



Ipsos MediaCT

The Media, Content and Technology Research Specialists



Audience Measurement

Media like television, radio, newspapers and magazines are today, as they have been for many years, important sources of entertainment and information.

A growing amount of time is also being spent with newer media like the internet and various mobile devices, where people can search for, create and share content.

New technologies have helped audiences to control how and when they access content from both traditional and digital media in ways never before possible.

It is important for media owners to know how many and what kinds of people read, watch and listen to the content they distribute in order to fine-tune their products and market themselves to advertisers.



Print Measurement

Ipsos measures the audiences to print media in 62 countries using a variety of survey-based methods.

Face-to-face interviewing with visual prompts, for example, is used throughout Latin America, parts of Europe, the Middle East and North Africa.

In some regions of central Europe, phone interviewing dominates. Mail surveys are used for the Ipsos Business Elite studies, as well as for the Ipsos Mendelsohn Affluent Survey in the US.

Most readership surveys carried out by Ipsos are commercial surveys syndicated to the media and agencies in each market.

A few however (such as the UK NRS and the Italian Audipress) are produced under contract to industry organisations.

Ipsos is joint founder and sponsor of the Worldwide Readership Symposium, the world's leading forum for discussing the latest print measurement methodologies.

Radio Measurement

Like print, radio is measured using a variety of methods depending on market needs and budgets.

Ipsos measures radio listening in 28

countries, mostly as part of multi-media surveys carried out face-to-face or by telephone.

We also run radio research contracts in several countries using seven-day diaries to track listening throughout the week, notably the UK's RAJAR contract.

Out Of Home Measurement

Out Of Home is a complex medium to measure. Every site (which can include roadside billboards, station platform posters, taxi sides and more) must be accurately mapped.

Estimates of the characteristics and size of the pedestrian and vehicle traffic passing by a site must be made. Ideally, account should also be taken of the likelihood each site has of being seen.

Ipsos has partnered with MGE Data to track the journeys of 10,000 people in the UK using GPS-enabled meters. This represents the most advanced large-scale attempt to estimate Out-Of-Home audiences to date.

We also measure outdoor media in a number of other countries.

Television Measurement

Apart from measuring TV audiences in its multi-media studies, Ipsos runs 'Establishment' surveys in several markets.

An example of this is the BARB Establishment Survey in the UK, possibly the world's most sophisticated study of its kind, interviewing more than 50,000 people every year in their homes.

Internet Measurement

Ipsos measures internet usage in several Middle Eastern and European countries.

In many countries, the number and kinds of people using the internet are tracked using panels. This has the disadvantage that most sites are too small to register.

An alternative – measuring page and site traffic – suffers from the drawback that it cannot identify who is viewing the page.

Ipsos is working with a partner to combine these two approaches. This represents the way ahead for internet audience measurement.





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About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behaviour, the value of brands across different platforms and how they can minimise risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information, please connect with us at:

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