

Media MAP

“Simply the most thorough and accurate readership survey available today.”

The Roy Morgan Readership Survey is used by publishers and advertising agency clients in Europe, Australasia, the USA and Indonesia. In a recent independent survey of international print measurement, Roy Morgan Readership was judged most fair of all in terms of measurement of different types of publication. In Australia it is the industry currency.

Our survey collects a comprehensive range of demographic information and provides extensive coverage of consumer and product categories, including cars, household appliances, household technology, fast food, finance, holidays, leisure activities, retail, and supermarkets.

As well as measuring the readership of newspapers and magazines, including newspaper supplements, the survey also collects data on other media consumption, including television viewing, radio listening, cinema attendance, catalogue readership and Internet usage.

Together with a range of expanded media measures, such as time spent using different media and preferred media used in purchasing decisions, it provides an in-depth understanding of media behavior.

The unique feature of Media MAP is that all the information collected is *Single Source*, so that **all questions on the survey are asked of each respondent.**

Single Source enables marketers to directly measure the strength of relationships between consumer characteristics and media usage.

Media MAP provides publishers with a powerful editorial tool to understand and gain insight into their current and potential readers. It also enables them to identify advertisers who have a strong affinity with their titles in order to drive revenue.

Roy Morgan has a specialised team who are thoroughly experienced in all aspects of media. We are uniquely equipped to help agencies and their clients develop well-targeted advertising messages and ascertain the most cost-effective media to reach their audience.

Subscription to MediaMAP includes access to Roy Morgan *Values Segments** which identifies the key drivers of choice and change. They provide an understanding of why people with similar age, occupation, family composition and educational background will have different media habits and differing responses to advertising messages.

**Developed in conjunction with Colin Benjamin of The Horizons Network*



Media MAP

Media Most Useful

Media Most Useful provides powerful insights regarding which media consumers find most useful when purchasing or selecting products. It details which one media source, from Newspapers, Magazines, Catalogues, Radio, Television, Internet, Cinema or Yellow Pages, is considered most useful for providing information when purchasing or selecting a range of products. More than 20 categories are available for analysis such as motor vehicles, home improvements & renovations, furniture, CD's, computers, financial investment, travel, fashion & jewellery.

Media Most Useful would allow you to build compelling arguments for different media. Furthermore, it enables you to show which of the media readers of specific titles find most useful.



Media Content & Preferences

Media MAP enables analysis of which media people prefer at different times of the day and the content they prefer. 'Day in the life' snapshots can be developed for your readers. Do your readers behave the same or differently than their competitors and what opportunities exist for new titles sections or features?

“Build up a total picture of media consumption by understanding their behaviour and their attitudes.”

Brand MAP

Brand MAP, a feature of Media MAP, has been developed by Roy Morgan International to build up a total picture of the consumer by measuring their behaviour and their attitudes. It offers a window into the mind of the consumer by providing detailed information about consumer attitudes and behaviour across a variety of industries, from grocery products to home technology.

Brand MAP will help you in identifying the most appropriate target market by looking at the brands people support. By showing the number of people in this target group who read your titles, you can demonstrate the brand profile of your media offer.

Brand MAP has extensive data across every major category of products and services consumed. Detailed information through to brand level is available upon subscription to each industry survey.



Media MAP

Brand MAP has extensive product data by brand detail including computer purchasing, Internet and mobile phones.

The attitude and lifestyles are particularly powerful, allowing you to construct complex and sophisticated targets such as 'If I hear of a new alcoholic drink I will try it' and 'I believe in taking risks'. This allows you to target advertisers seeking early adopters such as the new young adult market for designer beverages.

Brand MAP has extensive product data by brand detail including mobile phones, Internet and cosmetic items.

Hence, Brand MAP allows you to develop detailed, specific and relevant sales proposals to advertisers' actual brands, rather than generic brands.

The range of Brand MAP data is regularly updated in line with advertiser demand.

TV Program Involvement

In order to provide maximum value, Roy Morgan Television Audience Profiles also include TV Program Involvement. This is a further measure of television viewing habits that details the level of involvement people have with a selection of programs (ie: 'I really love this program', 'I especially choose to watch it', 'I watch it only because someone in my family wishes to' and 'I watch it if there's nothing better').

This powerful addition to Television Audience Profiles to helps you gain a deeper understanding of the relationship and involvement between magazines and television.

Do readers of Time 'especially choose to watch' a particular program or 'only watch it because a family member does'?

Apart from presenting a comparison look television by showing low involvement with specific programs, you can also better promote your own titles in TV programs with high involvement.

Extended Internet Module

In addition to the Internet data included as part of Media MAP, our Extended Internet module allows further analysis and enables you to more effectively target 'dot com' advertisers. Some of the extra variables include:

- Changes to media habits since using the Internet
- Products bought on the Internet
- Amount spent
- Likelihood of using Internet in next 6 months
- Factors influencing a home connection
- Attitudes towards the Internet

Pay TV

Pay TV Market Dimensions – includes information regarding current Pay TV subscription status and intention by operator, interest in program types currently offered, and interest in new services offered (eg. home shopping, information services, gambling etc).

Pay TV Channel Data – provides details of the channel watched, by time of day and service provider.

Pay TV Attention Level Data – measures level of attention paid to the channel watched, by time of day and service provider.

Attitudes to Pay TV Channels – measures level of involvement with Pay TV Channels by 'I really love this channel', 'I especially choose to watch it', 'I watch it only because someone in my family wishes to' and 'I watch it if there's nothing better'.



Discover your edge

ACCURATE ANSWERS AT YOUR FINGERTIPS

Publishers & Media Owners:

- How many readers (viewers/listeners) do I have?
- Who are they?
 - What are their demographics?
 - What are activities and interests are they into?
 - What are their values?
 - What are their attitudes?
 - What products do they use?
 - What products do they own?
 - What products have they purchased? What do they intend to purchase?
 - Where do they shop? Who do they bank with?
- What other publications do my readers read (duplicated readership) and don't read (exclusive readership)?
- Do I attract new readers or are my readers loyal?
- How are my readers different from my competitors' readers?

Media MAP Subscribers

- Publishers
- Advertising agencies
- Radio stations
- Television stations
- Internet providers
- Pay TV companies
- Cinema advertisers
- Other media companies (eg film distributors, outdoor advertisers, direct marketing companies)
- All advertisers (finance, automotive, telecommunications, consumer goods, etc)

Agencies:

- Which media does my target market consume (magazines, newspaper, TV, pay TV, radio, Internet, catalogue, cinema)?
- Which magazines/newspapers do they read?
- Which television programs do they watch?
- How involved are they with that program?
- How much attention do they pay to that program?
- Which radio stations do they listen to (by time of day)?
- Do they have Internet access? How often do they use it? What do they use it for? What is their attitude to the Internet?
- Which print/television schedules give the best reach/frequency/impacts/cost efficiencies?
- Is the software capable of producing multimedia schedules?
- Is there a dedicated account team who can help relate the data to my specific client?

Uses

- Identifying top magazines and newspapers performers
- Understanding the market and evaluating overall magazine category performance
- Tracking readership over time and assessing position in the market
- Advertising sales – demonstrate benefits of placing an ad in regards to purchasing behaviour and intentions
- Editorial intelligence – profiling readers and competitors' readers
- Evaluating cross-media marketing opportunities
- Target market identification & segmentation
- Creative execution development
- Media planning and buying – creating and evaluating media schedules
- Assessing market dynamics for new product launches



Media MAP

Rigorously tested over 50 years.

In measuring the readership of different types of magazines and newspapers (daily, weekly, local, national) we have rigorously tested various methods to deal with the different factors which have the potential to affect the accuracy of the readership estimate. Such sources of error include poor memory, parallel reading, replication, telescoping, prestige and confusion.

In order to minimise these biases and therefore be able to make meaningful comparisons between the publication types, we use the best method for measurement rather than the easiest method.

Roy Morgan international operates in USA, UK, Australia, New Zealand and Indonesia, collecting information from a representative sample of people aged 14 and over

Survey results are based on 12 months of interviewing, thereby eliminating any variations due to seasonality and are weighted to reflect the geographic, age and sex distribution of the population. Results are updated each quarter as a twelve month "moving-average".

Unique Asteroid access in Windows.

Results of the Readership Survey are provided via ASTEROID, Roy Morgan Research's proprietary software package that allows quick and flexible data analysis. This includes our world class multi-media 'reach and frequency' advertising schedule evaluation function.



In addition to evaluating print and television separately, Media MAP has the unique capacity to accurately calculate the combined reach and frequency of the two media. This allows the user to identify and capitalise on synergies between print and television.



For further details of Roy Morgan products including **Single Source**, **Values Segments** and **Asteroid**, visit www.roymorgan.com

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