Brandscape: measurement metric evolution and a celebration of reader engagement

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Introduction

The New Zealand Industry Review Group (IRG) is working with Nielsen as their print currency provider on a roadmap for the Consumer and Media Insights (CMI) service. The IRG has representatives from the leading media owners with News and Magazine Brands, major Magazine publishers and advertising agencies. Extending reader and audience metrics has been a key focus of work over the past two years. As content and consumers move with technological change, the metrics which are required, the language that describes those metrics and measurement practices need to better reflect the requirements of this shifting landscape.

The Fusion of the Nielsen Online Ratings (NOL) into CMI is in place and provides combined print and online metrics which are particularly robust for News Brands. These show the continued growth in New Zealanders' appetite for news and information, with many shifting their reading into the digital realm and reducing their engagement with print. Aggregated audience figures for News Brands have been available for some time but only measure part of the possible range of reader experiences and consumption points. Currently these also tend to miss the mark for smaller brands (and particularly for many Magazines).

To solve this problem Nielsen and the IRG have developed the "Brandscape" model. This takes the focus away from print only, or print plus high-level online reading estimates, to brand metrics across print and digital. All available digital platforms for each brand are included in the measurement set. This model is currently being tested with a small sample of Magazine brands and will be further extended in 2016.

At the same time there has been an investment in industry-level metrics which measure the number of Online Readers or viewers of Magazine content and the devices they are using. These insights are important for shaping strategy and informing publishers as they seek to connect with their readers in new ways. Online reading of Magazine content has grown (+18% growth between August 2013 and April 2015 according to Nielsen Online Ratings Data) and the time is right to formalise new aggregate metrics which can be used by both the Magazine industry and individual publishers. The learnings from the initial work will inform additions and extensions to the metrics already available for News Brands.

This paper includes the following:

- A brief overview of Nielsen CMI
- Details of the Fusion of CMI and NOL
- Measurement of Online Reading in New Zealand
- The Brandscape Model
    - Initial results
    - Key learnings
- Summary and conclusion

Nielsen CMI

Nielsen CMI is a survey of 12,000 individuals aged 10+ and provides a 360 degree view of New Zealand consumers with specific insights into their media habits, lifestyles, attitudes and product consumption. It is independently audited each year on behalf of the IRG.

The prevailing CMI methodology has, at its core, a Face-to-Face interview (with questions including Readership, Media Usage and Demographics) which is coupled with a leave behind, self-completion diary (with questions including Product Usage and Purchasing, Attitudes, Interests and Lifestyle). The long-established Online Reading questions and new Brandscape model are asked in the Face-to-Face interview.

CMI is founded on a Modular approach. The CMI 'Core' as mentioned above is then enhanced by additional survey and dataset modules which are linked together using Data Fusion and Data Integration. These modules include, for example, Television Ratings, Nielsen Online Ratings (NOL), Household Expenditure, Media Engagement and CMI Shopper (Main Household Shopper Fusion of Homescan Data). In 2015 additional fused modules covering Shopping and Health and Travel and Motoring have been added as the reliance on the self-completion diary is reduced.

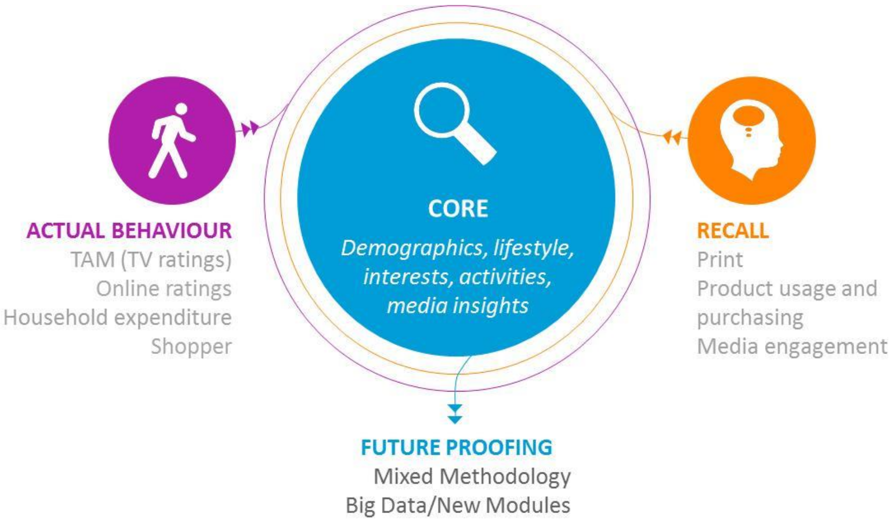


Figure 1. New Zealand CMI Modular Approach

Fusion with Nielsen Online Ratings

In 2013 a project was undertaken to fuse CMI and the NOL Panel in New Zealand. The NOL Panel has over 2,000 active Internet users and, through metered measurement, tracks their usage across websites and digital applications on a monthly basis. The information collected provides person-based metrics such as unique audience, page views and time spent as well as demographics and other key insights into online activity. The NOL Panel data is combined with tagged census data, which gives us very accurate volumetrics, in order to produce monthly audience estimates for local and international websites.

The creation of a unified database that allows this detailed Internet behaviour to be analysed by product usage and media consumption is not possible in the two separate solutions. In order to align with current reporting cycles for both CMI and Nielsen Online Ratings the fused database is updated on a monthly basis. For the purpose of this Fusion it was decided that the NOL Panel would be the donor and CMI would be the recipient, i.e. Internet usage from the NOL Panel will be transferred onto the data records of the respondents in the Nielsen CMI database. There were three main reasons for this decision:

1. The CMI sample is larger and therefore provides the opportunity for more detailed analysis
2. The CMI sample is representative and includes online and offline behaviours
3. The Clear Decisions software already used by CMI clients enables more sophisticated and deeper analysis (e.g. for media strategy and planning) than the standard NOL online analytical interface (Digital Content Measurement)

Metrics currently available in CMI are:

- Visited (monthly unduplicated audience)
- Times visited per month (frequency)
- Time spent per month (duration)

The Common Variables

In order to fuse two surveys together there must be a number of questions that are common to both surveys; these are termed common variables and are often referred to as "Fusion hooks". These variables are the basis for deciding which respondents in the donor dataset (NOL Panel) are closest in nature to those in the recipient survey (Nielsen CMI) that will receive their online behaviour. Within these common variables it is necessary to identify the critical variables where the match between the donor and recipient must be exact.

For the CMI/NOL Fusion the following critical variables were chosen for the matching process:

a) Location (i.e. key cities and urban/rural)
b) Males/Females

These two variables were interlaced to form a 12-cell matrix. Respondents from both surveys were allocated to just one of these cells and a separate Fusion was conducted on each of the 12 cells using the following additional matching variables:

i) Detailed Age
ii) Education
iii) Ethnicity
iv) Occupation
v) Household Income
vi) Household Size
vii) Tenure
viii) Internet Usage
ix) Presence of young children
x) Presence of older children
xi) Regional Council Area

Fusion Techniques

Fusion algorithms fall into two classes:

i) **Unconstrained statistical matching** – this approach takes one database as the base. For every person in this database the algorithm used matches them with the closest person in the other database. Except for some restriction on the number of times a donor can be used, this is all the control that this technique exerts. The result is that there is no direct control over the distributions of variables from the donor database. For example, the audience (or reach) for a website could change from 10% in the donor database to 15% in the fused database

ii) **Constrained statistical matching** – this makes sure that all the people in each database are fully accounted for in the fused database, and finds the best matches it can to be consistent with this. Since the weights of individuals will usually not match up exactly between the databases, some splitting of records is usually necessary. This technique keeps the original distributions intact. Constrained matching does require more sophisticated software and more processing power than unconstrained matching, but the advantage of keeping distributions intact makes it a better choice for this particular type of Fusion

It was decided, therefore, to use the technique of constrained matching for the CMI/NOL Fusion.

The first step of the Fusion process is to compute a similarity value for each possible donor-recipient pair based on their respective demographic and geographic characteristics, as well as their broad Internet usage. The Fusion algorithm then identifies the best donor(s) for each recipient and a link file is produced showing the results of the matching process. The link file is then used to transfer the online data from the donor file to the recipient file.

Category Fusion

To enhance the quality of the Fusion between CMI and the NOL Panel the process of linking respondents together is done iteratively across a number of product/service categories, e.g. News Brands, Magazines, banking and real estate, to ensure that online and offline behaviours are aligned. Apart from the demographic linking variables listed above, some additional variables were selected that were relevant to each category. For example, there are a small number of Magazine websites that are included on the CMI survey that can be used as hooks. Once the Fusion is completed for this category all the online data for Magazines are transferred to the CMI respondents based on the matches that were applicable to Magazine website visits. We then move onto the next category and perform another Fusion based on linking variables that are specific to that category.

At the end of the Fusion process each respondent in the recipient database will have received data from multiple donors, depending on which category was being fused. The advantage of this approach is that the effect known as regression to the mean (see below) is minimized and the fused database has more discriminatory power across a number of important product/service categories.

Fusion Output

Each recipient's data record is supplemented by the donor's online data to create an extended data record. Data records for over 500 websites and Internet applications are transferred from the NOL Panel onto the CMI respondents and these then form the fused dataset. Once the Fusion and data transfer process is complete the resulting database can be loaded into the Clear Decisions software for analysis.

An important aspect of the fused database is that some of the CMI respondents have been duplicated. This is because the Fusion technique that has been used allows donors from the NOL Panel to be used multiple times, with their weights being spread across multiple recipients in the Nielsen CMI sample. Another important aspect of this technique is that ALL the donors from the NOL Panel are used at least once. In some cases the CMI recipients will receive data from more than one NOL donor and these CMI recipients will be split into fragments. However, the sum of the weights of these fragments will still add to the original weight assigned to that recipient. Also, because ALL of the donors from the NOL Panel are used, the sum of their weights has also been preserved, thus ensuring the topline results by key demographics (i.e. the critical variables) are consistent between NOL and the fused CMI database.

Validation

In order to validate the fused database the topline website activity (i.e. visited website or application in last month) was compared with figures generated in Digital Content Measurement, the proprietary online analytical interface used by NOL to deliver the Internet ratings (audience estimates) to the industry. In the fused database the figures for all people aged 10+ who visited a website or application in the last month aligned 100% with the NOL data in Digital Content Measurement.

More detailed validation tests were conducted at the demographic level. For these tests a selection of about 50 websites were chosen to represent Internet usage across a wide range of categories, e.g. news, sport, banking, entertainment etc. The audiences (in 000s) for the selected websites were generated from Digital Content Measurement and Clear Decisions and loaded into a spreadsheet for comparison. Two sets of percentages are then calculated:

1. the reach of each website within each demographic category
2. the demographic profile of each website

The percentages produced from these two analyses were then compared between the fused database and the original NOL data. The percentage comparisons can be summarized by two key statistics which provide an indication of how closely the demographic profiles in the fused database compared with the original NOL data. The two statistics computed are known as the correlation coefficient and the regression to the mean. The Nielsen CMI/NOL Fusion had a correlation coefficient of 78% (where 100% is optimal) and a regression to the mean statistic of 13% (where 0% is optimal), indicating the underlying relationships between website usage and key demographics had been adequately retained during the Fusion process.

Measurement of Online Reading

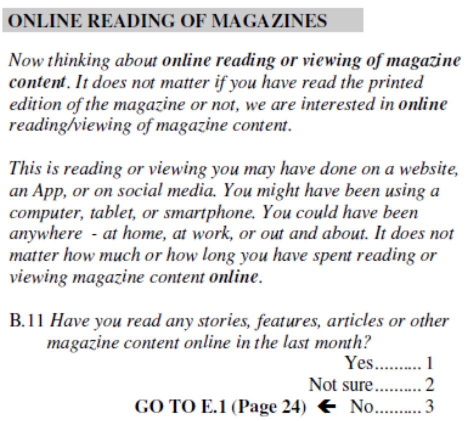
News brands

Online reading of News Brands has been formally measured in New Zealand since 2007. The approach taken in the Face to Face Survey is to ask a filter question about reading of news content online in the last month and then move from this to online masthead equivalents for major newspaper brands. These news content online reading questions are now part of the News Category Fusion, ensuring, for example, that the calculations of the crossover between Print and Online Reading are robust and relevant. The reporting of aggregate news brand reading across Print and Online has become a standard output to the Industry Review Group and within the New Zealand market.

Magazines

As a precursor to Brandscape and working with the New Zealand Magazine Publishers Association (MPA) Nielsen has built a Custom Rollup (cumulative unduplicated audience across a number of websites) within the Online Ratings tool which provides a monthly aggregate audience of all tagged local Magazine websites. When combined with the traditional readership currency measure, this shows the incremental reach brought by these Online Readers, some of whom do not engage with print editions of Magazines measured in CMI. The latest combined data shows a total Magazine reach of 80% of all New Zealanders aged 10+ (read at least one Magazine within its issue period). This increases to 82% with the inclusion of the unduplicated aggregate Magazine audience from Nielsen Online Ratings.

The Brandscape Model



ONLINE READING OF MAGAZINES

Now thinking about ***online reading or viewing of magazine content****. It does not matter if you have read the printed edition of the magazine or not, we are interested in* ***online*** *reading/viewing of magazine content.*

This is reading or viewing you may have done on a website, an App, or on social media. You might have been using a computer, tablet, or smartphone. You could have been anywhere - at home, at work, or out and about. It does not matter how much or how long you have spent reading or viewing magazine content ***online****.*

B.11 *Have you read any stories, features, articles or other magazine content online in the last month?*

Yes.......... 1
Not sure.......... 2
GO TO E.1 (Page 24) ← No.......... 3

Figure 2. Online Reading of Magazines in CMI

There are two levels to Brandscape measurement for Magazines. The first is a set of **industry-level metrics**. These are aggregated with the readership currency to give a measure of overall reading, viewing and engagement with Magazines. These metrics include the online reading or viewing of Magazine content, where this took place (e.g. Website, App, Social Media Site, Digital Edition etc.) and on what devices.

B.14a *Have you read, viewed or engaged with any of the following Magazines in a digital platform* ***in the last month?*** *This might include visiting a website, using an app, reading a digital version of the print publication, engaging on social media such as Facebook, twitter or Instagram or receiving an email newsletter or ezine.*

Figure 3: The Brandscape Showcard in CMI Face to Face

The **brand-specific metrics** flow from traditional readership measurement using masthead recognition to recognition of all possible digital consumption points with that brand. There is an initial filter question to identify digital platform readers in the last month for key Magazine brands. Then these readers are shown all available digital platforms for the brand(s) and asked which they have read, viewed or engaged with in the last month (see Figure 3 and Figure 4 for Face to Face and Online showcards).

For the first time, Magazine publishers have a view, from individual readers' perspective, of the interrelationships between and engagement with their varied brand properties. New measurement metrics show the continuing place of Magazines in their reader's lives across all of the access points with the brand. These metrics can now be viewed alongside the 360 degree view of the consumer that is offered by CMI, including our suite of media engagement insights.

Given the current pace of change we believe broadening measurement requires a fluidity in approaches and processes to ensure new metrics can easily be added and redundant metrics removed (whether claimed or passive). The flexibility inherent in the Brandscape accommodates this and positions us well for future measurement challenges, while allowing for continuity at an overall level.

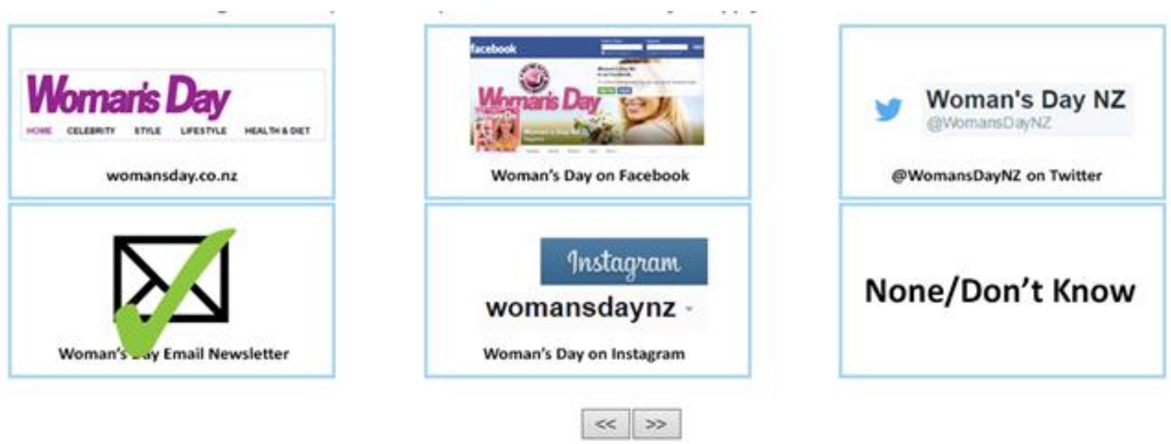


Figure 4: Woman's Day Brandscape elements in the Q1 2015 CMI Online Pilot

Initial Brandscape Results

The initial overview explores two Reader Universes 1) of General Magazine Readers (i.e. those who have read one or more of the Magazines measured in CMI during its issue period) or Online Readers (i.e. people who have read or viewed Magazine content online in the last month and 2) Primary Magazine Readers (i.e. those who subscribe to or have personally purchased one or more Magazines measured in CMI within its issue period) or Online Readers. The base for the analysis is all New Zealanders aged 15+.

		GENERAL MAGAZINE READERS (PRINT) OR ONLINE READERS (3.0M)			PRIMARY MAGAZINE READERS (PRINT) OR ONLINE READERS (2.2M)		
	All people 15+	Solus Magazine Readers	Magazine and Online Readers	Solus Online Readers	Solus Primary Readers	Primary Readers & Online Readers	Solus Online Readers
Totals (000s)	3,598	2,197	654	143	1,407	395	402

Source: Nielsen Consumer and Media Insights Q3 2014 - Q2 2015

Gender

Magazine brands may need to further rethink what they are offering to their female and male readers in the digital world. Both General and Primary Solus Magazine Readers have a female skew compared to the general population. There is a similar skew for General and Primary Magazine readers who are also online Magazine content readers. However Solus Online Readers have a clear male skew.

		GENERAL MAGAZINE READERS (PRINT) OR ONLINE READERS (3.0M)			PRIMARY MAGAZINE READERS (PRINT) OR ONLINE READERS (2.2M)		
	All people 15+ %	Solus Magazine Readers %	Magazine and Online Readers %	Solus Online Readers %	Solus Primary Readers %	Primary Readers & Online Readers %	Solus Online Readers %
Male	48	45	47	62	42	42	57
Female	52	55	53	38	58	58	43

Source: Nielsen Consumer and Media Insights Q3 2014 - Q2 2015

Age

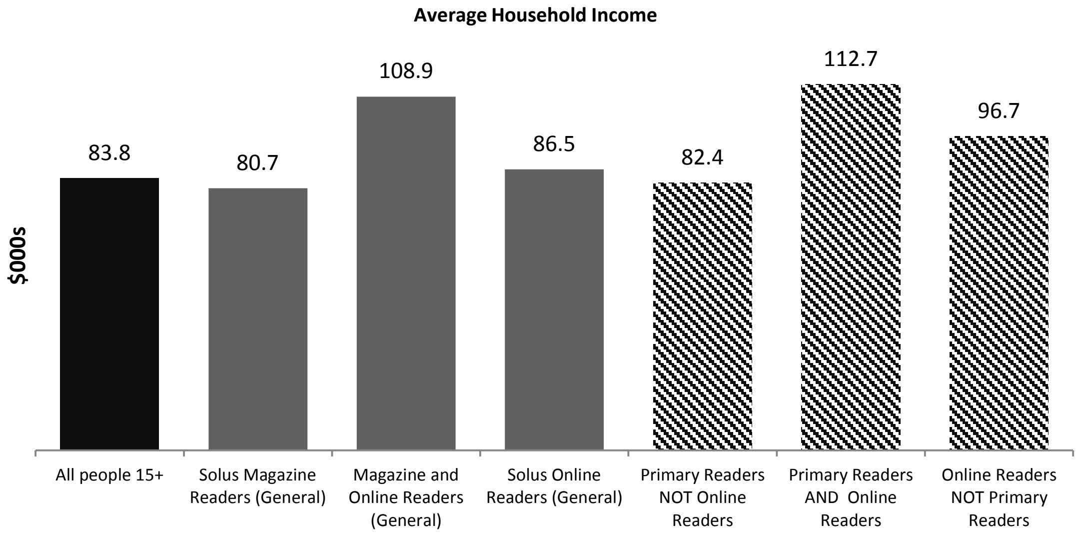
The age breakdowns emphasise the need for Magazines to develop digital properties which may attract younger readers to their brands while retaining the engagement of the traditional core of readers whose relationship with the brand is likely to be founded on experience with the print edition. General and Primary Magazine and Online Readers and Solus Online Readers are over-represented in the 15-29 and 30-44 age-groups.

		GENERAL MAGAZINE READERS (PRINT) OR ONLINE READERS (3.0M)			PRIMARY MAGAZINE READERS (PRINT) OR ONLINE READERS (2.2M)		
	All people 15+ %	Solus Magazine Readers %	Magazine and Online Readers %	Solus Online Readers %	Solus Primary Readers %	Primary Readers & Online Readers %	Solus Online Readers %
15-29	26	21	31	43	13	21	45
30-44	24	23	29	29	20	30	28
45-54	17	17	19	15	18	24	13
55-64	14	16	13	10	20	16	9
65+	18	23	8	3	30	10	4

Source: Nielsen Consumer and Media Insights Q3 2014 - Q2 2015

Household Income

The relative affluence of General and Primary Magazine and Online Readers offers publishers a positive story and potential targeting opportunity. Both segments of Solus Online Readers also have higher than average household income. However, the likely high disposable income of the General and Primary Solus Magazine Readers, as evidenced by the percentages that personally own their home (55% and 65% respectively versus 49% for the 15+ population) can also be viewed as offering opportunities.



Source: Nielsen Consumer and Media Insights Q3 2014 - Q2 2015

Magazine Readership

Fifty percent of New Zealanders aged 15+ are Primary Readers of one or more of the Magazine titles measured in CMI. More than six out of ten are Tertiary readers (obtained free / borrowed), with particularly strong representation of this segment among Online Readers. The challenge for Magazine brands is in understanding these Tertiary Readers and providing the online and offline content that ensures they return to the brand in the future.

		GENERAL MAGAZINE READERS (PRINT) OR ONLINE READERS (3.0M)			PRIMARY MAGAZINE READERS (PRINT) OR ONLINE READERS (2.2M)		
	All people 15+ %	Solus Magazine Readers %	Magazine and Online Readers %	Solus Online Readers %	Solus Primary Readers %	Primary Readers & Online Readers %	Solus Online Readers %
Primary Reader of 1+ Magazines	50	64	60	-	100	100	-
Secondary Reader of 1+ Magazines	15	17	23	-	15	22	16
Tertiary Reader of 1+ Magazines	61	76	84	-	66	77	61

Source: Nielsen Consumer and Media Insights Q3 2014- Q2 2015

Online Reading Platforms

One of the areas where Brandscape has the potential to add value is in understanding the interrelationships between readers and the different consumption points offered (or which may be offered) by their preferred Magazine brands. The currently reported consumption points are websites followed by social media sites with Apps a distant third. Magazine and Online Readers are more likely to choose App than Solus Online. It will be important to ensure this section of the model is constantly updated as new consumption points become available.

		GENERAL MAGAZINE READERS (PRINT) OR ONLINE READERS (3.0M)			PRIMARY MAGAZINE READERS (PRINT) OR ONLINE READERS (2.2M)		
	All people 15+ %	Solus Magazine Readers %	Magazine and Online Readers %	Solus Online Readers %	Solus Primary Readers %	Primary Readers & Online Readers %	Solus Online Readers %
A website	15	-	67	72	-	69	67
An App on any device (mobile/tablet, etc.)	5	-	25	16	-	25	21
A digital edition of the Magazine	3	-	16	8	-	17	11
On a social media site e.g. Facebook	10	-	45	45	-	42	48
In an email newsletter	4	-	19	15	-	21	15
Not sure	0	-	0	-	-	0	0

Source: Nielsen Consumer and Media Insights Q3 2014- Q2 2015

Devices used for Online Reading

The devices used for Online Reading are headed by more traditional technology (Desktop/laptop/netbook) ahead of mobile technology (smartphones and tablet). This is an area worthy of further exploration as Magazine readers in general and Online Readers in particular have consistently high personal levels of technology ownership – which has implications for the direction Magazine brands may choose to take with their digital properties.

		GENERAL MAGAZINE READERS (PRINT) OR ONLINE READERS (3.0M)			PRIMARY MAGAZINE READERS (PRINT) OR ONLINE READERS (2.2M)		
	All people 15+ %	Solus Magazine Readers %	Magazine and Online Readers %	Solus Online Readers %	Solus Primary Readers %	Primary Readers & Online Readers %	Solus Online Readers %
Desktop/Laptop/Netbook computer	18	-	77	75	-	78	75
Mobile phone	12	-	51	57	-	47	57
Tablet	7	-	31	23	-	34	25
Not Sure/Not Specified	0	-	0	-	-	0	-

Source: Nielsen Consumer and Media Insights Q3 2014- Q2 2015

Magazine Engagement

Since 2011 New Zealand clients have accessed a cross-media engagement module, with deep dives for newspapers and Magazines, which is fused into CMI. In 2016 this will be upgraded to provide new insights into the engagement of Online Magazine Content Readers (as they have not been specifically included in previous years). Currently, it is possible to compare the engagement levels of the General and Primary Solus Magazine Readers and the General and Primary Magazine and Online Readers.

While both Solus Primary Readers and Primary and Online Readers have similar and elevated levels of agreement, when compared with the general population, with all the Magazine engagement statements included in the study there are some subtle differences in their ratings. For the Solus print readers connection, inspiration, value and reflection come to the fore, whereas for the Print and Online readers it is relevance, influence, visual appeal and enjoyment of the ads which have heightened importance as part of their Magazine experience.

TOP 5 ENGAGEMENT STATEMENTS BY INDEX	
Solus Primary Readers	**Primary Readers and Online Readers**
1. I feel connection with writers of Magazines I regularly read	1. I enjoy the ads I see in my favourite Magazines
2. I am often inspired by stories and columns in Magazines	2. Magazines influence my thinking
3. Magazines are thought provoking	3. My Magazines are relevant
4. I get value for my time with Magazines	4. My Magazine covers the issues I am most interested in
5. I often reflect on things I read in Magazines	5. Magazines have a great visual appeal

Source: Nielsen Consumer and Media Insights Q3 2014 - Q2 2015

Results for consumer action (i.e. what people actually do as a result of reading or engaging with Magazines) are very similar for General and Primary Solus Magazine and General and Primary Print and Online readers. All four segments are predisposed to talk about what they have read, consider or actually buy products and services they see advertised and take other related action. The differences in consumer action are perhaps unexpected - offline readers are more likely to call 0800 numbers, while a greater number of Online Readers say they visit websites and/or post comments and reviews online.

Purchase Intentions and Category Engagement

Primary Solus Readers and Primary Print + Online Readers offer potential opportunities for the Magazine industry and individual Magazine brands to open new conversations with advertisers and agencies. There are many general consumer categories where these groups of readers in particular have high levels of engagement and express their intention to purchase or further engage in the near future. For example:

- Investment home loans
- Overseas travel – cruises, flights and short breaks
- Domestic travel and short breaks
- Leisure and entertainment
- Insurance
- Renovations and home improvements
- Household items – from white goods to entertainment systems

Face to Face vs. Mixed Methodology

In Quarter 1 2015 Nielsen conducted a Mixed Methodology pilot with 25% of the sample from Online (Online Panel plus 25% CATI recruited) and 75% from the traditional face-to-face interviews. Online reading and Brandscape were included in the pilot. This initiative is aimed at improving the future representativeness of CMI as it becomes harder to reach all segments of the general population through the traditional Face to Face methodology.

In the Q1 2015 Face to Face CMI fieldwork (n=3,000 respondents) the seven Magazines tested in the Brandscape model saw an uplift of between 2% and 16% when the digital consumptions points were combined with print readership to give them an unduplicated print plus digital reach.

The results for the same seven Magazines in the Mixed Methodology pilot showed similar patterns of uplift across the titles with increases of between 3% and 24%. The Online Pilot also saw the testing of new rim weights for Internet usage in order to control for skews in the Mixed Methodology sample due to the introduction of a proportion of respondents from the Online Panel.

In both the Face to Face and Mixed Methodology Q1 2015 results the biggest uplift was achieved by a Magazine brand which is a relatively niche title specifically targeting young female readers. The smallest uplifts were seen for mass circulation titles. In both cases, however, there are clear opportunities for the publishers to build on these early insights in the way they tailor digital consumption points for their Magazine brands.

Interviewer feedback from the Face-to-Face fieldwork and a review of the answer patterns and respondent feedback from the Online Pilot suggests the Brandscape model is working effectively. It is now at a point where Nielsen and the IRG can extend it further in both the face to face and online environments and continue to build on the methodological learnings so far.

Key Learnings

After more than a year of industry-level measurement, two quarters of the initial Brandscape test measurement and the Online Pilot we have highlighted a number of key learnings including:

- Brandscape has a clear role to play as a calibration tool to inform passive measurement and new metrics.

- New and valuable insights are now available to publishers into the crossover and unique audiences through different platforms and also where devices fit.

- The identification of a group of "Solus Online Magazine Content Readers" who do not have a strong relationship with any of the Magazine brands traditionally measured in CMI but do read Magazine content online. The next Media Engagement Study will be upgraded to include questions relevant to these Online Readers.

- The different profile of the print only, online only and print + online Magazine readers, including but not limited to the following:

    - Demographically
    - Their engagement with Magazine content and where Magazines fit (or do not) in their lives
    - Their lifestyle, interests and attitudes
    - Their category engagement and purchase intentions

- The opportunity for new conversations with advertisers and agencies about the online, offline and combined Magazine audience, their relative affluence, category engagement and purchase intentions.

Summary and Conclusion

In New Zealand, Nielsen and our publisher clients are excited by the potential of Brandscape and what it offers. As the focus shifts further towards brand engagement, the current initiative means we are well positioned for future change. This is an important part of the CMI Roadmap for future measurement which will be interrogated, reviewed and enhanced over time.

In some markets, Nielsen currently uses 3rd party access panels to run online calibration surveys to better inform our online products of what data needs to be corrected for reporting accurate audience reach numbers. CMI and specifically Brandscape, is expected to play an increasingly important role, whereby we add any additional questions that are needed to the CMI survey in order for us to generate those calibration factors from our CMI dataset itself. Over time we expect to use Brandscape metrics to calibrate and inform the way we report the interrelationship between passive measurement of the different consumption points with survey measurement of a newspaper or Magazine brand and the audience engaging with each of them. There may come a time when the CMI survey data relating to digital engagement is only used in this way and not reported separately. This is in line with Nielsen's philosophy of using actual rather than claimed metrics.

Future initiatives could include a cookie drop on a 3rd party respondent access panel and fuse their online exposure information with TV, print and other media. After CMI moves to a Mixed Methodology, there is the potential to drop cookies on CMI respondents who have opted in and that will give us a single source for CMI data and online exposures. This will further enhance the accuracy of our measurement and audience estimates in the algorithmic future.