# Dailymetrie: Understanding cross-platform readership on a daily basis


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### 1. Introduction

The past years the traditional newspaper has evolved to a multimedia news brand offering news content across platforms on paper, digital version, traditional and mobile websites and apps. News consumption has heavily changed along with the digital revolution, but the official reach metrics only partially evolved along. Total reach of a news brand across platforms is available but there is limited to no information on the proportion and profile of readers consulting several touchpoints of the same news brand on the same day. Insights in the profiles of these readers are becoming more and more important for advertisers. Newspapers are a daily medium, with reach figures fluctuating day to day. The existing currencies are now calculated as an average daily reach of a 10 to 12 month fieldwork period. Within the ever changing environment, advertisers demand more granular data from a daily medium, what they currently get from other media like TV.

Q3 2013 De Persgroep considered the time right to deliver advertisers new insights in cross-platform readership on a daily basis. First steps to what became Dailymetrie were taken

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### 1. Background and objectives

De Persgroep Publishing, part of De Persgroep media group, is responsible for market leading brands for both newspapers and magazines mainly in the Dutch speaking part of Belgium. De Persgroep tries to be a trendsetter in terms of the informations they share with advertisers. As one of the market leaders, we are always looking for innovative approaches to deliver new information to our advertisers. Information on the audiences reached by ad campaign running on our channels and on our news brand in general.

In this perspective we were looking for new commercial arguments to convince advertisers of the power of multi-media ad campaigns. For publishers of news brand, it is essential today to demonstrate that their news brand are more than just printed newspapers. The readership of a “newspaper brand” is more than the readers of the paper version alone; it also includes the readers of the digital newspaper, the website, and the app.

But how do you prove to advertisers that this change in news consumption also offers new opportunities? It is almost impossible to demonstrate this on the basis of the current readership studies (such as from the National Readership Survey), as these studies are not yet adapted to the new reality of news consumption.

The frequency with which readership figures are accessible for the market is also different for each medium. Readership figures for printed media are published twice a year in the national readership survey on the basis of progressive averages, while the visiting rates for Web site and mobile report daily readership.

Combining these different currencies has been a challenge to many of us.

That is why we at De Persgroep had 3 research objectives:

- As newspapers are a daily medium, we want to see this reflected in our reach parameters, not only for our brands but we need to compare with the other titles on the Flemish market.
- News brand are now available on several platforms, we want to provide advertisers with insights on the different touchpoints (in terms of overlap between the touchpoints and added value in terms of reach of each of these individual platforms) and the specific consumers profiles of these touchpoints
- We want to demonstrate the performance of ad campaigns running on multiple platforms in a single campaign report, included total reach, unduplicated, net reach, GRP, OTS based on actual data

## 2. Methodology

These objectives requested a specific approach. There was need for a methodology that was capable of collecting:

- Daily readership information of all titles available
- From a representative sample of the Dutch speaking population in Belgium
- Detailed information on title/platform combinations covering traditional paper version, digital version, website (both traditional and mobile site) and apps
- Longitudinal data of consumers on their reading behavior to be able to calculate campaign reports including net reach over a longer period of time

It was clear from the beginning that a panel approach was necessary, to be able to analyze longitudinal data. In order to be successful the data collection method had to be user friendly for respondents to keep them active in the panel for a longer period of time. On top of this the preferred solution had to be budget friendly.

All possible methodologies were considered like online diaries, face to face or CATI diaries. All had their disadvantages (not available for the total population, expensive, slow process, intrusive,…). Finally a diary approach using text messages was considered. Although SMS/text message is something widely accepted by consumers it is only rarely used as a research tool. Using text message for measuring reach of newspapers was already done once in Sweden in 2002 by the Swedish Newspaper Publishers Association used an SMS panel approach for measuring paper versions of several newspapers. De Persgroep considered this methodology worth testing during a test phase conducted in September 2013

## 3. Research Design

During this proof of concept phase in September 2013, 1500 respondents were recruited from the Ipsos Online Access panel, with quota on standard socio demographics on age, gender, region to match the target population of the Flemish population between 18 and 65 years old. A traditional recency technique was used for measuring multi-media readership. Every day, except on Sunday, respondents receive 1 text message question on what titles they read the previous day and on which platforms. In every question the letter codes for the titles and the unique numerical code/ platform combination are repeated.

Most important difficulty was the SMS capacity, it is restricted to 160 signs. In order to be as user friendly as possible we wanted to limit the number of text messages to be send to 1. There for an intuitive codebook was developed where every news brand got a letter code, with a mnemonic link to the title and a numeric code for every platform.

Figure 1: Codebook

| | | Version/Carrier | | | | |
|---|---|---|---|---|---|---|
| | | NEWSPAPER | | WEBSITE | | MOBILE |
| | | Newspaper on paper | Downloadable newspaper via tablet | Website on pc, laptop | Website via tablet | Smartphone |
| Newspaper | Code | 1 | 2 | 3 | 4 | 5 |
| Het Laatste Nieuws | L | | | | | |
| De Morgen | M | | | | | |
| De Standaard | S | | | | | |
| Het Nieuwsblad | N | | | | | |
| Gazet van Antwerpen | G | | | | | |
| Het Belang van Limburg | B | | | | | |
| De Tijd | T | | | | | |

Using these codes it is very easy to report multimedia readership by combining letters and numeric codes. For example if somebody has read Het Laatste Nieuws paper version and website on PC he must answer L13. L for Laatste Nieuws 1 for Newspaper on paper and 3 for Website on PC. If this respondent read on top of Het Laatste Nieuws on paper and website on PC the paper version of De Morgen he had to text us the code L13 M1. If somebody didn't consume any version of any newspaper title we requested to send us back the answer 'none of these'. Thanks to the mnemonic link between title and letter code even accidental reading of a news brand they normally don't read can be reported by the respondent. The codebook allowed for an automatic coding of the received answers into reach figures per title and per platform, resulting in delivery of the results 2 days after the publication date of the newspaper. Answers codes that didn't match the prescribed

structure were individually checked and corrected (if possible) by the panel manager. Whenever necessary the respondent was contacted in case their answer was unclear to Ipsos.

The codebook was clearly explained at the beginning of the project with a clear instruction letter and repeated in every in between communication with the respondent. Errors against the structure and content were closely monitored and corrected if possible. Overall the amount of incorrect answers was limited.

The panel remained active during 6 weeks and results, both in terms of participation rates and daily reach results were very promising. So De Persgroep decided to continue with the approach in 2014 including some minor changes and optimalisations based on learnings from the proof of concept phase.

De Persgroep decided to launch a new panel in March 2014 for a full year. One of the learnings concerned the recruitment method. As the panel was only recruited from the Ipsos Online Access panel in the test phase, there was a trend of overestimating the reach of all 'digital' platforms such as mobile, website and the digital version. That is why during the new setup a mix of online and offline sources was used to recruit n=1500 Dutch speaking consumers again to be part of an sms panel questioning their multimedia newspaper consumption on a daily basis, 6 days per week following the publication dates of traditional printed newspaper.

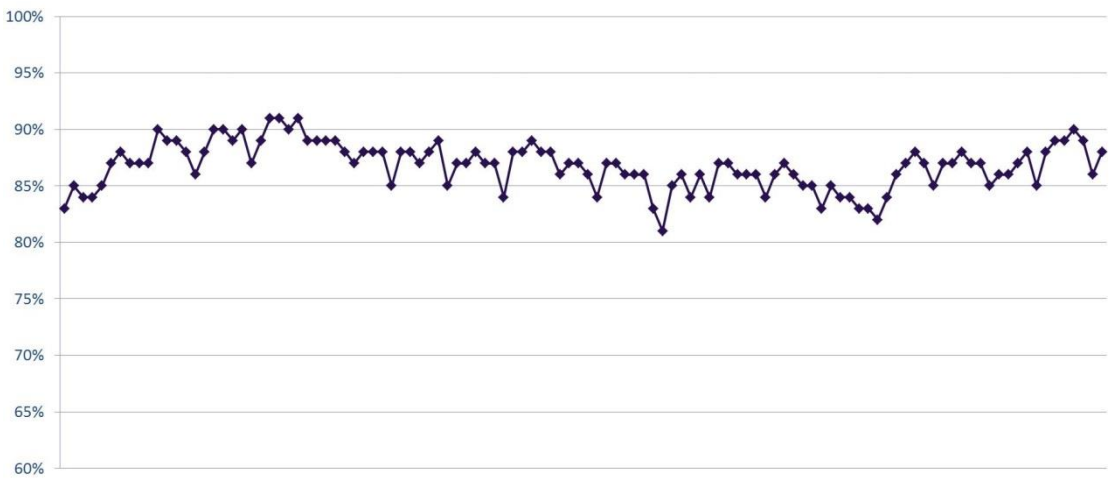
The panel recruited was a quota sample based on quota on standard socio demographic variables such as age, gender, region social class. Recruitment was done using a standard questionnaire including question on Past month readership and Last issue readership. The questions on readership were asked in the same way as in the NRS survey performed by CIM (the Belgian JIC). This allowed us to match our sample in terms of past months readership with the official currency measures.

An incentive scheme was installed, reimbursing costs for sending a text message to Ipsos. On top of this we promised and additional 2 Euro for those answering (almost) daily on our SMS question. Every month we organize a prize draw, the more correct answers a respondent got us in that past month the higher the chances to win one of the available prizes. Extensive panel management rules were installed to keep the respondents active for a longer period of time.

## 4. Results

Results in term of methodology were very good. Overall daily response rates were very high participation rates with on average a daily response of over 85%

Figure 2: Daily response rate in % between 20/3/2014 – 10/7/2014




Not only was the daily response rate very high, 79% of the total panel were very loyal respondents answering to at least 90% of the daily SMS questions they receive. This was a solid base for building campaign reports.

Before delivering results to De Persgroep the data was weighted to overcome potential response biases. Weighting variables are gender, social class (8 groups), Region (Province) interlocked with age categories. As response levels are that high weighting efficiencies (on average 91%) are very high with very acceptable individual respondent weights (between 0.6 and 2.7 )

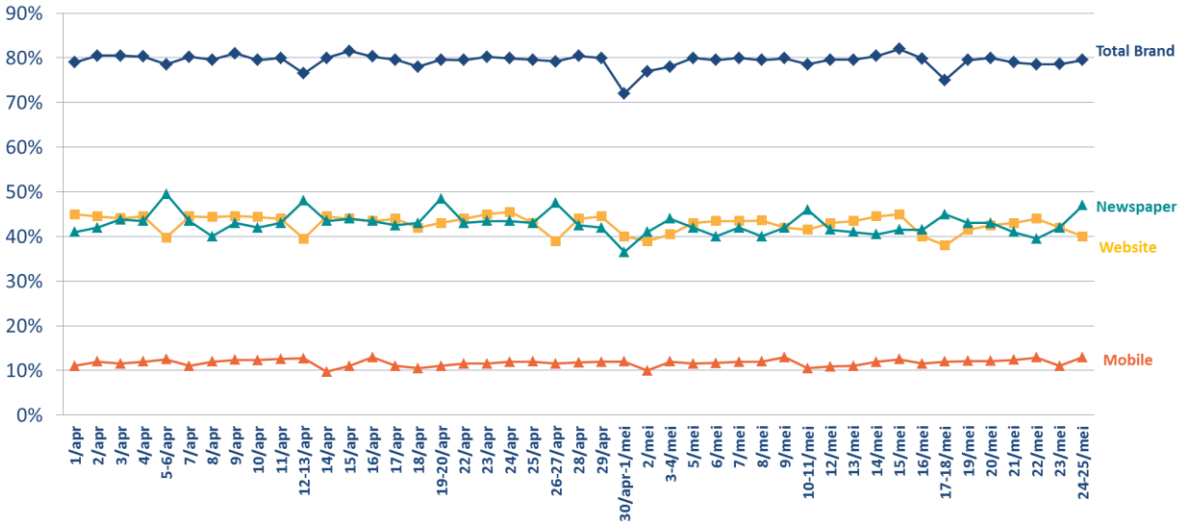
Thanks to the low barrier data collection, the clear instructions and intuitive codebook, intense panel management with balanced incentive scheme this method has proven to be capable of engaging respondents over a longer period of time, leading to very low drop-out rates. Al those dropping out of the panel or being removed because they were not answering our

questions over a longer period of time were replaced by respondents with the same socio demographic status. In total only 147 respondents from the 1500 were replaced throughout the year 2014.

Not only were the results very satisfying regarding methodology, the data collected created very good results in terms of reach.

Basic output delivered is the reach figures day by day on total brand reach and reach of the individual platforms which is demonstrated in the graph below for newspaper reach in general (across all news brand)

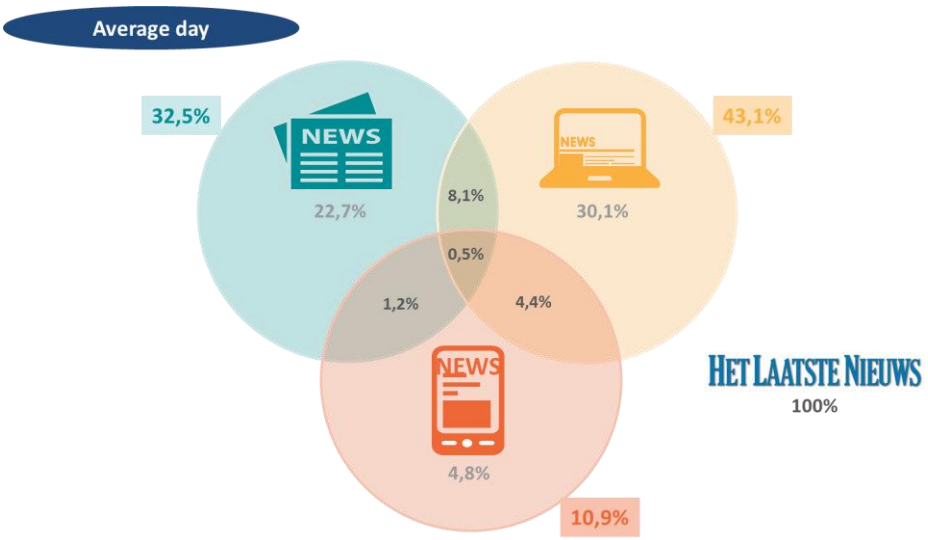
Figure 3: Daily reach across titles, in total and by platform (1/4/2014-24/5/2014)




These figures provide much more granular insights in reach compared to the existing currencies based on averages. Dailymetrie proves that the paper version of the newspaper is much more popular during the weekends, that they achieve a higher reach compared to the website, that are in general more popular on weekdays.

But the data is also capable of revealing accumulation of reach of the different platforms. It demonstrates overlap and added value of the different News brand platforms. On the graph below we can see how the total brand reach of Het Laatste Nieuws is accumulated by the different platforms on an average day.

Figure 4: Reach of Het Laatste Nieuws by platform on an average day



In this example 22.7% of the readers of the multimedia news brand Het Laatste Nieuws have only read the traditional newspaper. 43,1 % has visited the website of Het Laatste Nieuws (with or without consulting another Het Laatste Nieuws touchpoint)

This approach also allows to profile consumers by touchpoint or those consulting multiple touchpoints, information that was currently not available in the market.

But actually the objectives of De Persgroep went beyond these rather traditional insights. They wanted to have information on ad campaigns running over a longer period of time, combining multiple titles and multiple touchpoint.

Advertisers who invest in cross-media campaigns in news media today want to know the net result of their entire campaign and not the sum of the individual channels. They also want to know which additional audiences and target groups they can reach through the different touch points. And, preferably, they want to know the real readership and not just an estimate based on averages.

The panel approach opened up opportunities to deliver 5 new performance metrics for multi-media ad campaigns, combined into 1 campaign report.

1 Total campaign performance

Figure 5: Mediaplan advertiser X

| News brand | | 20/12/14 | 24/12/14 | 26-27/12/14 | 31/12/14 |
|---|---|---|---|---|---|
| Het Laatste Nieuws | NEWS | X | | X | X |
| | | | X | | X |
| | | | | | X |
| De Morgen, Het Nieuwsblad, De Standaard, Gazet van Antwerpen, Het Belang van Limburg | NEWS | X | | X | X |
| | | | X | | X |
| | | | | | |

Based on the above mediaplan in figure 5, a result in term of total reach and net reach can be calculated. This is possible because of the panel approach were we have all information available of all respondents over a longer period of time.

Figure 6: Campaign KPI advertiser X

| TOTAL CAMPAIGN REPORT | |
|---|---|
| Net Reach % | 73,9% |
| GRP | 288,1 |
| OTS | 3,9 |
| CPT/touchpoint | € 8,65 |

Figure 6 shows us the campaign report based on the mediaplan as described in figure 5. With this ad campaign, combining almost all titles available in the market and several platforms, 73.9% of the target audience (Flemish people between 18 and 65 years old) was reached. This means 73.9% read at least one edition/ one platform of a specific title were one of the ads of the campaign was integrated. The gross readership of this campaign, expressed in gross rating points was 288. Each individual reach by this campaign had 3.9 chances of coming in contact with on advertisement of this campaign (opportunity

to see). The theoretical cost per 100 touchpoints was 8.65 Euro for this campaign. This information on net reach provides unique insight in the performance of ad multi-media news brand campaigns.

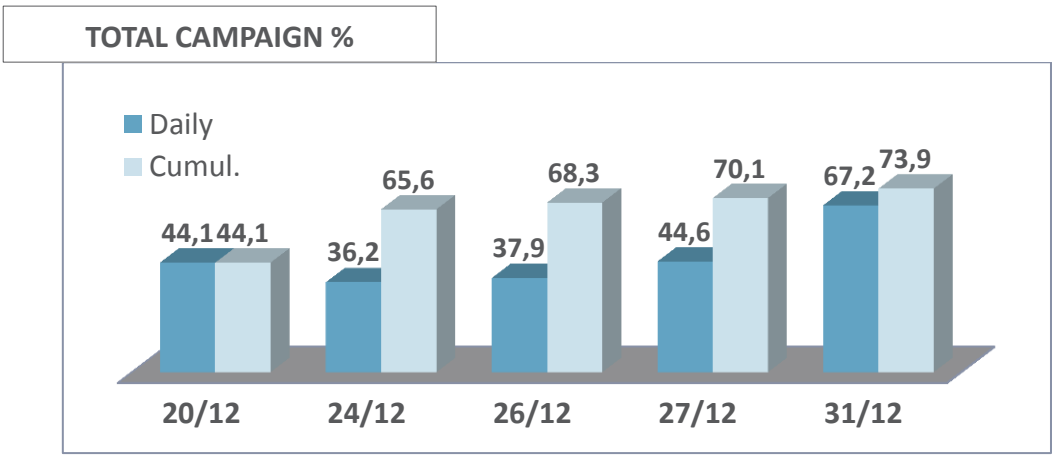
2 reach accumulation

Understanding the net reach is one thing but it becomes really interesting to understand how this readership is accumulated. Are the different channels used wisely in line with the campaign objective? And how can the campaign be optimized in the future?

In the example of figure 5 the campaign starts in the newspaper on Saturday, December 20. The online campaign starts on December 24 and is followed by two days in the newspaper on Friday, December 26, and Saturday, December 27. On December 31, the campaign appears in the newspaper and in digital format.

As showed in figure 7, Saturday December 20th, 44,1% read the at least 1 traditional newspaper of the selected titles. Adding the online part of the campaign boosts the net reach to 65,6%. Even though the reach of the online ad was rather low that day 36.2%, it is capable of reaching a lot of new readers and has as such a huge added value in terms of net reach.

Figure 7: Reach accumulation advertiser X by day




As we have information available for every day, it is possible to make simulations to optimize reach. If this ad campaign ran on other days during that same period (for example appeared on the 19 of December instead of the 26th) net reach could have been almost 82% instead of 73.9% with this mediaplan. This type of information allows advertisers to make optimized media plans for future campaigns.

3 Performance by news brand.

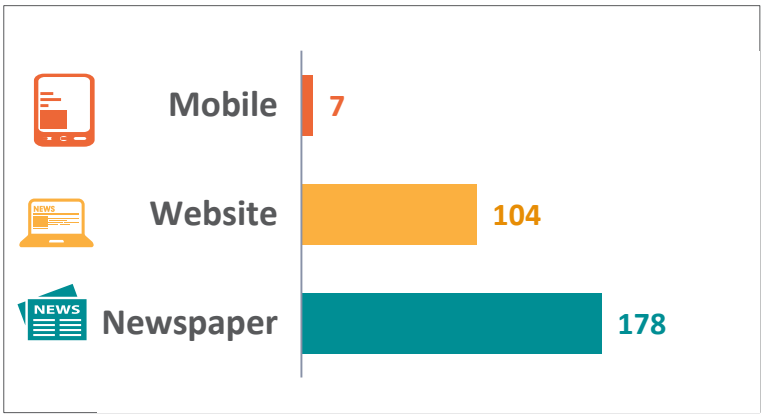
The same analysis on the accumulation of reach by day can also be performed from a brand point of view. Which combination of different News brand provides the highest net reach? I this example almost all titles were used, but by analyzing the incremental reach of each individual title an advertiser can analyze the ROI of each individual title

4 Performance by carrier

What is the impact of each channel in the total campaign? Was most weight given to the newspaper or digital? On the basis of the example showed in figure 8, the highest number of GRP was obtained via newspapers, followed by the Websites. Mobile was only used to a limited extent via one title.

This is the total number of GRP per platform for all news brand together.

Figure 8: GRP by platform advertiser X




5 Profile of the target group reached by means of the campaign

Not only can we provide an overall result of the campaign, we can go in more detail on the profiles of those consumers reached, and this by individual profile. By putting a lot of weight on the newspaper, the campaign had a bigger male than female readership, and reached more people in the age group of 45 to 65 years and people in charge of household purchases. Through the website, more women were reached, the age group was around 25 years old, and they were in higher social groups (1-3). Mobile reached mainly men and younger consumers (18 to 44 years old), and especially the youngest target group of 18 to 24 years old.

Not only can more people be reached by making adequate use of news brand via all their platforms, but the inflow of other target groups (youths, women, upscale demographic, etc.) is also guaranteed.

6 Additional insights

On top of these insights answering the research objectives we were able to create some additional insights on research methodologies used for reach measurement.

The most important lesson learned from this approach is that past month readership is not a 100% accurate predictor for future readership. During the recruitment phase we asked questions on respondents past months reading behavior. During the first weeks of the panel research we verified the daily answers with their past month reading habits. We noticed a lot of inconsistencies comparing these answers, after about 3 to 4 weeks. Of those claiming not having read a specific title up to 30% answered us in one of their SMS response that actually read a platform of that specific title, driven by the website. Telephonic recalls with these consumers confirmed their behavior, the actually read that news brand, even though they didn't to do this the previous months. This demonstrates the possibility of this methodology to capture some more incidental reading of news brand on top of the more traditional reading habits.

## 5. Conclusion

In summary we can conclude that Dailymetrie is a unique methodology that was capable of transforming a commodity (such as traditional text message) in a data collection platform capable of capturing multi-media news consumption of all available titles in the market for a longer period of time. The data collection platform is available for everybody, and is very low barrier. This is supported by the very high response rates on a daily basis and very low drop –out rates trough out the year. From a research point of view data collection by text messages opens up possibilities for several types of research, most definitely in diary like approaches where there is a need to collect a small amount of data over a longer period of time.

By delivering day-to day data on the reach of each news brand and the individual platforms, the print industry is capable of catching up on other media like TV or Internet were daily data has become the norm. Delivering this insight makes the medium more interesting to advertisers.

The panel approach made it possible to develop some new metrics allowing to evaluate the performance of ad campaigns, The campaign report contains information on the gross and net reach and how this reach was accumulated over time, over platform, over title. This allows advertisers to optimize the planning of their future ad campaigns based on actual data.

As Dailymetrie was such a success in 2014, De Persgroep decided to continue the panel in 2015 and to extend it to the French speaking market in Belgium. Beginning of 2015 an additional 1500 French speaking consumers were recruited to measure daily reach of the French speaking news brands in Belgium