The emma™ Print Engagement Metric - October 2015
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1   An overview of the Australian emma Print Engagement metric

The concept of Engagement has been used by the publishing community in Australia for many years to demonstrate the fact that print publications are able to hold the attention of (i.e. engage) their readers in a unique manner. The Australian media and advertising industry recognises that Newspapers and Magazines have a very special relationship with their readers which cannot be replicated in the same way as other media channels. As readers we all choose print titles we want to read in anticipation of an experience that fits our mood and our needs. As part of the design of the new emma (Enhanced Media Metric Australia) cross media survey the publishing community worked with Ipsos to design a set of research questions which could quantify the "engagement" value of newspaper and magazine titles. The emma Engagement metric is based on a research sample of over 20,000 emma respondents that allows subscribers to investigate and measure the relationship that exists between print titles and their readers. The Engagement research covered 189 publications which include national, metropolitan and regional newspapers, newspaper inserted magazines, and weekly and monthly magazines. The emma Engagement research comprehensively demonstrates the unique relationship that exists between print titles and their readers. These powerful connections are measured through the "*Engagement Quotient*" - a numerical representation that demonstrates the strengths of each publication regardless of its audience size. The results of the Engagement research were released to the media industry in Q1 2014, with access being available via a specially built online analysis system.

For publisher sales the ability to report Engagement as a quantifiable metric by title is providing a unique opportunity to work with planners & marketers in a powerful, new way. For media agency planners and marketers the Engagement metric is providing an important database that enables advertising strategy to be matched to print titles, based on how those titles are read.The emma Engagement metric is the most comprehensive, sophisticated and coherent market research study ever undertaken in Australia to quantify how readers relate to print titles. As such it is proving an invaluable source of information for advertisers, media planners and marketers alike.

2   How the Engagement metric was designed and collected

From project design to implementation the Engagement research employed an innovative and rigorous methodology. The research questionnaire was designed following extensive qualitative and quantitative pilot testing. Then for the 6 months between July and December 2013 more than 20,000 Australians aged 14+ were interviewed about their engagement with the titles they read, as a part of the overall emma cross media survey. The annual 50,000 emma sample is selected in line with a detailed and independently audited national sampling frame to ensure that all sections of the English speaking population in Australia are properly represented. The Engagement questionnaire asked more than thirty statements about different aspects of reader engagement covering how they read, how often they read, why they read, the experience of reading and the sorts of actions people may take after reading. As such it is a logical, coherent framework enabling meaningful comparisons between titles and genres. In brief the engagement project
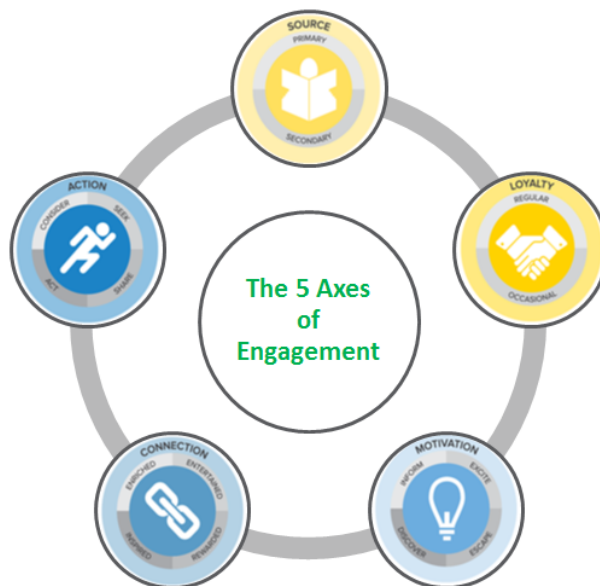
- Used a national sample of over 20,000 people aged 14+ as part of the emma survey between July & December 2013.
- Emma respondents are surveyed 7 days a week to achieve the most accurate recall
- Respondents were asked over 30 Engagement questions about the way they read magazines (inc newspaper inserted magazines) & newspapers.
- The Engagement measures were built in collaboration with the Media Federation of Australia (MFA) and Magazine Publishers of Australia (MPA) as well as The Readership Works (representing the newspaper publishers) & Ipsos
- The Engagement data is accessible and customisable via an easy to use online web analysis tool.

2   Introducing the "5 Axes of Engagement"

Following both quantitative and qualitative research the "5 Axes of Engagement" framework was developed to encompass all components of reader engagement from behavioural, through depth of reading, reasons for reading, emotional connection to actions taken. The emma Engagement metric therefore enables advertisers and media agencies to better understand the core strengths of each publication measured across the five axes, being - behavioural (source of copy), depth of reading (loyalty), motivation (reasons for reading), (emotional) connection and action taken (see illustrations below). Through better understanding of how readers engage with a title via the 5 axes, publishers can now work with agency planners and marketers to identify which publications provide the most suitable environment to meet the specific needs of their marketing communications.
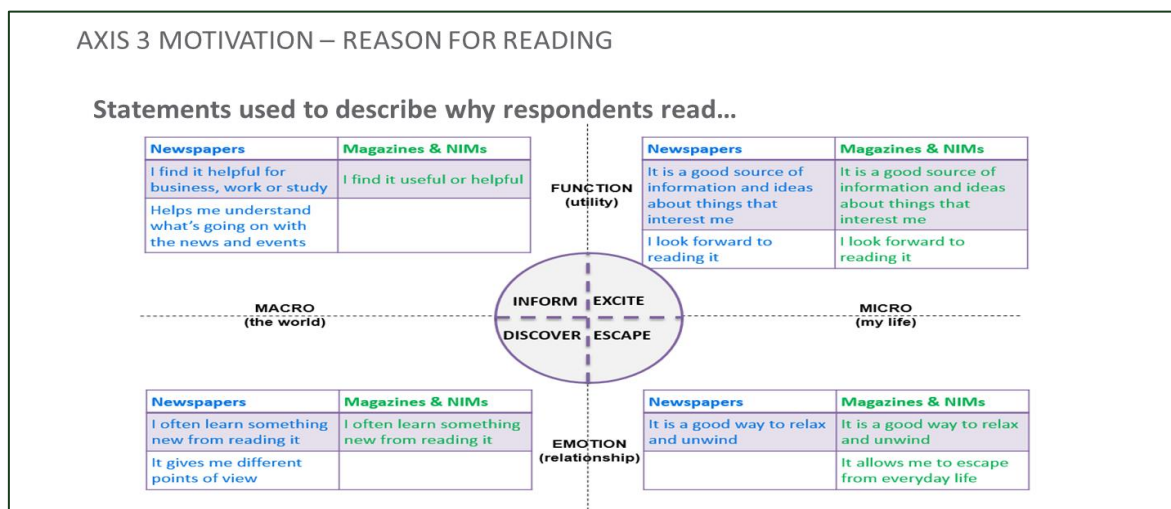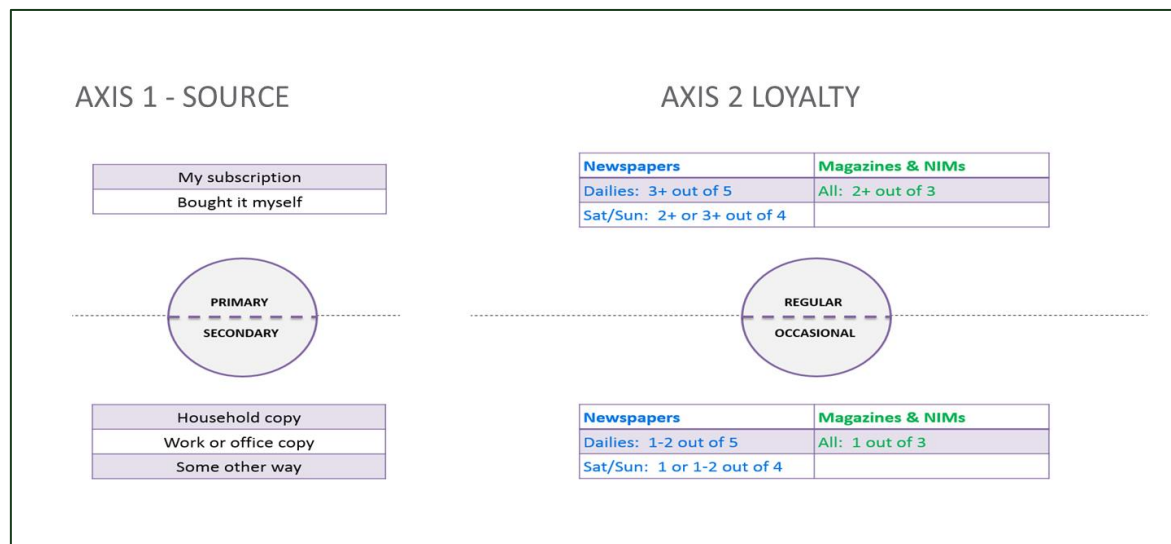
Components of reader engagement

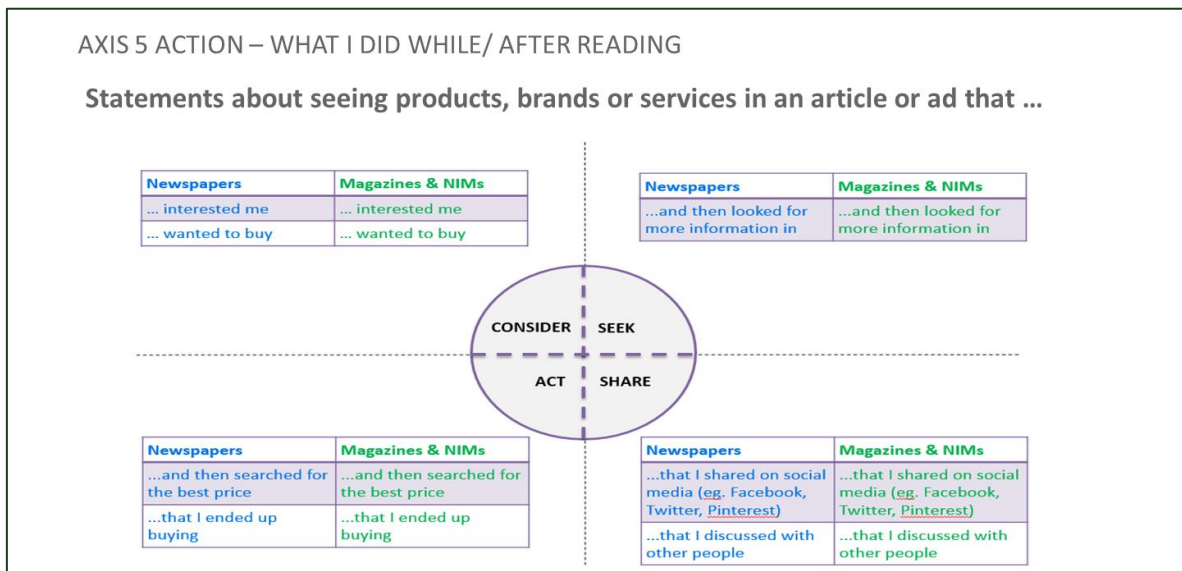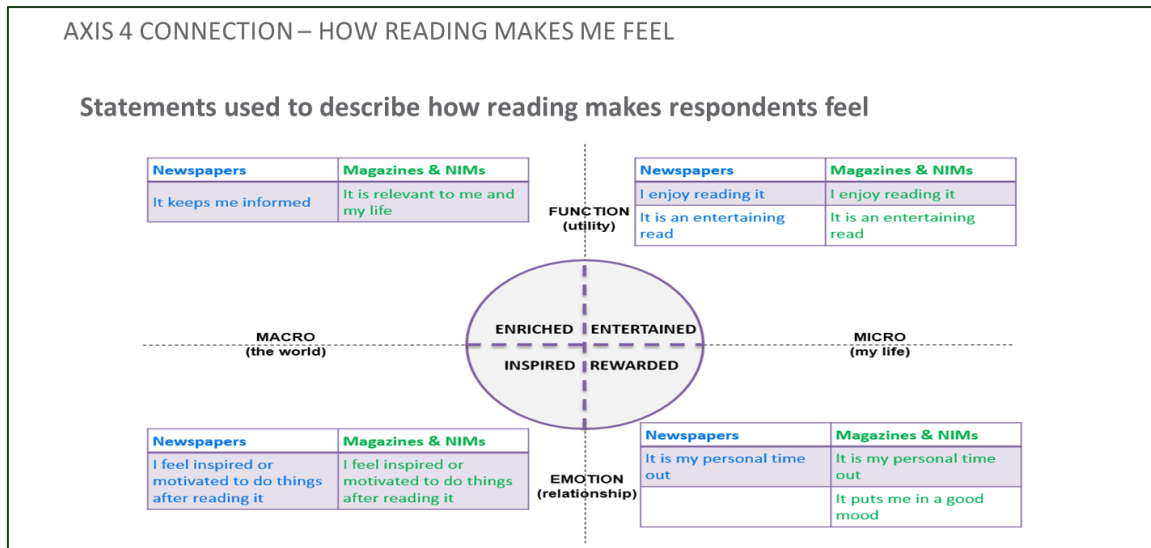| Behavioural	Depth of reading	Reasons for reading	Emotional connection	Actions taken
Reader loyalty (how often read)	Intensity of reading (cover to cover/ selective /skim)	Recommendation from family member, friend, colleague, etc	Relevant to me	Visit website (or other enquiry)
Proportion read	Make time to read vs. fit it in whenever I have time	For work/study	Authoritative/ credible/ trustworthy	Share with friends or family
Source of copy		To keep up (e.g. with current affairs/fashion /sport/local news	Entertaining (always something to read)	Retain copies
Time spent reading		For entertainment/(or passion)	Informative	
Place of reading (e.g. home vs. work vs. travelling etc.)		For instruction		
		To help make a purchase decision		

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The "5 axes of Engagement" are determined with each axis comprising different hemispheres (which differ slightly between newspapers and magazines).

Each of the axes are constructed as follows:

AXIS 1 - SOURCE

| My subscription |
| Bought it myself |

PRIMARY / SECONDARY

| Household copy |
| Work or office copy |
| Some other way |

AXIS 2 LOYALTY

Newspapers	Magazines & NIMs
Dailies: 3+ out of 5	All: 2+ out of 3
Sat/Sun: 2+ or 3+ out of 4	

REGULAR / OCCASIONAL

Newspapers	Magazines & NIMs
Dailies: 1-2 out of 5	All: 1 out of 3
Sat/Sun: 1 or 1-2 out of 4	

AXIS 3 MOTIVATION – REASON FOR READING

Statements used to describe why respondents read…

Newspapers	Magazines & NIMs
I find it helpful for business, work or study	I find it useful or helpful
Helps me understand what's going on with the news and events	

FUNCTION (utility)

Newspapers	Magazines & NIMs
It is a good source of information and ideas about things that interest me	It is a good source of information and ideas about things that interest me
I look forward to reading it	I look forward to reading it

MACRO (the world)   INFORM | EXCITE / DISCOVER | ESCAPE   MICRO (my life)

Newspapers	Magazines & NIMs
I often learn something new from reading it	I often learn something new from reading it
It gives me different points of view	

EMOTION (relationship)

Newspapers	Magazines & NIMs
It is a good way to relax and unwind	It is a good way to relax and unwind
	It allows me to escape from everyday life

AXIS 4 CONNECTION – HOW READING MAKES ME FEEL

Statements used to describe how reading makes respondents feel

Newspapers	Magazines & NIMs
It keeps me informed	It is relevant to me and my life

FUNCTION (utility)

Newspapers	Magazines & NIMs
I enjoy reading it	I enjoy reading it
It is an entertaining read	It is an entertaining read

ENRICHED | ENTERTAINED

MACRO (the world) — MICRO (my life)

INSPIRED | REWARDED

Newspapers	Magazines & NIMs
I feel inspired or motivated to do things after reading it	I feel inspired or motivated to do things after reading it

EMOTION (relationship)

Newspapers	Magazines & NIMs
It is my personal time out	It is my personal time out
	It puts me in a good mood

AXIS 5 ACTION – WHAT I DID WHILE/ AFTER READING

Statements about seeing products, brands or services in an article or ad that …

Newspapers	Magazines & NIMs
… interested me	… interested me
… wanted to buy	… wanted to buy

Newspapers	Magazines & NIMs
…and then looked for more information in	…and then looked for more information in

CONSIDER | SEEK

ACT | SHARE

Newspapers	Magazines & NIMs
…and then searched for the best price	…and then searched for the best price
…that I ended up buying	…that I ended up buying

Newspapers	Magazines & NIMs
…that I shared on social media (eg. Facebook, Twitter, Pinterest)	…that I shared on social media (eg. Facebook, Twitter, Pinterest)
…that I discussed with other people	…that I discussed with other people

An important aspect of the Engagement methodology is that newspaper and magazine publications are treated differently, in recognition of the way that these publication types are not read in the same way. This sophistication enables the particular strengths of each publication type to be appropriately identified. Whilst most statements are the same for newspapers and magazines, for this reason some statements do differ to reflect the nature of each type of publication.

3   How the "5 axes" are constructed

Source
How did you obtain the last copy you read?

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a Source of the last **copy** of the title read

The Source axis indicates how the title is obtained. For example a publication may be obtained via a subscription, purchased by the reader, someone else at home obtained it, or the title copy was picked up somewhere else (ie at work, in a library etc.).

Source Hemispheres
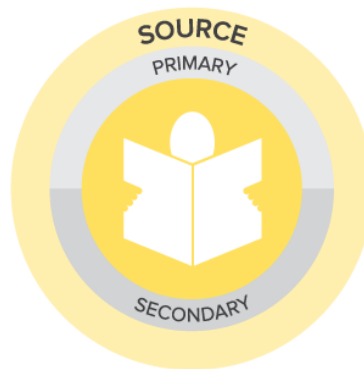
The Source Axis comprises the Primary and Secondary Hemispheres. Newspaper and Magazine titles share the same Statement/Answers for the Source Hemispheres.

Source Statement/Answer	Hemisphere
My subscription	Primary
Bought it myself	Primary
Household copy	Secondary
Work or office copy	Secondary
Some other way	Secondary

Loyalty

How often do you read the title?

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b Reader **loyalty** (frequency of reading)

The Loyalty axis reveals how often the title is read by readers as either a regular or occasional reader.

The Loyalty Axis comprises the Regular and Occasional Hemispheres.

Loyalty Hemispheres

Newspaper and Magazine titles vary in the Statement/Answers used for the Loyalty Hemispheres to reflect the differences in frequency of publication.

Title	LOYALTY Statement/Answer	Hemisphere
Newspapers	3+ out of last 5 issues	Regular
	1 or 2 out of last 5 issues	Occasional
Magazines	2+ out of last 3 issues	Regular
	1 out of last 3 issues	Occasional

Motivation
Why did you read this title?

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c **Motivation** for reading the title

The Motivation axis explores the reasons why readers read the publication. For example, was it read for inspiration, for work or study, for personal 'time out', etc. The Motivation Axis comprises the Inform, Excite, Escape and Discover Quadrants.

Newspaper and Magazine titles vary in the Statement/Answers used for the Motivation Quadrants to reflect the specific attributes and nuances of the publication type.

Title	MOTIVATION Statement/Answer	Quadrant
Newspapers	It keeps me informed	Inform
	Helps me understand what's going on with the news and events	Inform
	I enjoy reading it	Excite
	I look forward to reading it	Excite
	I often learn something new from reading it	Discover
	It gives me different points of view	Discover
	It is a good way to relax and unwind	Escape
Magazines	I find it useful or helpful	Inform
	I enjoy reading it	Excite
	I look forward to reading it	Excite
	I often learn something new from reading it	Discover
	It is a good source of information and ideas about things that interest me	Discover
	It puts me in a good mood	Escape
	It allows me to escape from everyday life	Escape

Connection
How/Why is the title relevant to you?
▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬

d Connection with the title

The Connection axis explores what the reader has achieved or experienced from the act of reading. Was it to discover different points of view, to relax and unwind, was it read with a sense of anticipation, etc?

The Connection Axis comprises the Enriched, Entertained, Rewarded and Inspired Quadrants

Connection Quadrants
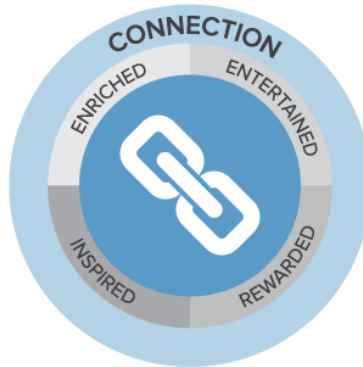
Newspaper and Magazine titles vary in the Statement/Answers used for the Connection Quadrants to reflect the specific attributes and nuances of the publication type.

Title	CONNECTION Statement/Answer	Quadrant
Newspapers	I find it helpful for business, work or study	Enriched
	It is a good source of information & ideas about things that interest me	Enriched
	It is an entertaining read	Entertained
	I feel inspired or motivated to do things after reading it	Inspired
	It is my personal time out	Rewarded
Magazines	It is relevant to me and my life	Enriched
	It is an entertaining read	Entertained
	It is a good way to relax and unwind	Entertained
	I feel inspired or motivated to do things after reading it	Inspired
	It is my personal time out	Rewarded

Action
What actions were taken?
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e Action taken as a result of reading the title

The Action axis identifies the action a reader has taken after reading a title. These can be: information was discussed/shared with friends or family; something that was read about was subsequently shared on a social media site; an action was taken to look for more information online or in-store, a purchase was made (or planned), etc.

The Action Axis comprises the Consider, Seek, Share and Act Quadrants

Action Quadrants
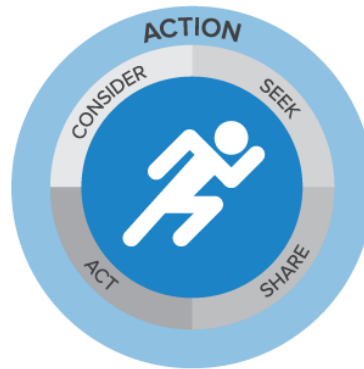
Newspaper and Magazine titles share the Statement/Answers used for the Action Quadrants, as all outcomes are common regardless of the publication type being measured.

ACTION Statement/Answer	Quadrant
I have seen a product that I wanted to buy	Consider
I have seen a product that interested me	Consider
I have seen a product and then looked for more information in	Seek
I have seen a product and then searched for the best price	Seek
I have seen a product that I ended up buying	Act
I have seen a product that I discussed with other people	Share
I have seen a product that I shared on social media (eg. Facebook, Twitter, Pinterest)	Share

4   Engagement Quotient (EQ)

The Engagement Quotient (EQ) is a numerical representation that demonstrates the strengths of each publication regardless of its audience size. emma Engagement data can be analysed as 000s, % or as an Engagement Quotient (EQ).

The purpose of the EQ is to demonstrate the relative strengths of each publication. The Engagement Quotient (EQ) is an index-based representation of the strengths of each publication across multiple dimension and variables, regardless of its audience size. The EQ compares an individual title with all other titles in its group (newspapers, newspaper inserted magazines or magazines). EQ's are not impacted by the size of the readership of a publication and therefore allow engagement to be understood in isolation from overall readership levels (which are available in the main emma database). A publications' EQ score for a variable will be higher if it performs more strongly compared to its relevant group for that variable. EQs are therefore not impacted by the size of the readership of a publication and allow engagement to be understood in isolation from readership levels. In this sense the EQs are complementary to the 000s and % data.

5   Accessing the Engagement database

Users can use an Online Engagement Tool to select the Axes and Quadrants they wish to report by individual title, or by genre or by publisher. Selection from over 50 key demographics and buyergraphics is possible (chosen based on market feedback and robustness of sample size), split by state if required. Results can be generated as EQs, 000s or % within cross tabulations or graphs, and all reports can be downloaded into excel format. The report results can be viewed within the Online Engagement tool or have the results exported as a PDF or as CSV format for further analysis in a spreadsheet application like MS Excel. Subscribers are able to access the Engagement online reporting tool independently or via a button in the emma "Datafriend" reporting software. The Engagement web tool is also a subdomain within the emma website so it can be accessed directly from the website.

Access options	
1. Start a preferred Web Browser OR OR	
2. Navigate to the web application Link **engagement.emma.com.au**	
3. Logon using your emma Username and Password credentials	
4. Click the **Log in** button	Log in

The Engagement Web Applicaction workspace comprises 6 selection criteria (panels). The **Analysis Measure** is where the type of analysis will determine which measure needs to be selected for reporting. The Engagement **Axis and Quadrants** are selected in panel 2. Panel 3 allows you to select the **Demographics** of your analysis. The **Print Media Types** and **Titles** are selected from Panel 4. Panel 5 allows you to select your **Reporting Options**. After completing the reporting selections users use Panel 6 to **Run the Report**. To run a report the user needs to choose the most appropriate selections from this screen to run results for analysis.

An overview of the Engagement analysis selection process.

Building an Engagement analysis – step by step
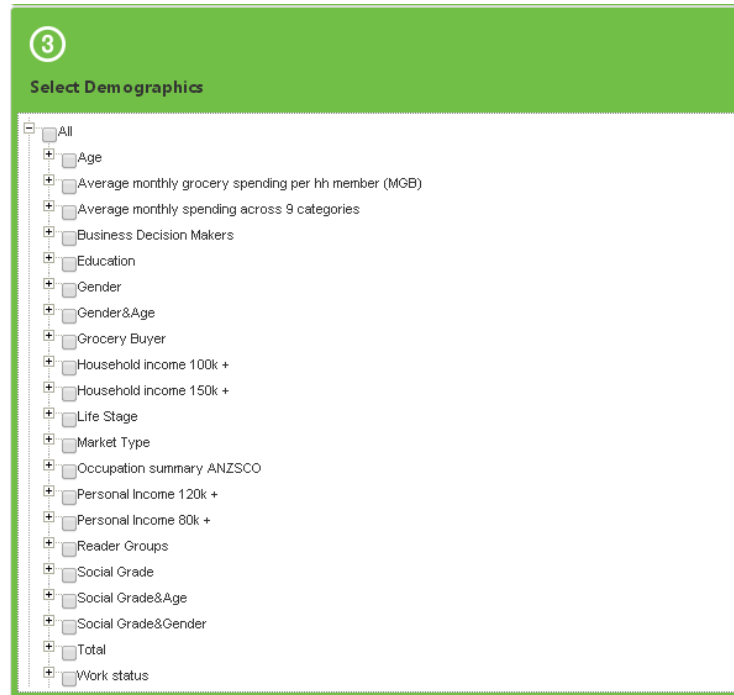
Step

1. Review Panel 1 which determines the analytical metric for the report

2. Review Panel 2 and Select each Axis to Review and the Hemisphere/Quadrant pertinent to each Axis

Building an Engagement analysis – step by step (cont)

Step
3. Review Panel 3 - the **Demographic Selections** available for Reporting and Analysis
Note: There are over 50 Demographic options available to use

Building an Engagement analysis – step by step (cont)

Step
4. Review the **Media Types** and Title selections available
5. Review the **Report Options**
Note: The Report Options also allows you to set conditional formatting for low and high values limits.
6. Run a **Report** for the selections you have made

Example of an Engagement analysis (showing EQ scores)

Step

7. Review the report

+ Selection

Engagement (EQ)

⬇ ● PDF ○ CSV

Title	Total					Gender									
						Female					Male				
	Primary	Regular reader	Inform	Enriched	Act	Primary	Regular reader	Inform	Enriched	Act	Primary	Regular reader	Inform	Enriched	Act
Adelaide Advertiser (M-F)	83	83	109	109	105	85	77	110	111	97	81	88	106	104	113
Border Mail (M-F)	105	92	120	119	97	95	84	117	127	102	118	102	124	107	95
Border Mail (Sat)	132	139	114	109	118	126	147	113	109	141	140	129	114	107	94
Cairns Post (M-F)	80	78	125	106	89	84	71	135	109	75	76	87	111	102	117
Cairns Weekend Post	136	130	89	92	106	141	140	89	93	111	131	118	90	90	104
Canberra Times (M-F)	73	76	123	120	96	71	77	126	125	72	74	74	118	114	122
Canberra Times (Sat)	132	116	98	112	109	140	114	104	124	106	124	118	91	99	114
Chronicle (M-F)	74	70	114	98	84	75	78	110	88	109	73	63	119	111	53
Chronicle (Sat)	132	116	90	88	76	133	127	88	85	112	130	106	92	91	38
Courier-Mail (M-F)	70	69	122	114	99	70	63	118	109	98	68	73	124	117	100
Courier-Mail (Sat)	111	99	100	100	115	111	98	95	95	113	111	99	102	101	117
Daily Mercury (M-F)	87	72	126	101	154	97	60	118	85	151	74	92	148	140	160
Daily Mercury (Sat)	107	98	104	86	150	112	94	91	74	129	N/A	N/A	N/A	N/A	N/A
Daily Telegraph (M-F)	65	70	109	100	107	64	67	110	101	113	66	73	108	98	102
Daily Telegraph (Sat)	112	108	85	89	115	116	106	84	90	136	107	111	84	87	87
Financial Review (M-F)	46	47	116	161	68	49	34	126	172	36	44	53	110	152	75
Financial Review (Weekend edition)	120	98	94	117	115	113	101	103	135	109	123	96	89	106	114

Note: The Report Title includes the Measure selected for Analysis (Quotient).

The results are presented in the colour shade matching the respective Engagement Axis

The report can be exported to PDF or CSV format   ⬇ ● PDF ○ CSV   when clicking the Export Button.

6   Engagement in summary

Australian Publishers have long understood the power of the engaged relationship between their titles and readers, but previous proprietary studies measuring different types of engagement and using different types of methodology have presented a disparate picture. Now for the first time, a comprehensive, consistent measure of the multi-faceted nature of these relationships is available allowing publishers to promote the print media and their individual publications, in a coherent framework and in one place. Publisher sales and research personnel are very used to the concept of engagement, but have never before had access to a resource of this research breadth and depth delivered in a user friendly format. The greatest challenge for sales teams is always being able to build collaborative relationships with agency planners and product marketers. The emma Engagement Metric now enables sales teams to be able to talk about their titles in ways that "go beyond the numbers" by describing a title's readership in a way that cannot be replicated by any other media channel. The Engagement metric therefore provides publishers with an important supplementary tool to help promote print media and shift the sales and marketing narrative beyond gross headcount.

For agency planners & marketers a key requirement is to ensure that the communication matches the channel environment in which it is placed (so serious messaging, for example, is shown in an environment deemed trustworthy). The new engagement metric enables the planner/marketer to select the appropriate print environment much more accurately, conveniently and with the reassurance of an independently audited methodology. Agency planners and marketers implicitly understand the power of branding and how that strength can be translated across to associated brands. This concept of association is used to select TV and radio programs, websites and even outdoor sites. Now, only print has a database allowing analysis at publication level within a robust and independently audited research framework showing how every publication has a unique "engagement footprint" which allows planners and marketers to see exactly which print titles are most suitable to meet the needs of each campaign

The emma Engagement Metric provides evidence that the reader relationship with a publication or publications is the unique "DNA" of the print media and is stronger and more lasting than the relationship that exists between consumers and any other media channel. In a rapidly changing media landscape advertisers and their agencies need to be reminded of the power of this relationship and how it can be used to convince consumers of the strength of brands that use print. The Engagement research is therefore important because it provides a consistent and deep measure of this relationship for all newspapers, newspaper inserted magazines and magazines in an easily accessible format.

In short, the clear benefit of the Engagement research is that it will strengthen the marketing potential of the print industry. With over 1600 online analyses run since launch Engagement is proving to be an invaluable source of information for advertisers, media planners and marketers alike.