



Monetising on-line presence

The Internet is part of our day to day lives. It enables us to access, share, create and interact with content. This presents media, content and technology companies with both opportunities and challenges:

- How can on-line content producers and aggregators best engage consumers, now spoiled for choice?
- How can they optimise content and the way it is presented on screen to best acquire and retain customers?
- And how can they price their on-line products and services to maximise ROI?

Measuring behaviours...actively

1. Using an innovative click links methodology, we help companies understand how links and content influence behaviour.

Case study: we helped Google measure the impact of paid search advertising between organic search engine results using TV programming. Our study showed that Paid Search increases traffic to TV advertisers' branded websites, boosts awareness of TV shows and networks and substantially influences TV tune-in.

2. We offer a wealth of insights into on-line behaviours and how these link to other platforms including mobile, gaming consoles and traditional media.

Case study: Ipsos MediaCT supported Yahoo! and OMD in a study aimed at understanding the role of the internet in purchase decisions.

Measuring behaviours...passively

We have access to world-leading technology for combining both site and user-centric approaches to measuring internet audiences.

Case study: Ipsos MediaCT works with Gemius to create audience

measurement services in several European countries using a unique 'hybrid' approach.

Getting innovation right

We help companies assess the potential for their on-line service, to focus new service ideas and to support each step in the innovation process through to forecasting site usage.

Case study: we worked with a global telecommunications company to develop the on-line component of its mobile service, including validating the content, design and potential revenue opportunities for the site.

Pricing

We apply an innovative set of analytic tools to optimise pricing models addressing questions such as whether it should be subscription-based or individual pricing. What are the optimal price points? How do I talk about price to my consumer? Ipsos MediaCT can provide the insight needed to effectively monetise your web content.

Other tools and techniques:

WebSensing

We employ a web*sensing tool to enable you to understand and track chatter about your brand and competitive offerings.

Proprietary panels & communities

We build panels of key stakeholders and customers, enabling companies to quickly access audiences of interest. Our platform supports quantitative research, but also enables participants to interact, co-create and develop content.

Content testing

We also offer an online platform for testing videos, print or other content.



Ipsos MediaCT

The Media, Content and Technology Research Specialists



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:

www.ipsos.com/mediact



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