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Spotlight on Media: how to measure real value in the new diversified landscape?

Roy Morgan Research CEO Michele Levine this week presented the latest State of the Nation Report with a Spotlight on Media to industry professionals in Sydney and Melbourne.

The Spotlight on Media examines, reveals and predicts the trends that have overhauled the way all different types of Australians use traditional and new media, and refocuses media measurement on these consumers—rather than just metrics—to quantify reach and value.

Key Insights:

- In the new media landscape, the standard audience metrics—from TARPs to clicks to time spent—are at once overly complex and insufficient.
- The rapid diversification (and intersection) of media consumption is too intricate to be understood by the old metrics alone. It required a new focus: make consumers the focal unit and their true individual value the new currency.
- Today, consumers are in charge. They can increasingly obtain the content they want, when they want, in the form they want. So it is right to make the consumer the central media metric. We need to know not just what, when and how they consume media—but who they are.
- Roy Morgan Research has developed streamlined profiling models that give media owners, buyers and advertisers the coherent and efficient means to define the real value of media consumers.
- The internet is, in many way, not really a new medium at all, and therefore not an enemy to traditional media. Television, radio, cinema, newspapers and magazines are forms of content that are co-opted and modified by new digital technologies, but not replaced.
- However new business models will need to examine the different values different consumers put on the price, delivery, quantity and quality of content.
- Some people will gladly pay to have all available content at home and on hand. Some people will gladly pay to avoid advertising. Some people will pay for depth and quality, others for range and flexibility. Some will source free content because they believe they're entitled to it, others because that's what they can afford.
- There is no such thing as a general audience. Every audience comprises multiple, niche and nuanced audiences that, despite ending up viewing the same station, or the same newspaper or magazine, or the same website or app, are identifiably distinct.
- Values Segments, Technology Adoption Segments, and Helix Personas are crucial lenses through which to evaluate media consumption in the new era.

FOR IMMEDIATE RELEASE

To interview Michele Levine, CEO Roy Morgan Research, attend the Melbourne presentation, or discuss the insights into Australia's new Media landscape, please contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

About Roy Morgan's State of the Nation Reports

Roy Morgan's State of the Nation Reports provide a long-term perspective on Australian society. Released quarterly, the Reports measure a broad range of issues affecting the nation, plot them over time, and explore in more detail the impacts on Society, Technology, Economy, Politics and the Environment.

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