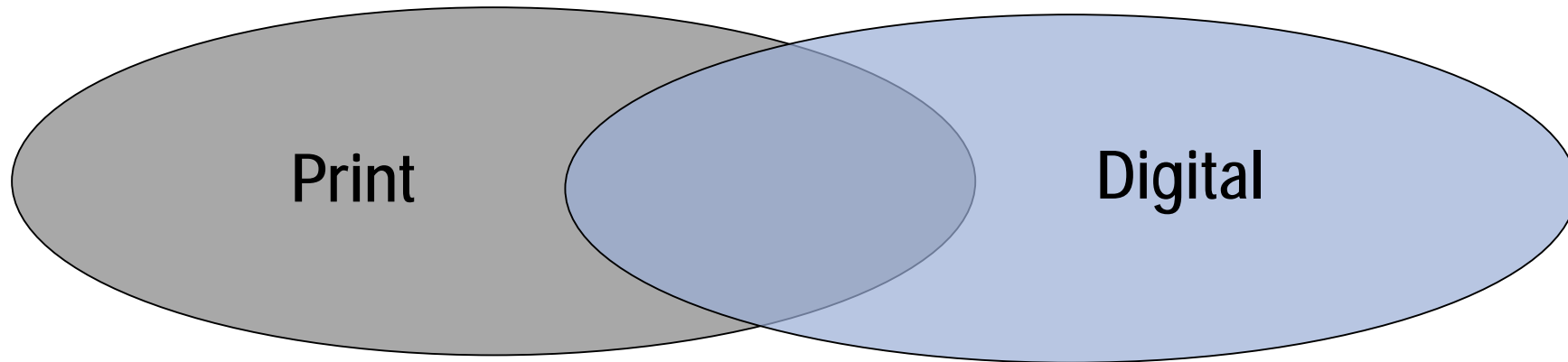


Total Audience: the Swiss Model

Dr. Jella Hoffmann, Head of Product Management WEMF, Switzerland;
Dr. Kathrin Kissau, Head of User Research NET-Metrix, Switzerland;
Harald Amschler, Head of Media Research WEMF, Switzerland
PDRF London 2015

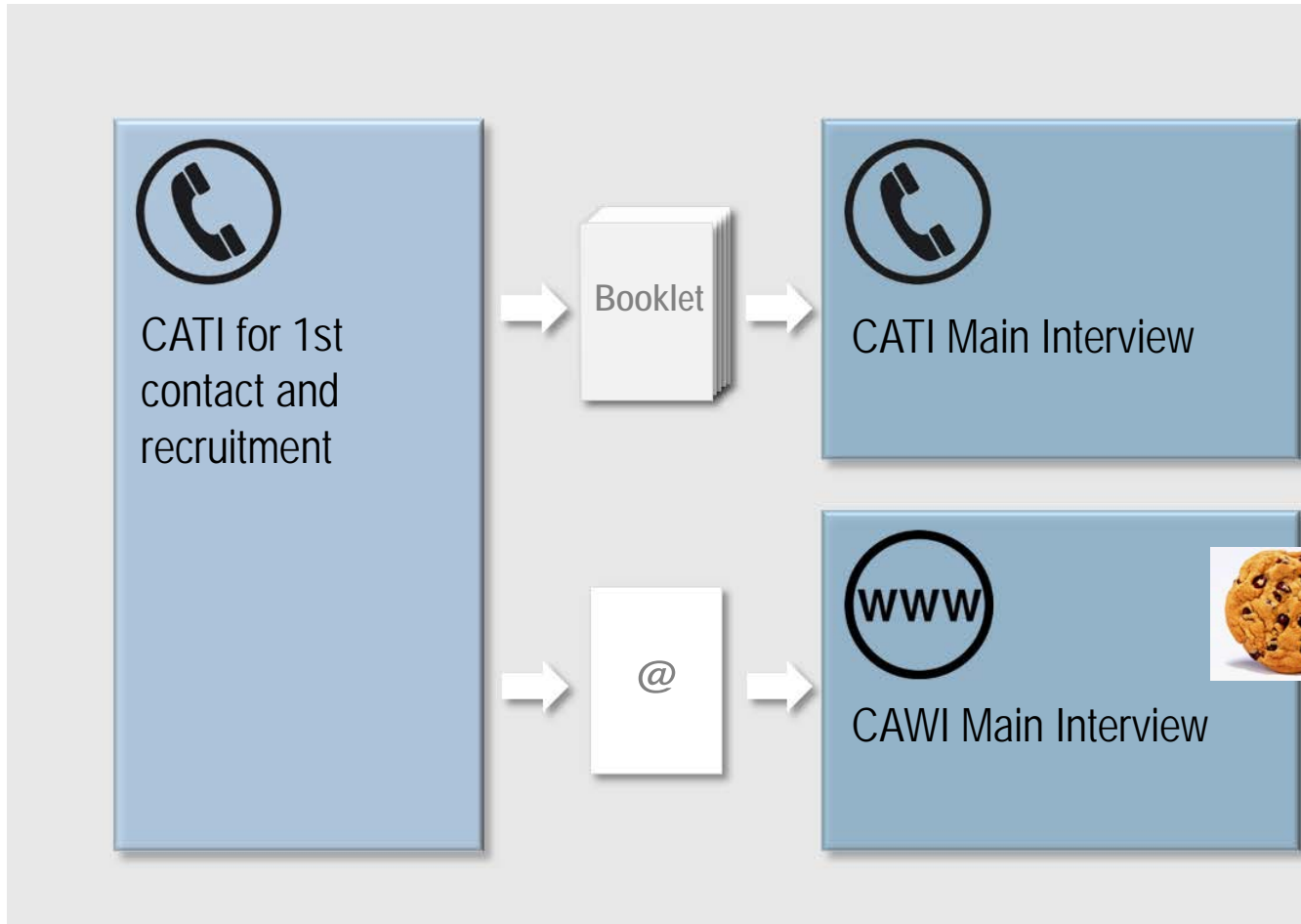
Total Audience



brand reach on the currency level

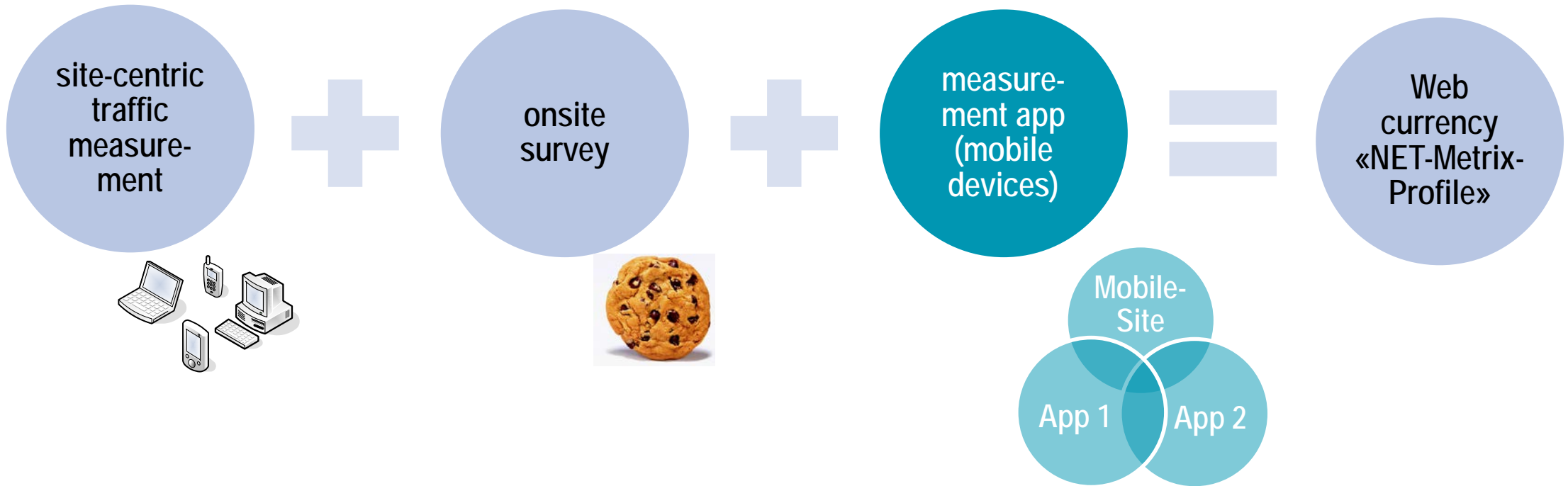


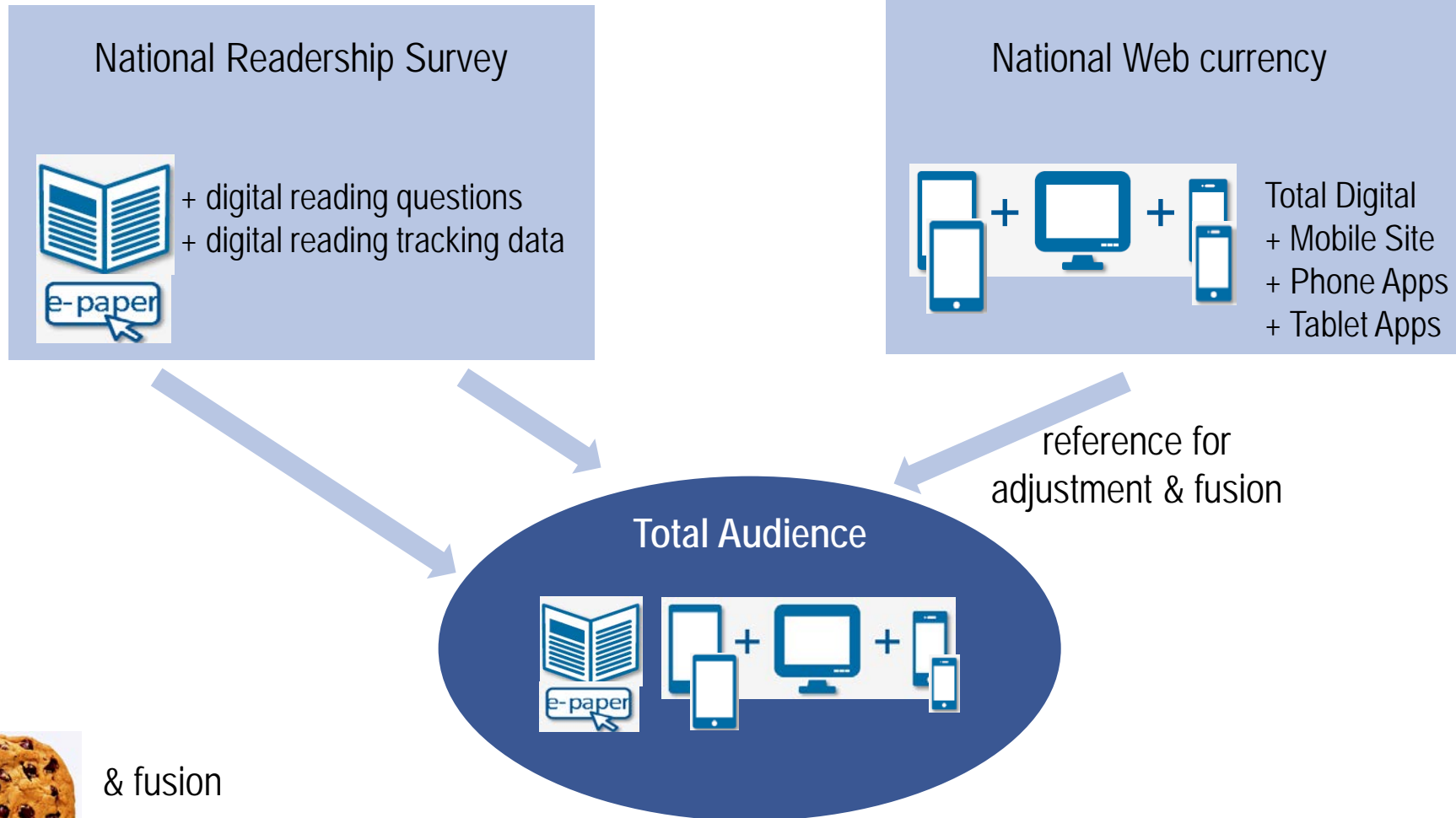
The design of the study



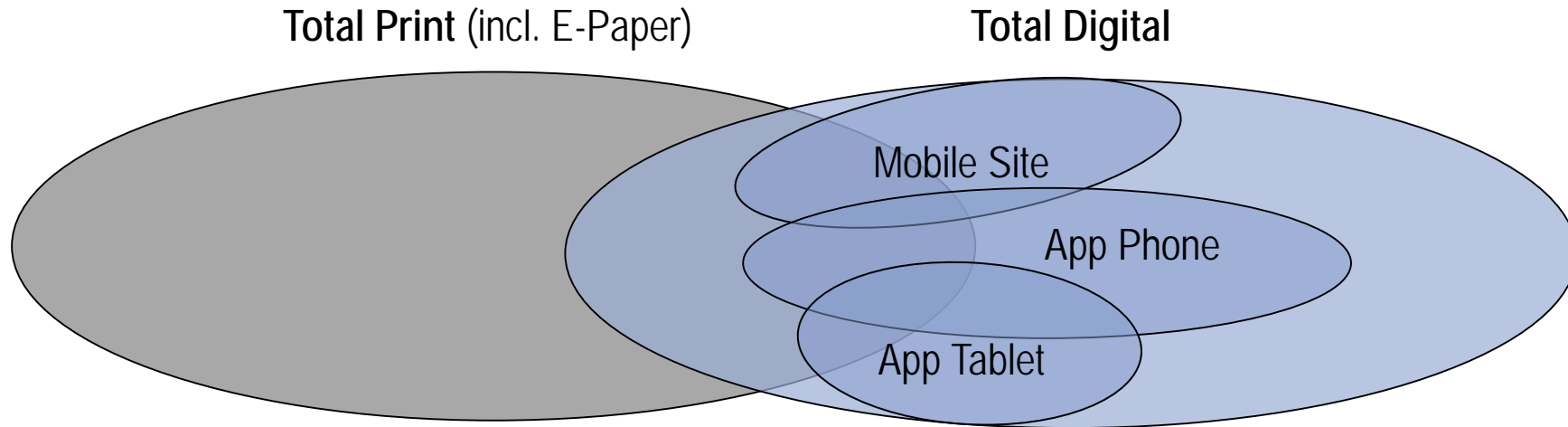
National Readership Survey including:

- questions about usage of digital versions
- within the CAWI-sample: tracking data via cookie





& fusion



numerous overlaps, e.g.

in Thousand	Gros Pen. Print & Digital	Net Pen. Print & Digital	Print Only	Digital Only	Overlap Print/Tablet App	Overlap Print/Mobile Site	Overlap Print/Tablet App/Phone App
Brand A	220	200	100	80	10	15	5

How the data is actually used

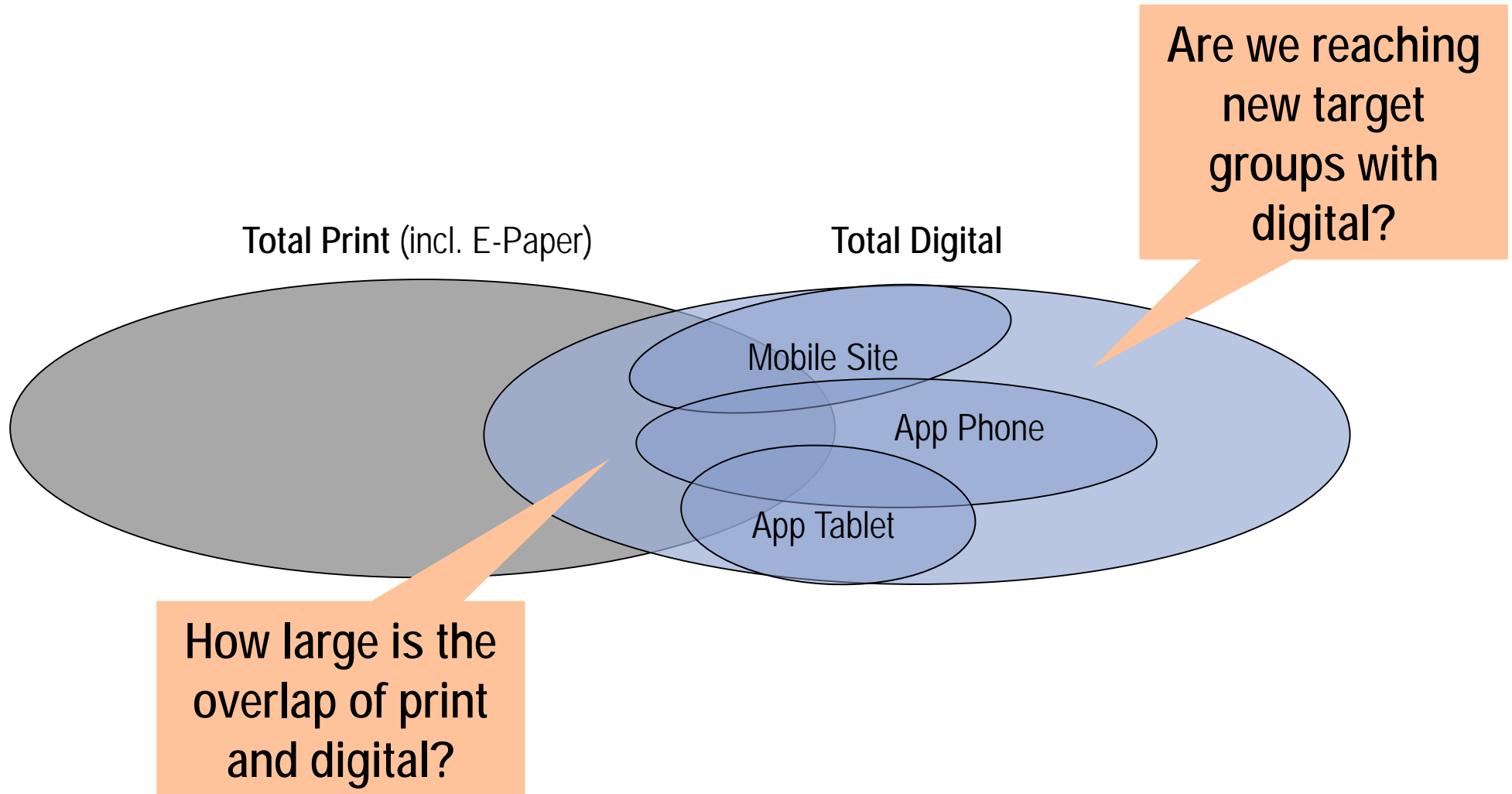
Publisher One:

«The TA-study is mainly used by the strategic divisions of our publishing house as well as our market research team. We use it for the analysis of current market developments (print/digital) as well as estimations of future market potentials.»

Publisher Two:

«Our senior management uses the TA to monitor their own cross-media brand reach in comparison with competitors. In addition, they are interested in the various channels.»

→ Strategic use



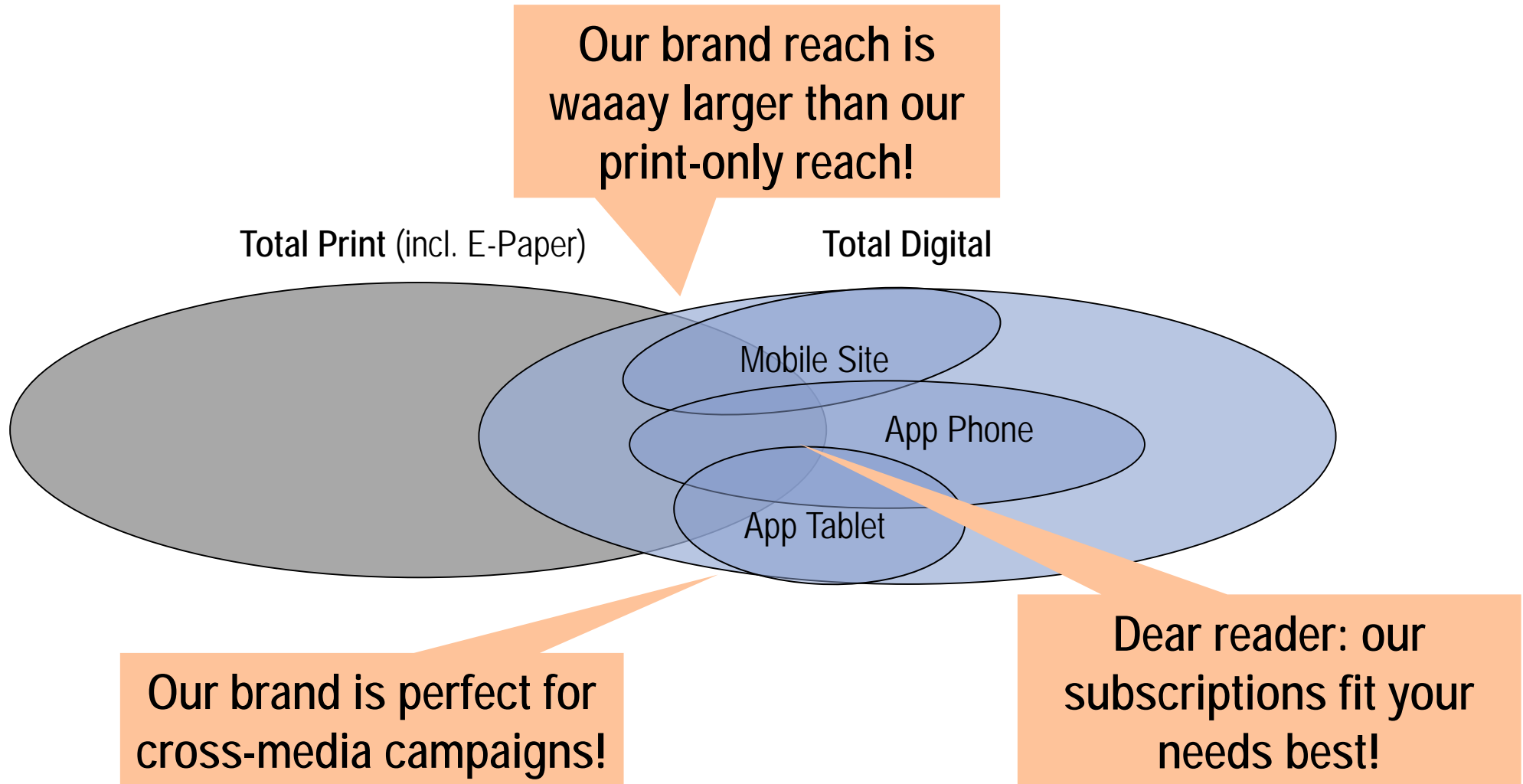
Publisher One:

«Our product managers like to use TA data for their marketing and sales purposes.»

Publisher Two:

«The Total Audience data help us to prove the strength and growth of our media brands – even if print is in decline.»

→ *Marketing use*



Why the study is never finished

Publisher One:

«*We need TV and radio data within the Total Audience study.*»

«*Brand reach is not enough, we also need insights on campaign reach.*»

Publisher Two:

«*We want to be able to do tactical media-planning.*»

«*TGI data needs to be integrated.*»

Vielen Dank 

Merci 

Grazie 

Grazia 

Thank you very much for your attention.

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