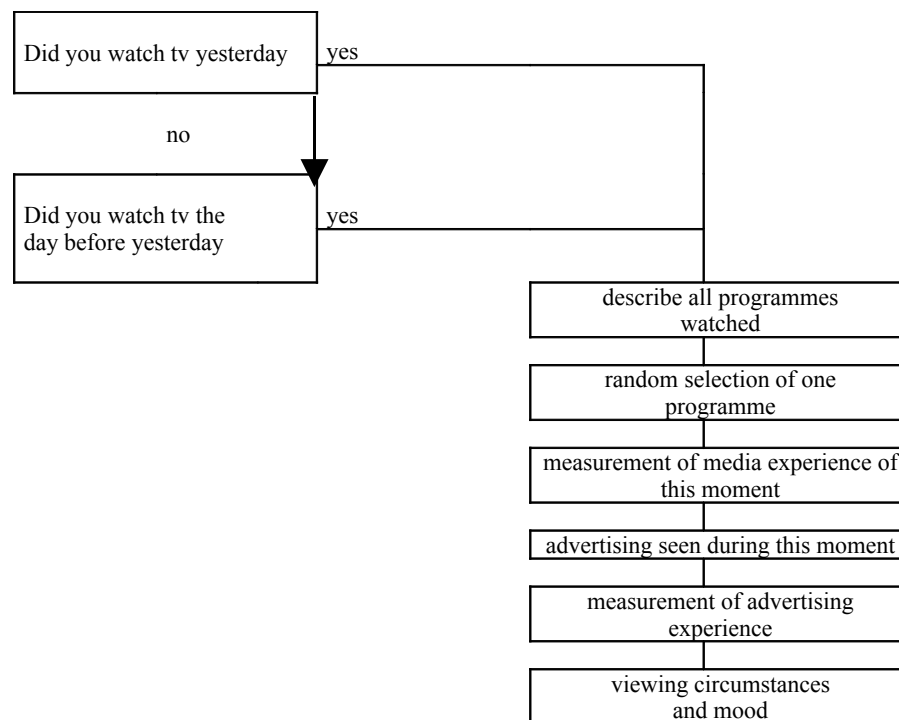
In short we measure the experience scores of recent media consumption moments. These scores can be grouped in various ways or simply added up together. We realise that in the latter case we have a heterogeneous group of media consumption moments, but on the basis of having a randomly selected sample of respondents and a random selection of moments this is a justifiable approach if we want to gather information on how the medium type is experienced as a whole.

The fieldwork was evenly spread over the days in a week because the experience can vary for example between Sunday and weekdays. In order to exclude casual confrontations a threshold of five minutes was set for several medium types. The field work for the last Media Experience Monitor was carried out from 17 November to 14 December 2003.

3.   Results

3.1   Media experience in 2003/2004

At an overall level we have scores of the 8 media at the 8 experience factors. In table 1 we rank the medium types according to their score per factor. The table should be read horizontally by row. The consumption moments of different media are obviously experienced differently. The fact that each mediumtype scores first or second in at least one of the factors demonstrates that the measuring instrument does a good job of indicating the various strong and weak points. Each of the medium types has in relation to another medium type its own strengths and weaknesses. Not a single medium type scores high on all eight factors.

Respondents can identify with television (identification factor). The medium also provides topic material (social factor).
The transformation role clearly dominates the radio.
Newspapers are strong on the information factor and have the ability to 'get to' respondents. Additionally the medium provides topic material.
Of all the medium types, magazines achieve the highest score on the identification factor. They also score a high rating for many other experience factors, such as information, pastime, stimulation and practical use.
The internet has the highest score of any medium type for the practical use factor. It also scores relatively highly on the information and stimulus factors.
Free local papers score relatively highly on the pastime factor.
The cinema is apparently a distinctive medium type as it comes top of the following three factors: transformation, stimulation and the social factor.
Mail scores the relatively best ratings for the practical use and the 'emotion' factors.

Table 1. Rank positions of media on experience factors

Rank positions of media on experience factors
(read horizontally by row)

	tv	radio	daily papers	free local papers	mags	www	cine	mail
• Information	5/6	7	(1)	4	(2)	3	8	5/6
• Transformation	4	(2)	6	7	3	5	(1)	8
• Emotion	(2)	5/6	(1)	3/4	5/6	7/8	7/8	(3/4)
• Pastime	4/5	4/5	3	(1)	(2)	6/7	8	6/7
• Stimulation	4	6	5	7/8	(2)	3	(1)	7/8
• Idenfication	(2)	8	3	7	(1)	4/5	4/5	6
• Social factor	(3)	8	(2)	5/6	4	7	(1)	5/6
• Practical use	7/8	6	5	3	2	(1)	7/8	(4)

### 3.2.		Trends in media experience

Interesting developments regarding the information, transformation, emotional, stimulus and
particularly social factors are prevalent in the television medium.

Television programmes apparently generate more topic material (the social factor) in 2003/04 than they did in 1997/98. Whereas television still held fifth place, out of all the medium types, in the social factor in 1997/98, television came third in 2003/04 after newspapers and magazines. The amusement and stimulus value ("I considered it exciting or fascinating") of television programmes has increased.

The increase of the transformation, social and stimulus factors could be explained by the advent of reality TV programmes such as 'Big Brother', real life soaps like 'De Bauers', and also by formats like 'Idols I and II' which millions of Dutch viewers have watched in their masses in recent years and continue to do so.

The increase in the information factor rating for television ("It gave me reliable information" and "It told me what's going on in the world") is striking. Viewers obtain more information from television in 2003/04 than they did in 1997/98. This trend might have emerged from the higher information supply on television. The television landscape in the Netherlands has expanded since 1998 by numerous regional and national television channels like 'National Geographic', 'Net5', the news channel 'RTL Z' (on 'RTL 5') and 'Veronica'. The increase in the information factor rating could further be explained by the boom in the number of programmes containing a mix of current affairs and entertainment.

In the Media Experience Monitor 1997/98 we concluded that the transformation role (offering entertainment and amusement) of radio was very dominant. The importance of this role increased even further in 2003/04. Radio programmes generate topic material more frequently and provide greater stimulus ("I considered it exciting and fascinating"). Moreover, listeners get more information from the radio, although the number of handy ideas, tips and recommendations obtained from the radio fell significantly in 2003/04 compared to 1997/98. The developments outlined that particularly affect the transformation, social and stimulus factors appear to indicate the direction in which the medium radio is going. Radio is increasingly assuming a 'show business' character as the struggle to lure popular DJs recently became a prominent news feature.

Just as they did in 1997/98 newspapers achieved by far the highest score in 2003/04 on the information factor ("They gave me reliable information and told me what's going on in the world") and on the social factor ("They generated topic material"). The scores for both dimensions were apparently so high in 1997/98 that it is hard to see further significant growth there, though appreciable differences are evident in other experience dimensions. Newspapers are better able to 'get to' readers in 2003/04 than they were in 1997/98. Of all the medium types newspapers scored the highest in the emotion factor in 1997/98 while the disparity between newspapers and other medium types (except television) in this experience dimension has only become all the greater. In 2003/04 newspapers also achieve higher scores on the transformation factor (offering entertainment and amusement), the stimulus factor ("It excited and fascinated me") and the identification factor (self-recognition). We suspect that the innovation seen in the Newspaper sector has made a significant contribution to this. In our opinion newspapers are reserving more and more editorial space for lifestyle, entertainment and service pages. Equally, the focus is increasingly on reader contact. These fine touches can be seen clearly in the free newspapers and the newspaper magazines, and also increasingly in the 'standard' sections of pay newspapers.

Notwithstanding the numerous title changes and the emergence of a number of new magazine segments in the past six years, the experience of magazines hardly shows any changes. Magazines scored the highest on the identification factor in 1997/98 as well as in 2003/04. Taking five top-2 places (three in 1997/98) for the eight experience dimensions, magazines stand out favourably against the other medium types. The pastime factor is the only experience dimension for which the findings of the two surveys reveal a significant difference. Newspapers are read less often to kill time. While magazines had the highest score for the pastime factor in 1997/98, free local papers acquired this 'top position' in 2003/04. The fact that magazines and special interest publications in particular seem to be taking on a more specific role might perhaps explain the lower score for the pastime factor. Consumers are apparently choosing more consciously when picking up a magazine.

The internet again gets a number 1 rating for practical use ("Provided me with handy tips, ideas and recommendations and prompted me to do something"). The internet also achieves a comparatively high score for the information and stimulus factors. Although these experience dimensions show no significant differences between 1997/98 and 2003/04, the transformation, social and emotion factors do.

From a user perspective, the internet offers more amusement and entertainment. The internet generates less topic material in 2003/04 than it did in 1997/87. While the internet took third place for the social factor in 1997/98 it fell to seventh place for this perceptual dimension in 2003/04. The internet is now less able to 'get to' users than it did six years ago.

The internet came joint second and third on the emotion factor in 1997/98, but dropped considerably in 2003/04 to joint seventh and eighth place. The lower positions for the social and emotion factors apparently stem from the fact that the 'novelty' of the internet has worn off; the medium type has become more commonplace. In 1997/98 the internet was still virtually in its infancy; now six years later the internet has become an established medium type thanks to an explosive increase. The internet has become as common as tap water in those six years. We can't do without it and it is important, but the fact of its existence no longer 'turns us on'.

Free local papers score a number 1 rating for an experience dimension for the first time in the Media Experience Monitor 2003/04. Whereas magazines still achieved the relatively highest score on the pastime factor in 1997/98, free local papers come first in this dimension. As they did in 1997/98 free local papers achieve a comparatively high score on the practical use and information factors. Readers now obtain more information from their free local paper than they did six years ago. Moreover, free local papers increasingly manage to 'get to' readers. The higher rating on the information and emotion factors might be explained by the professionalization that this medium type has experienced in recent years.

Cinema experience in 2003/04 remains unchanged from 1997/98 for virtually every single factor. The Cinema is a medium type with a strong position in the experience factors. Cinema takes first place for the transformation factor (providing entertainment and amusement), the stimulus factor ("It excites and fascinates me") and the social factor (generated topic material) in 2003/04 as it did in 1997/98. Cinema again scored a comparatively low ranking for the other dimensions, however. The score for the identification factor shows a significant downturn compared to six years ago. Cinema-goers therefore identify with the cinema in 2003/04 less than they did in 1997/98. In our opinion experience of the cinema is still stronger than with other medium types reliant on the current supply. This supply varies more than it does with other medium types.

We did not measure media perception for mail in 1997/98. For that reason there are no identifiable trends for mail.

3.3.   Characteristics influencing media experience

The survey included the following three types of features which (potentially) influence media experience:

a) socio-demographic characteristics
b)   situational characteristics
c)   mood characteristics

As regards the socio-demographic aspect we can say that information to a large extent determines media experience by men and by people aged 50 and above. Women rate such factors as transformation and pastime as more important. Higher qualified respondents are characterised by the information obtained from the media and the high degree of emotion.

Now for the situational characteristics. If respondents only watch TV, a higher score is achieved for transformation, stimulus and identification.
A higher score is achieved for the pastime and social factors if respondents perform other activities besides watching TV.
A higher score is achieved for the information and social factors, among others, if respondents cite listening to the radio as the primary activity.
Respondents who list reading a newspaper as a main activity get more information and identification from the medium type than respondents quoting reading a newspaper as a secondary activity.
Respondents who list reading a magazine as a main activity get more information and identification from the medium type than respondents quoting reading the magazine as a secondary activity.

The mood of respondents seems to influence the pastime factor with many medium types. Apparently, respondents are more likely to chat with other people about the media consumption moment if they are in a good mood.

3.4   Relation between media experience and advertising experience

In the preceding paragraphs we treated the results of the media experience questions. But as we stated in the section about the design of the study we measured also the advertising experience within the moment of media consumption. For measuring advertising experience a subset of 10 items out of the 30 media experience items was selected. Is there a relation between medium experience and advertising experience? Media context (Umfeld) studies investigate how and which context variables influence the effects of the advertisements embedded in that context. On the basis of a literature study on the influence of editorial content on advertising effects Moorman (2003) concluded that the research so far had a number of shortcomings: single medium, not real life but experiments, student samples, a limited number of variables. Our study includes several medium types and is real life so offers data that can provide more insight into the effect of medium context (Umfeld) upon advertising.

To get this insight we:

- calculated for the 8 media types (mail, free local papers, magazines, newspapers, internet, radio, cinema, tv)
- and the 5 dimensions
  for which media and advertising experience data are available (information, transformation, emotional touch, stimulation, practical use)
- 8 x 5 correlations between media experience and advertising experience
- and calculated for each medium type the mean correlation over these 5 dimensional correlations.

Table 2. Average correlation between medium and advertising experience over 5 dimensions

		average correlation
1	mail	. 34
2	free local papers	. 31
3	magazines	. 29
4	newspapers	. 27
5	internet	. 25
6	radio	. 25
7	cinema	. 15
8	tv	. 08

The table shows that the relationships differ across the various media. The highest average correlation was found for mail. We found also high correlations for the three print media: free local papers, magazines and newspapers. The smallest correlations were found for television and cinema. Enjoying the film seems to have little influence upon the advertising during the cinema visit. In print the spill-over effect seems to be the largest. This conclusion is in line with Smith (2004, p.45): 'although the idea that there could be a positive interaction between an advertisement and the carrying media applies to all media, it has been most developed over the years by print'. Of course the interaction between advertising and media vehicles can be beneficial or harmful. So if we can conclude that the answer to the question 'is there a correlation between media experience and advertising experience?' is affirmative. Especially there is a strong relation in print media. An explanation could be that print media titles are rather specific and better targeted to their audiences and that it is therefore better possible to adjust the advertisements to these media. The usual caveat applies here that 'more research is needed'.

4.   Broad media users versus limited media users

4.1   Consuming only print, only tv, or print + tv

Do people who use many media types on a daily basis experience these media types similar to people whose daily media intake is limited to only a few? The following analysis will focus on this subject, with print media and television as our main focus.

From the Media Experience Monitor conducted by Veldkamp/TNS NIPO we have learned that:
* People recognize themselves in television (identification factor) and television particularly provides topics of conversation (social factor).
* Newspapers are strong on the information factor. In addition to this newspapers provide topics of conversation.
* Magazines of all kinds of media score highest on the identification factor and in addition to this they also yield high scores on information, pastime, stimulation and practical use.

However, the effects of consumption of various kinds of media at the same day have not been examined yet. For example, when people watch television on a particular day, but do not consume any print media at that same day, will they get more information or relaxation from television compared to people who are 'multi media users' (consumers of both print and television)?

The following table gives us more insight into this behavior:

Table 3. Experience factor scores for tv and print consumers, versus mono-media consumers

Group	Consumed BOTH television and magazine or newspaper yesterday N=661		Consumed NO television, ONLY magazine or newspaper yesterday N=94		Consumed ONLY television, NO magazine or newspaper yesterday N=216	
	tv*	print*	tv	print*	tv*	print*
• information	19	38	-	34	20	-
• transformation	32	26	-	23	26	-
• emotion	7	8	-	9	12	-
• pastime	21	27	-	40	19	-
• stimulation	17	15	-	12	19	-
• identification	14	13	-	10	2	-
• social factor	28	35	-	29	14	-
• practical use	2	13	-	11	2	-

* min = 0, max = 100

The above table shows us that:
• the group who consumed both television and print media at the same day generally experiences more than the group with single media consumption
• the group who consumed both television and print media at the same day identifies more with television and gets more relaxation (transformation) from this media type compared with those who only consumed television and no print media
• the group who only consumed print media and no television at the same day have used print media more often for the purpose of filling in empty moments (pastime factor)

A similar analysis has been made for newspapers and magazines separately, in which they were not considered as one and the same type of media. This analysis shows the same fluctuations: those who consumed both television and newspaper at the same day mention more topics of conversation out of each media type compared to those who only consumed one media type. Furthermore, for this last group of people the pastime factor seems more important than seems to be the case for those who consumed both television and newspaper media types. The same pattern holds for magazines.

4.2   Consuming a variety of media

Because the Media Experience Monitor measures the consumption and experience of eight different media types, we are able to compare people who consumed relatively little media in a single day to people who consumed relatively a lot of media in a single day. The following table shows the most remarkable differences between these two groups.

Table 4. Experience of limited media consumers versus broad media consumers on a single day.

limited media consumers (0-4 media types on a single day)	broad media consumers (5-8 media types on a single day)
• More pastime media consumption especially in the case of newspapers and free local papers	
• Get more stimulation from cinema	
	• More topics of conversation from newspapers, internet, television, cinema and mail
	• More practical use of free local papers

Limited media consumers score relatively high on pastime: when people consume media this is often done to fill an empty moment. On the contrary broad media consumers get relatively a lot of topics of conversation from the individual media consumed.

For print media (newspapers and magazines) the following chart shows to what extent the experience of print media changes when other media are used beside print media. Actually, this chart shows to what extent limited media users experience print media differently from broad media users.

Figure 1. Experience of print, divided in extent in use of different media types at a single day
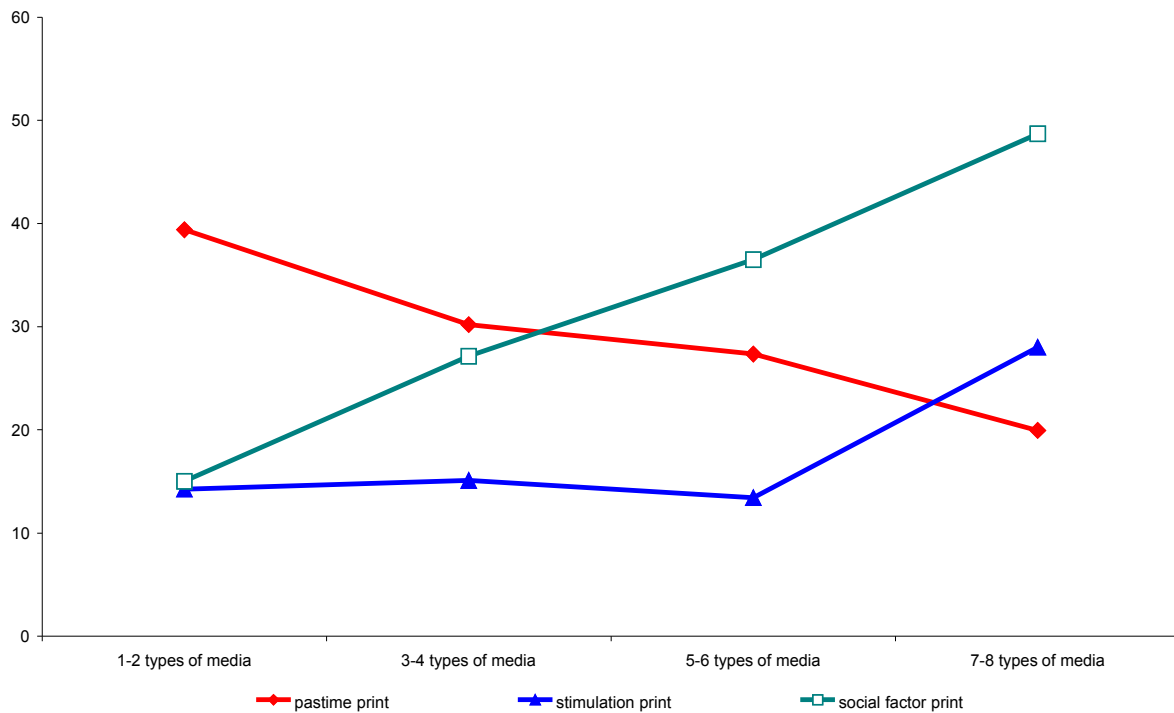

Figure 1 clearly shows that the social factor of print media (providing topics of conversation) will increase more and more when people consume several media types at the same day. A contrary effect is to be observed for the pastime factor. People who only consume a limited amount of media types mainly do so to fill in the empty moments of the day. This pastime factor is far less prevalent among people who consume several media types on a single day.

Furthermore, it is remarkable that the stimulation factor of print media remains roughly at the same level for the various groups with different styles of media consumption. However, this does not apply for the groups that consume 7 to 8 media types on a single day. In this group of broad media users both the stimulation factor of print media will just increase considerably.

In sum, we can state the following: the more media people consume during one single day, the more they will obtain from these separate media sources. When many media types are used on one single day, it does not necessarily have to have a cannibalizing effect on the quality of reach. On the contrary: media experience will only increase. Broad media consumption at the same day especially stimulates the talking about various media sources.

5.   Present and future use of the Monitor

To get an idea about the practical usefulness of the results, we interviewed different buyers (media agencies and media owners)

of the Media Experience Monitor.

These interviews provided us valuable information about the moments of usage and the strengths and weaknesses of the present research design.

5.1   A tool for strategic media channel selection

The Media Experience Monitor is seen as an unique tool for (a) the choice of media channels and (b) justifying choices of media channels. After all, eight media types have been compared on different factors and items. Furthermore, due to the fact that the Media Experience Monitor is conducted in December 1997 and 2003, a comparison in time can be made.

Many buyers have also used the results in sales supporting material, such as brochures, newsletters and presentations. The emphasis in such reports has been mainly on the strengths of a specific medium in relation to other media, for example television versus print. In some cases, a deepening in the results was made through secondary analysis. For television and radio for example, we have made breakdowns in local and national stations. Furthermore, comparisons have been made between free and paid newspapers.

5.2   Media strategist are the main users of the results

Due to the fact that the Media Experience Monitor provides valuable information for making and justifying choices for media channels, it is not very surprising that particularly media strategists use the results of the survey. However, it became clear to us that the results are also being used on other levels within organisations, for example in sales departments.

5.3   Especially deeper analysis concerning target groups and within media is desired

In the recent research design, a representative sample 13+ of about 1.000 respondents has been interviewed. The low sample size is considered as the weakness of the Media Experience Monitor because deeper analysis concerning specific target groups and within media is limited. The Media Experience Monitor 2003/2004 has shown that the media experience differs per target group. Therefore, deepening on this part is needed.

Especially media owners express their wish for a deeper insight within media channels. In the results of the Media Experience Monitor 2003/2004, only some specific analyses for newspapers (free versus paid), magazines (to some magazine segments), radio and television (provincial versus national) could be made. The media owners expressed a clear need for further sophistication, for example to more magazine segments and even individual magazine titles, but also to different kinds of radio- and television programs. Due to the fact that the importance of Internet has increased in the last few years, there is also a need for more deepening within this medium, for example to the different kinds/ groups of Internet sites.

The results of the Media Experience Monitor 2003/2004 have been presented in an user friendly written report. Some parties expressed their wish to access the data in the future via media planning software. From an user's perspective this certainly would add value to the results of the study. One participant expressed a need for periodical evaluation of the Experience factors and items, because the importance and meaning of the different media types clearly have changed and will keep changing during the years.

6.   Future developments

Because of the many approving reactions - it is the only Dutch single source study that compares all types of media - we will certainly repeat the study in the near future. We have planned to start in December 2006 with an update of the Media Experience Monitor. We also have plans for certain improvements, among which to double the number of interviews in order to optimise fine tuning of the results. Next to this we propose to include new types of media in the study. The design will be adjusted in a way that also the mobile phone (including SMS) and computer games (including gamevertising) will be measured as advertising media. In our opinion these media will be of great importance in the near future. To include traditional and new media will make the study more current (as well as commercially effective).

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