

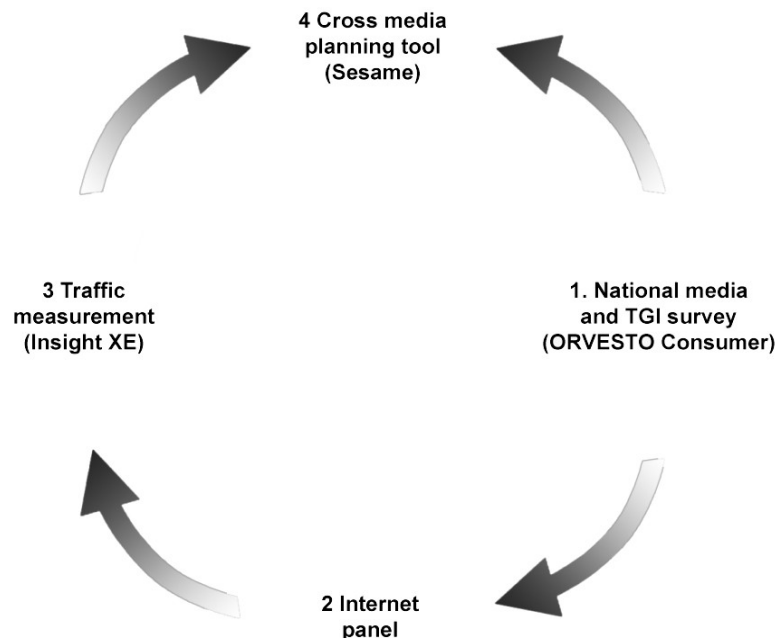
NEWSPAPER AND MAGAZINE CONSUMPTION OFF- AND ONLINE. A FUTURE PRINTED IN FULL COLOUR OR IN BLACK AND WHITE?

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Print in today's format will eventually die. While waiting for a truly digital solution print will struggle with multiple delivery platforms. As of today, print is most often offering both an on and an offline edition. These two editions have however never been measured together in one measurement system. This paper describes a solution for print to deliver more relevant data and secure their position in a cross media planning world.

The concept is technically complicated but the idea is straightforward. As the figure below illustrates a traditional postal survey, *ORVESTO Consumer*, is used as the starting point. The survey serves as the print media currency in Sweden and is also used to recruit an Internet panel allowing for an accurate Internet media measurement.

The data capture of the panel is based on simple cookie file transactions conducted in the exact same fashion as it is done within the site centric measurement system *InsightXE*. The reporting of all data – the initial survey data, the panel data and the site centric data – is done in the *Sesame* media planning tool, long since well established in the Swedish market.



The system setup will be discussed in much more detail further on and we will also show some preliminary results. Before doing that, it is appropriate to give some background of the print and online media market and the problem facing the industry today.

Publishers on multiple delivery platforms

The inevitable truth that print, in the format we are used to, will eventually die is known by everyone. Print has, on the other hand, been on the endangered species list more often than your average dinosaur and each time, like cockroaches after a nuclear blast – manages to survive.

This is on the other hand no surprise given at least two well-known facts:

- Firstly, changing people's habits takes much longer than changing the technology surrounding the habits. To a regular newspaper/magazine reader the habit of reading is as deeply founded as eating breakfast or brushing ones teeth.
- Secondly, the reasons for reading newspapers and magazines vary with different people and obviously with different media. Interaction and moving images in front of a computer screen might cover some of these reasons while other will be left unattended and until the underlying human needs are all catered for there will not be a complete shift into the digital world.

The format of the future for print is however still under debate. As of today most publishers are struggling with multiple delivery platforms. By far the most important one is still the printed product with the online Internet edition as the only real contender to the crown.

In the first Internet generation four main questions were on every publishers' agenda:

- Do we need to be on the Internet?
- What will then happen to our brand?
- Will the online edition cannibalize on the offline edition?
- How do we get paid for the content?

These questions are obviously still relevant to any publisher, however, in the light of a new cross media world (and a world where online information is perceived as a free service) – ***publishers will be more dependent on advertising revenues.***

Consider that media fragmentation, advertising avoidance, technology development, media convergence are some of the most important driving forces in the media world today and that consumers are more heterogeneous. On the one hand this makes the advertiser's job easier, but also on the other hand, more difficult.

Media fragmentation forces advertisers to use more media vehicles than before to reach the same result and advertising avoidance forces advertisers to meet the customers when and where the customer, at any moment, accepts to receive the message.

Technological development leads to the rise of digital media and changes in the way people consume media. The pressure on marketing managers to produce ROI figures also brings out the necessity for mixed media planning.

Further, the International Federation of the Periodical Press (FIPP) reported in their 2005 survey on "successful consumer magazines websites" that 84 per cent of the sites want to expand the publication's audience beyond the print audience by creating a new online audience. 81 per cent of the sites reported that they wanted to use the online edition to attract new readers for the offline edition.

Given this, it is an enormous problem for publishers that they are not able to show the strength of their combined media house nor to understand the dynamics between their on and offline edition. The most important question for the second print Internet generation is consequently:

How do we measure on and offline editions in the same survey so that we are able to prove the strength of the combined media house while developing our brand in the best fashion?

Internet as an complement to print

For publishers, Internet has proved to be a strong content provider, a possible bond strengthener and a way of getting additional revenues.

FIPP reported in their 2005 survey that 76 per cent of the surveyed sites wanted to create new revenue streams and profits in the long term and 40 per cent foresaw it would happen in the short term.

To the print industry the Internet has turned out to be the largest stimulus for change since the invention of the printing press. Today, new technological development such as the broadband explosion has resulted in a world of consumers who are always 'connected'. News and more in depth information can be produced immediately by a click on a mouse. New search technologies have made the web universe easier to navigate and more manageable than before which provide exciting new possibilities for users and companies alike, which are not present in any other media.

This has lead to a situation where the Internet has become a part of everyday life and most people are more or less connected 24/7.

78 per cent of the Swedish population uses the Internet on, at least, a weekly basis and the biggest divide is really between the 50 per cent that use the Internet at work compared to the 50 per cent that do not. More than 40 per cent regularly do their banking and read newspapers on the net.

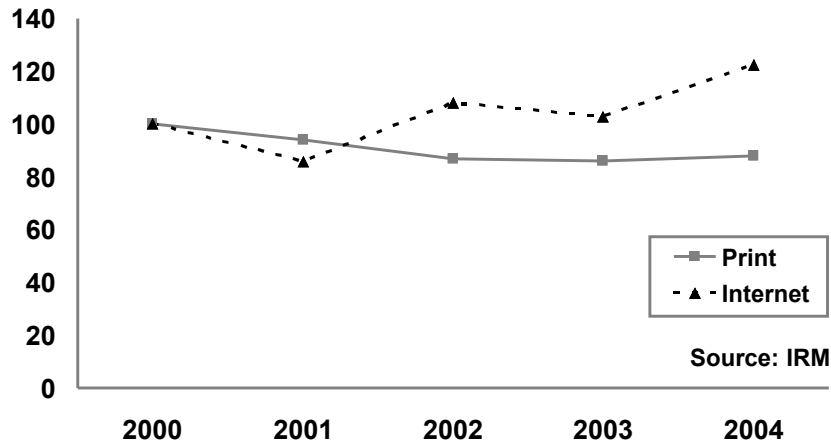
Media convergence will definitely further fuel this development.

There is also a growing realization amongst advertisers that the Internet is not just a direct response channel but also a strong brand builder. This insight has changed the way in which Internet advertising is planned. Thus the Internet nowadays seems to be an integrated part of any large advertiser's media strategy and is now a serious contender for the major media advertising budgets.

The combination of print and Internet is in other words a strong package.

The graph illustrates the changes in ad spend in the Swedish media market. Clearly, print has been on the defence for a number of years and the same development has been obvious when it comes to diminishing circulation and readership figures. On the other hand, Internet has grown in a most impressive manner in both penetration and advertising spend.

Internet vs. Print – Ad revenue development (Index)



With so much money involved in the Internet advertising industry, the focus from here on will be on delivering results. There are no doubt a few difficult hurdles that the industry needs to get over to achieve this, but we believe important steps in the right direction would be taken if the three processes hinted at in the sentences below are allowed to take off.

- The media houses need to be reunited
- Break the evil spell of the media defined universe and look at a survey universe as defined by advertisers and people
- The Internet as a medium needs to break the isolation that a direct response only focus will bring

Below we will briefly try to describe the three processes.

Reuniting the media house

Many of the major websites of today are operated by media houses that are based in traditional offline media. In Sweden the majority of the strongest Internet brands are print titles.

FIPP reported in their 2005 survey that three most common internal obstacles in developing websites were:

- Resistance by existing employees who work with the mother product
- Pressure to focus on the printed product
- Low or negative return on investment on the website as a stand alone product

The segregation between on and offline editions of the same media title stems from a lot of things – differences in editorial practice, structural organization of the media corporations and so forth – but when explaining why this unfortunate situation has emerged, the single most important factor may very well be the lack of a comparable measurement.

Consequently the situation right now is that publishers are building a divided media house, since in many cases they do not have the possibility to calculate duplication nor to take credit for the synergies that occur between the print and the online editions.

It has also led to a situation where on and offline sales representatives are working in completely different ways and emphasizing the individual strength of the on or offline edition instead of focusing on the combined strength of the two.

From a publishers point of view this is a waste of resources since he cannot take credit for any of the synergy that will occur between the editions.

From an advertisers point of view this means moving in the opposite direction of cross media planning and a holistic understanding of ROI.

And frankly speaking, not being able to evaluate the full impact of an on and offline campaign even when it is placed in the same media house is plain stupid.

The second reason why a re-union is of utter importance is that if the on and offline editions are not measured in one survey with the same respondents – no real insight in the building of the combined brand can really be achieved.

Re-uniting the media house is therefore of paramount importance.

Define the universe as advertisers do and not as media does it

To an advertiser there is an enormous difference between a web defined universe and a total population universe. To compare the Internet to other media the advertiser needs a universe that is defined the same way as for other media – consequently it needs to reflect the total population and not only the Internet population.

At the same time, as the Internet grows in importance as a brand building tool the need for more detailed target group information and exact demographic targeting increases, since these detailed targets are the ones the advertiser wants to influence from a brand building perspective.

Consequently a functional measurement has got to produce reach figures for print alone, Internet alone and the duplication of print and Internet on a universe that is defined as the total adult population. At the same time it has to contain a rich variety of target group data allowing the planner to analyze reach and duplication within specific target groups.

Breaking the isolation of direct response

Unfortunately there also seems to be a large divide between traditional media planners and new media planners and consequently also between the advocates from new media and representatives from the traditional media houses that have extended their brands into the online world.

Direct response advocates often claim that traditional agencies do not understand the complexity and uniqueness of the Internet and new disciplines such as search engine optimization. As a result the medium is not getting its fair share of advertising from the traditional agencies. They further claim that agencies are adopting a TV-centric approach, viewing the Internet as a mass medium and not as a highly targeted precision tool.

However, as is the case for most media, direct response cannot be a major part of the revenues for a media because it just is not fair to the medium. The media has no control over the advertised products pricing, the ad agency's creative work or even the fact that the advertiser might be trying to sell a crappy product.

With a direct response focus, the brand building part of the advertising would be left unaccounted for and only the "exposure" that accounted for the response would be taken into account and not the on and offline advertisement that eventually leads to the desired response.

It is also true, that if you solely look at the Internet from a direct response point of view, there is really no need for an Internet media currency at all, since response based pricing and optimization is being dealt with on a case by case basis.

Alas and unfortunately an orthodox direct response approach to the Internet will condemn it and its actors to a world of isolation separated from the rest of the media world.

It just does not make sense to look at the Internet in isolation from other media – neither from the media house perspective nor from the advertisers' point of view. If brands are to be built on the Internet, *and they are*, then Internet needs to be comparable with other media.

Unfortunately some seem to look at reach and frequency models, with the comparability that goes with them, as standing in the way of the development of even more advanced site centric direct response optimization tools.

Nothing could be more wrong – This is our proposed solution:

ORVESTO Internet – its structure and components

In a recent 2005 study the ARF concluded that no audience research is adequate and they summarized that three inadequacies were consistent across all media surveyed:

- The inability to meet the changing needs of media planners in current audience research
- Quality of audience samples
- The size and representativeness of audience samples.

This research is exactly in line with our own findings and very much explains why we have chosen the path that we have.

The way we see it, Internet as a brand building media, has to be measured on a

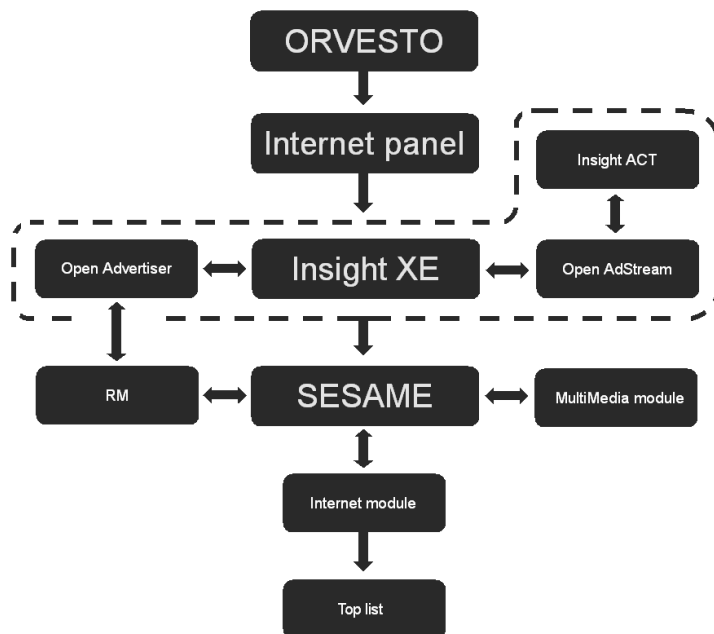
1. Large
2. Nationally representative
3. Single source
4. Mixed media panel...

...that allows the medium to be an integrated and important part of mixed media communication which also allows print media publishers to evaluate and capitalize on their online ventures.

However, in the next step the panel research needs to be combined and fully integrated with site centric optimization measurement systems. In that way we can fully exploit the true value of the Internet as a medium that offers both a way to attain brand response and a way of increasing consumer response.

This is what the ARF research showed and this is what we believed in when we designed *ORVESTO Internet*, as the measurement system is called in Sweden.

In Sweden there already exists a working single source survey called *ORVESTO Consumer*, covering all the major media – television, radio, direct-mail, cinema and first and foremost print media. This is the starting point of the concept described below. The second thing needed is a panel whose activities on the Internet can be monitored and used to draw conclusions about the population and universe. The third important building block is a way to monitor the behavior of the panel. In this respect we use the cookie-based traffic measurement *InsightXE*. And finally we need a platform for analysis that contains not just Internet data, but data about all other media. This is *Sesame*.



Described schematically (see figure above) the postal survey *ORVESTO Consumer* with a yearly sample of 50,000 respondents is used to recruit the Internet panel.

Each of the panel members is then asked to accept a simple cookie file from the *RealMedia* traffic measurement *InsightXE* (in turn linked with site centric banner systems) on each of the computers that he or she uses to access the Internet.

Since the respondents of the postal *ORVESTO Consumer* keep their identification number all along, from the postal survey, to the panel and all the way into the little cookie file placed on their computers, we are able to identify the panel members in the site centric traffic measurement and attach all the information from the postal survey to the electronically monitored traffic patterns of the panel. In this way, Internet audience behavior can be analyzed in a single source with print and other media consumption and on the background of rich target group information. All this is made possible by the *Sesame* analysis platform.

InsightXE, being a total traffic measurement and not a measurement built on a statistical sample, reports the number of unique web browsers visiting any site during a certain period, as well as the number of visits, page views and a whole range of other key values. This data is of great importance to the individual websites, since it gives a lot of information, in real time, on matters such as what sections are the most visited, how the visitor navigates, how the site performs technically and so forth.

These basic traffic measurement figures are also made available in the *Sesame* software, where they are presented pretty much as the press circulation figures which are published alongside the reach figures of print media titles.

The traffic measurement figures are also used to produce a frequently published top list and since the traffic measurement of

websites at the media title level is closely linked with corresponding systems from *RealMedia* to measure banner performance, the plan is to (1) give TGI data on banner level and (2) to use the banner system to collect Internet ad. spend data.

ORVESTO Consumer – The base study

As mentioned earlier one of the two pillars on which the measurement rests is the postal survey *ORVESTO Consumer*. The survey is carried out three times a year and has served for many years as the print media industry standard in Sweden. Alongside the print media reach questions the questionnaire also contains a vast range of TGI data as well as questions on cinema, outdoor and direct mail consumption. And via a repeat interview with the same informants the database made available to the market also contains reach and frequency data for radio and television.

Some 50,000 respondents complete the *ORVESTO Consumer* questionnaire each year and the data is delivered in the *Sesame* planning software – a platform used by just about all key players on the Swedish media market.

That means that unlike many other countries a single source cross media measurement already exists in Sweden.

Since the release of the *Sesame Multi Media Module* in 2004 *ORVESTO* is becoming more and more used for cross media analysis, but until today the Internet figures have been based on recency questions in the postal questionnaire. For obvious reasons that is not the most accurate way to measure Internet use. It works for the top level visiting of large websites with strong brands and no blurry alliances with content providers, but it gets too rough on sub-site level and in all cases where the website brand and the website URL differ from each other. That is why the postal data is now replaced by the electronic measurement of a panel.

The user centric Internet panel

The panel used for the Internet measurement described in this paper is recruited from those *ORVESTO* respondents who do not actively disagree to participate in further surveys from Research International (or actually from SIFO, which due to its' uncontested public recognition as 'official' provider of opinion, media and market statistics is the brand used by RI Sweden when communicating with survey participants). Today some 17,000 panel members have been recruited this way and approximately 8,000 of them have activated their computers to enable measurement.

It should be said that the panel representation of the universe is remarkably good. When we compare the un-weighted panel with the respondents in *ORVESTO Consumer* who claim that they use the Internet regularly, we find no significant biases at all when it comes to gender, age, region, income, education or even Internet use. However, when compared in terms of softer properties such as interests and lifestyle indicators we find small biases that call for weighting procedures that will be described later on.

The technical measurement stands and falls however with the proper representation of the universe, which is not just the sample of individual panel members, but also of the computers they use for Internet access.

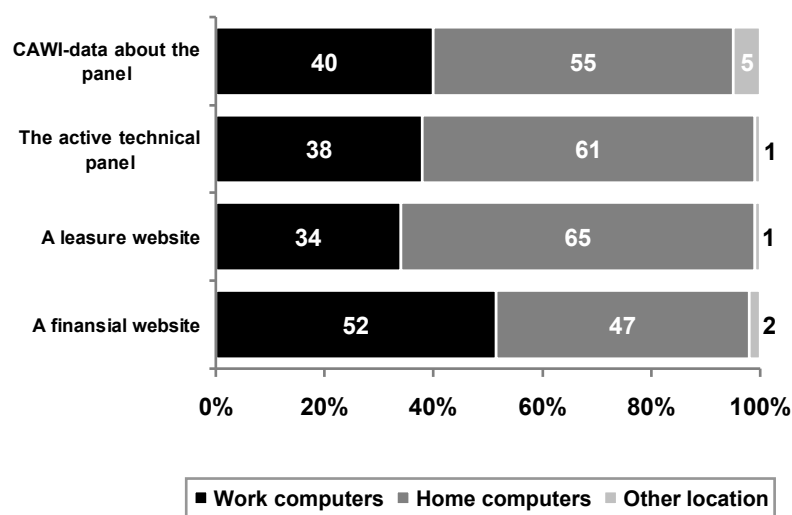
To make sure we measure all computers used by the panel members, and only the computers used by panel members – when they themselves are using them – we need to have a good picture of their Internet environment. Knowing this also helps us to correct the data in the cases where we find ourselves measuring too few computers or computers used by someone other than a panel member (for a further discussion of this, see below).

The incentive system is partly based on how many computers a single panelist activates in the measurement and in order not to tempt anyone to over- or understate anything; the information of the panelists' computer setup is gathered before we tell them that we would like them to be part of an ongoing measurement. Therefore, prior to telling the panel members what we are about to do, we find out:

- The number of computers used by each panel member
- The number of persons sharing each computer
- The percentage of the usage of each computer that is done by the panel member
- The percentage of the panel member's total use that is done on each computer
- The location of each computer (home, work, portable, other)

After collecting this data we ask the panel members to accept a simple cookie file on each of their computers. The cookie file is sent to their computers following a click on a link – it takes no installation, in fact the panel members do not even notice the cookie file being sent to them.

With the help of various reminders and incentives we make sure that the panelist accepts the cookie file on all the computers that he or she uses and not just the computer from which the initial survey is answered. In this process we also make sure that all computers that are used by more than one person has our cookie sending page as its browser start page. The start page is used to separate the panel member from other users of the computer (see below).



When comparing the number of work and home computers that are activated with a cookie with the number of home and work computers that the Swedish Internet users claimed to use in our initial survey questionnaire, it turns out that both kinds of computers are represented at accurate levels (see figure above, taken from one week in May 2005). The main reason for this is that no installation is required on the client side and hence no corporate policy or public suspicion about foreign software is there to reduce the number of activated work computers. All that is needed is the sort of cookie file that any computer – home or work – receives by the dozen when just surfing the net.

The single source connection with other media and TGI currencies left aside, this is the biggest difference between this measurement and other attempts to measure Internet by electronically monitoring panel behavior. For the first time all of the use is mirrored and not just the use from home.

Given the fact that roughly speaking a third of all Internet time in Sweden is spent at work and significantly more in some target groups this is an absolute necessity if the currency is going to accurately reflect the audience behavior.

The site centric traffic measurement – InsightXE

The traffic measurement has already been described in some detail. It is a browser or cookie based traffic measurement operating with the double aim of (1) give the technical and editorial departments of publishers, insights about the visitors' behavior – in that sense *InsightXE* is a content management system. And (2) give the marketing department reliable figures to communicate to partners, buyers of advertisement space and the public at large.

An important aspect of *InsightXE* is that the sub-sites of a large website are measured separately as well as on aggregated level and that the sub-sites are separated and labeled the same way as in the banner system. That way the measurement measures the exact same sections that are sold as advertisement space.

The publishers get access to their own figures, at a very detailed level, in real time in an online interface that is protected by a password. Only the key figures are published in publicly accessible platforms such as the weekly top list and the *Sesame* software.

By placing an *InsightXE* cookie on the computers used by panel members, modified to include the *ORVESTO* respondent identification number, we are able to use the *InsightXE* data capture to monitor the surfing patterns of a statistical sample (the panel) about which we know a lot of other things.

Banner Measurements and Direct Response optimization

Alongside the *InsightXE* traffic measurement, RealMedia also offers banner management systems for the websites – the selling side of the process (*OpenAdstream*) and for the agencies – the buying side (*Open Advertiser*).

These systems are also cookie based and the work to integrate them and turn them into a single platform has come a long way.

As the different *RealMedia* systems converge they will automatically pick up the traffic of panel members. That means we will be able to provide TGI data at the actual banner level.

The Sesame multi media planning platform

True cross media planning can really only become a practical reality when all data at the individual informant level are accessible in one database and linked to multi-media planning software that is accepted by all actors in the market place. Since *Sesame* is already being used by all media categories in Sweden it was an obvious choice to add yet another media to the portfolio. Planners can now plan print, Internet cinema, television, radio and direct mail in the same software package and in a single source database.

It should be stressed that *Sesame* first and foremost is a media planning tool – not a tool for post evaluation. By averaging, for example, four weeks to produce average weekly figures we are producing more stable figures. When using data about historic events in drawing conclusions about the future, stable data are in every way preferable. But this also means that dramatic changes in audience size between one week and another will be smoothed. Since, however, the total traffic figures are published simultaneously without any averaging, the short-term changes needed for evaluation are reflected, though without TGI information.

As mentioned the panel is recruited from the *ORVESTO Consumer* respondents. But for obvious reasons all panel members do not originate from the most recent wave of *ORVESTO Consumer*. To make multi-media analysis possible between Internet and print media on the currency level (the most recent wave) *Sesame* is using a rather complex weighting, ascription and calibration routine to match the panel data with the most recent *ORVESTO Consumer*. This however does not significantly change any patterns, since the panel and the most recent *ORVESTO Consumer* respondents all share the same TGI data. The weighting, ascription and calibration can be done with a very high precision.

The Internet figures are presented in *Sesame* in the same fashion as other media. The planner is given a great degree of freedom when analyzing reach and frequency during different time spans and in different target groups. *Sesame* allows for everything from simple cross tabulations to complex planning based on OTS and with net and gross reach figures published side-by-side with the total campaign costs

To make the Internet OTS comparable to other media

To make an electronic panel log comparable with a low-tech survey on print readership we need to find a common ground in terms of the audience opportunity to see (OTS) a given advertisement in a given vehicle at a given time.

The planner obviously always needs to consider what value or weight they should apply to OTS from the different media. All OTS are not created the same – different methodologies and definitions call for the judgment of the planner to establish his own relative value/weights that reflect the probability of ‘open eyes and/or ears in front of the advertising’.

The media OTS is as close as we get to a common ground to evaluate different media, but this must not stop us from making sensible judgments, with or without the research, to confirm our judgments on what the likelihood of exposure is, not only to the medium, but also to the advertisement within it and consequently on what kind of response that is likely to occur. In *Sesame* the planner will use response functions, which can be individually designed by the planner to determine what kind of response they believe will occur.

Response curves

The four main factors that a planner needs to consider when building a response curve is firstly the force of the advertising. The force is both dependent of the creative treatment and the impact of the media (how many senses do the media use, in what mood is the consumer etc). The second factor is the synergies between different media. The third factor, which is closely correlated to synergies, is the question of timing of exposure to the advertising. Synergies can only occur if the exposures take place in a time frame in which the consumer is able to “remember” the last exposure.

The fourth and without doubt the most important factor is relevance to the advertisement. The planner can achieve relevance (selective perception) through environmental and/or individual targeting. In our opinion it is crucial to stress the point that any planning tool that does not contain a rich source of target group data simply will not be acceptable to use in planning in the near future.

A flexible tool-pack rather than a standard solution

So, how do we create an Internet OTS that is comparable to print but also to other media? Well in fact, at the moment we are unable to decide on a single solution. The planning of offline media is surrounded by traditions that we have to take into consideration. For television the standard OTS definition is ‘presence in the room with the TV set turned on’ and for radio it is normally claimed ‘listening to a 15 minute time slot’. For print media the OTS is often dichotomous – have or have not read any issue of the title during the most recent publication interval. And to complicate matters even more: on the Internet the number of page views has up until now been treated like an OTS measurement.

Consequently in *Sesame* the planner is given the freedom to make the OTS comparison in the most suitable way. All three definitions can be used and the length of time required at a certain page for an OTS to occur can be adjusted to match the length of time that the planner thinks is needed to note a particular advertisement. If for example the banner is situated below scroll one might want to increase the time spent that is required.

Translating computers to individuals

An aspect of the *ORVESTO Internet* measurement that deserves a little extra attention is the rather problematic procedure of translating the panel measurement of panel member *computers* into reliable data about a sample of *individuals*.

This issue has caused a lot of debate in Sweden when it comes to the site centric traffic measurements (such as *InsightXE*). Site centric measurements have the advantage of a very exact method of data capture. They do not, like ordinary surveys, rely on people's memory – they log electronically what people do whether they want it or not. And the data presented is not surrounded by margins of error in the statistical sense of the word, since site centric systems measure *all* traffic and not just the traffic of a random sample.

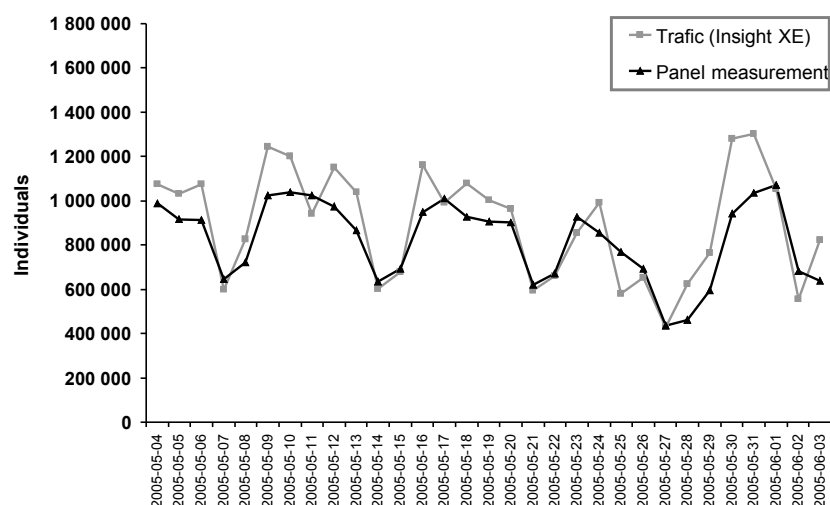
On the other hand it is debatable to what extent the number of unique web browsers counted in a site centric measurement corresponds with the number of individuals. To make a long story short, basing the estimate of a website's audience size on a site centric measurement is dangerous for three reasons.

1. The same individual may use more than one computer to access the Internet. He or she will then appear as more than one individual in the statistics. In Sweden most Internet users have Internet access both from home and from work.
2. The same computer may be used by more than one person to access the Internet. A household of four, or worse, a public Internet café computer with dozens of daily users will appear as a single individual.
3. The same individual using one and the same computer may block or delete his measurement cookie (purposely or accidentally) between visits to the same site. Since the system cannot identify the computer the individual will be presented as a new individual each time the website is visited.

But do these problems have anything to do with the panel measurement? Yes and no. It forces us to (1) make sure we measure all the computers used by the panel member, (2) separates the Internet use of the panel member from use by others of the same computer and (3) instructs the panel members not to delete their cookies and technically make sure the cookie is regularly refreshed. But in contrast with site centric measurement these aspects can be kept under control and therefore, as a whole, the debate about cookie measurements giving bad estimates of audience sizes is not applicable for the panel measurement.

However, there is also an issue of how to communicate the Internet currency to the market. In short time spans like hours or even days, there is no real difference in the audience size of a given website as measured by the panel and the number of unique web browsers presented in the *InsightXE* site centric measurement.

The graph on the next page illustrates the number of browsers and the number of panel individuals for a large Scandinavian print-based website on a day-to-day basis. The curves are very similar, and the differences are not bigger than would be expected from the simple fact that the panel sample here is restricted to Swedes of a certain age, whilst the traffic measurement is not. The panel figures are also surrounded by margins of error.



But if we had turned to the weekly basis we would have found the site centric figures being significantly higher than in the panel measurement – and on the monthly level the site centric data is simply off the wall. The audience size in the panel data accumulates as you would expect it to do but the traffic data accumulates much too fast. In fact the biggest websites in Sweden are counting more unique web browsers per month than there are inhabitants of Sweden. This is ridiculous of course, but can be understood from the three measurement errors described above – the longer the measurement period the likelier are people to lose their cookies or to show up on a website from more than one computer.

We intend to deal with this problem in two ways. One is to discourage the use of site centric figures on longer time spans than a week and the other is to present the site centric data in a fashion rather similar to the way circulation figures are published. That is, alongside the reach figures of print media – thereby implicating something like: yes, this is a very exact figure of the number of copies, but beware – there may be more (or less) than one reader per copy.

Making sure each of the panelist's computers are measured

Getting the panel members to activate all of their Internet access points is basically a matter of persuasion. This is done with the help of e-mail reminders in which we refer to the computers registered in the initial survey. We also use an incentive system, based on premium bonds and hence a chance to win money, that encourages the panel members to activate all of their computers.

We do not, however, want computers in the measurement that are used by too many people, since we would then run the risk of measuring Internet use of those other than the actual panel members. Therefore computers that are situated outside home and work and that are used by more than six users are excluded. In effect that means that we miss the Internet use from libraries and Internet cafes, but that is considered a price worth paying for an otherwise very reliable measurement.

In cases where we know a person uses more computers than he or she have activated, we use a rather complex procedure for statistically ascribing traffic patterns to non-measured computers on the basis of similar computers used by similar people.

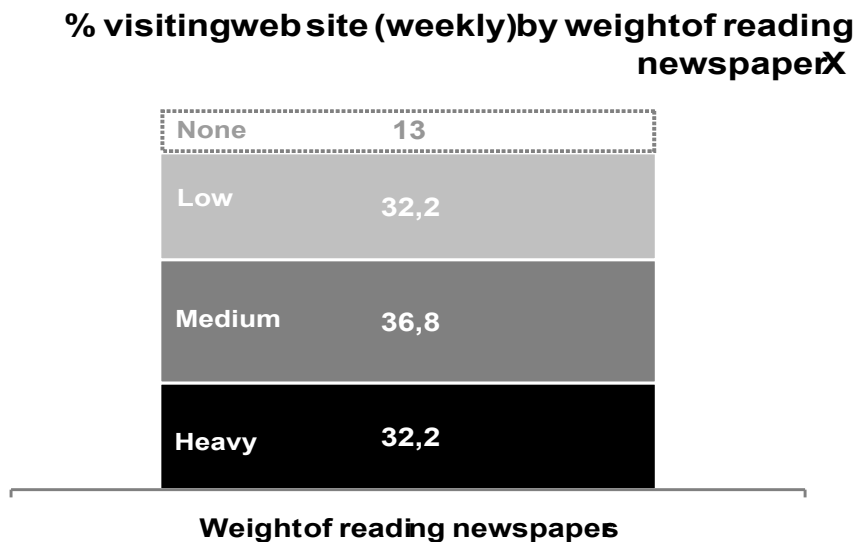
Filtering the traffic from other users of the same computer

A majority of the computers in Sweden are actually only used regularly by one person to surf the Internet. But there are of course a lot of computers in the measurement that are used by more than one person. The most common example of this is home computers that are used by different members of the same household. In order to separate the use of panel members from the use of others we use a start page. The technique is very simple. After installing our page as the browser start page (this is done with a click and does not require any software downloads or the like) a question pops up each time the panel member starts the web browser or pushes 'home' asking the user whether or not he or she is a member of the SIFO Internet panel – this way of working is more or less identical to the way most TV meters work. As soon as the question is answered the user is directed to the normal start page, as it was defined before the computer was activated in the measurement. This only causes a few seconds delay each time a new person starts a surf session on the computer and the use of the start page is rewarded too in the incentive structure.

Preliminary data from the panel

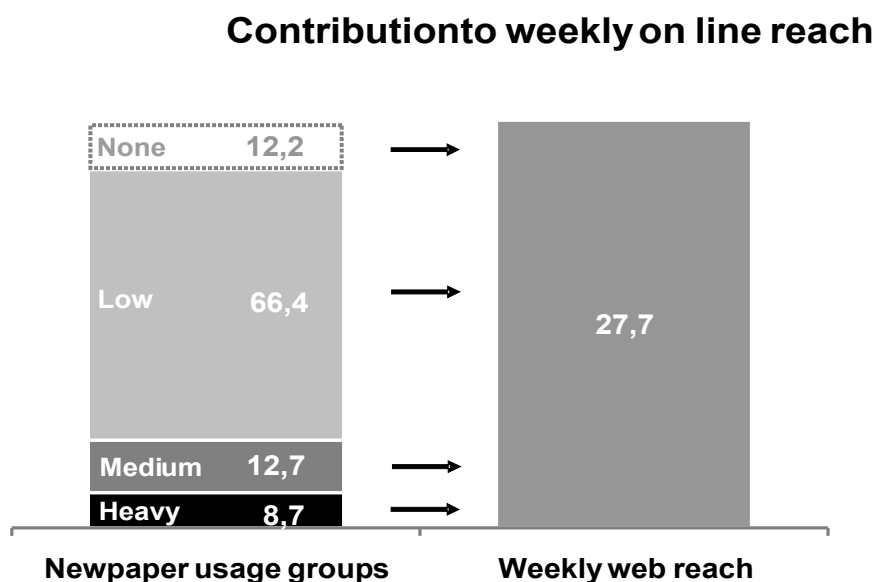
One of the obvious disadvantages of the survey methodology is that sites that will not partake cannot be measured, since they would need to tag up their sites. This can in many aspects be a political decision. Due to this, unfortunately only preliminary data can be shared in the written paper – but fuller data will be presented at the Symposia.

Let us look at some data – we are consistently using one and the same site to illustrate the data.



The first graph illustrates the proportion of the printed newspaper within weight of reading groups (based on frequency of reading), that visit the web edition on a weekly basis.

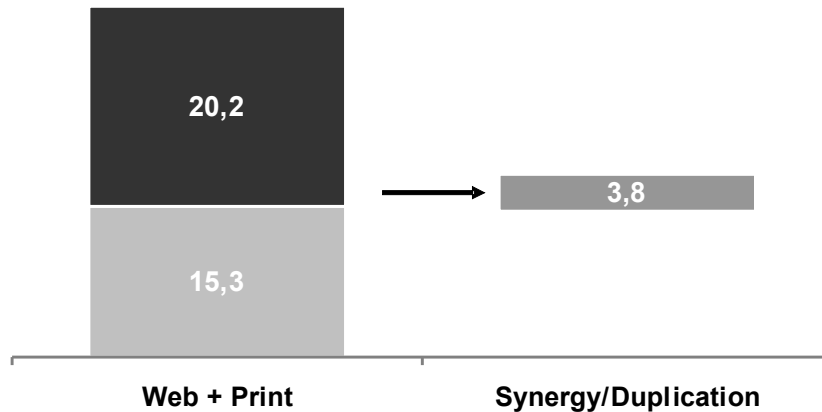
Roughly speaking, a third of the people in all print reading weight groups visit the site on a weekly basis. An educated guess would be that the groups most probably visit the web site for quite different reasons and that if we started breaking down the material into smaller target groups and looked into the sub sites they visited, a fuller picture of the different drivers behind the visits would emerge.



Since the different newspaper reading groups are of different size, their contribution to the weekly reach figure will be different. This should also give the publisher a clear hint as to the function of the web site in relation to the printed edition. We can see that the low reading group is the by far largest contributor (66,4%) to the weekly reach on the web.

On and off line edition

Total combined daily reach 31,7 %



Moving on to the area of cross media planning – we can see that approximately 18,9 per cent (3,8% of the total universe) of the printed paper's readers also visit the web site on an average day.

Imagine the financial benefits a strong media owner could reap by combining their channels into a single package?

Future ambitions

As *ORVESTO Internet* is a rather complex concept as it is, we have concentrated on making a good measurement at the media title level. There are, however, various opportunities to expand the area covered by the concept. There is not room in this paper to go into any of these expansions in any detail but the three areas we have started work on are:

TGI data at the actual banner level. Since the different *RealMedia* systems are in the process of conversion into one single system, we can use the panel to provide TGI data at the banner level without any modifications of the panel measurement.

From the possibility of connecting the panel to the banner system also comes an opportunity to integrate the panel data in the optimization tools already offered by RealMedia. With the Internet being very much of a target group media, this is a rather exciting potential that would allow planners to optimize campaigns not just in terms of impressions and click throughs, but also in terms of demographic targeting.

We are also planning to investigate the possibilities of using the RealMedia banner systems to gather data about Internet ad spend. This is an area with few accepted industry solutions and is therefore something that will be explored.

Advantages for the publishing houses

As demonstrated *ORVESTO Internet* covers many aspects of the print industry's needs in a cross media environment and has the potential to unfold into even more and into modules aimed at different areas of the business. We see primarily three main areas of advantage for the publishing houses:

Building strong media brands - The richness of the TGI data gives the media houses the means to build brands and segment their readers in a more advanced way and the new approach also gives them the possibility to fully evaluate and develop their off and online brands in the same direction.

Given the long time that print media houses has navigated in the darkness with no clue whatsoever as to whether the online edition has been cannibalizing or contributing to the over all brand, this is a major breakthrough.

Cross selling – Publishers will be able to show the full potential of their offer to clients, hence the possibilities for cross-selling and additional revenue increases.

Since the study is not only a print and Internet study but a full blown cross media study, publishers will be able to show not only the distributive advantages of reaching further by combining their on and offline editions, but they will also be able to exploit the synergy effects between different media that occur in a mixed campaign.

Direct response and brand building – *Orvesto Internet* will be used by publishers; firstly as a cross media reach and frequency tool, which can be used for traditional brand building exercises and secondly the electronic measurement system can then be used to optimize direct response. This will bring out the best of both the on and offline editions as both brand builders and direct response media.

This will give advertisers better response both in the long and the short-term perspective, which will further strengthen print's position as a strong advertising carrier.

All in all - A bright future for print *printed* in full colour and not black and white

