



RESEARCH PROPOSAL

What's New With MediaCell?

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Speed

Simplicity

Substance

Security



Agenda



The **Technology**



The **Offering**



MediaCell in the **Netherlands – NLO Radio Pilot**



MediaCell in the **UK – BBC CMI**



MediaCell in **Italy – MediaCell for Advertisers**

Ipsos has chosen technologies

that put people

at the heart of our research



Philosophy behind MediaCell

Employing
familiar devices



Real time signal
encoding & audio
matching, to provide
audience ratings on
any platform, any
time.

Built around
software



Audio Matching Technology



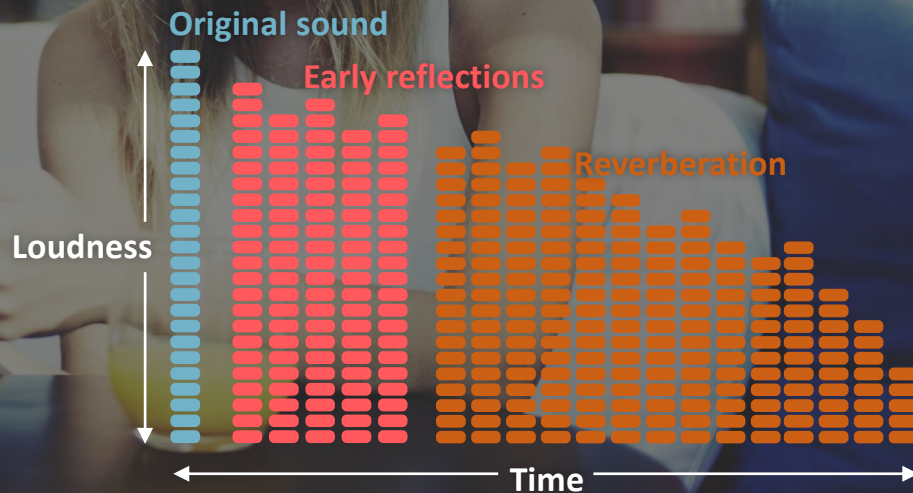
Referenced TV and radio signals are fed to a referencing server

The Referencing Server converts the audio streams into equivalent fingerprint streams and pushes them to the audio matching service

The Audio Matching Service receives the monitor fingerprint streams, where they can be matched against fingerprints generated in the metering

Encoding technology

The ear/brain naturally filters out echoes, particularly the early reflections.



Versatile tools with MediaCell



PERSONAL METERS



- Individual audio media exposure, anytime, anywhere
- Individuals' own phones – all they need to do is carry and keep charged

PEOPLEMETERS



- Measurement of TV set viewing and viewers
- Affordable alternative to traditional PeopleMeters
- Excellent panellist interface and an everyday device
- Self-installed & low panellist burden

SETMETERS



- TV Set based measurement, viewers imputed
- Scalable panels also providing an entry level electronic solution
- Enhanced passive: the meter you can forget about

MEDIACELL FOR ADVERTISERS



- Cross media campaign effectiveness & branding research
- Powerful exposure measurement tool linked in with survey based insights

MediaCell Netherlands 

NLO RADIO PILOT

The Dutch radio industry is ready for an exciting change...



NLO Pilot 2016 - 2017



- 500 individual panel
- Android / iOS / non-Smartphone
- 6 months duration, 16 weeks reporting (and more)
- 20 Audio Matched Radio Stations
- Encoding Technology for NPO Radio 1 & Radio 538
- Min by Min data



An Ipsos Netherlands Joint Effort: Pilot & Beyond...



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MediaCell UK 

BBC CMI

BBC: The background to CMI



BBC industry audience measurement sources:



- Need for true **cross media** study on a more **frequent** basis
- **Cross Media Insights** (since 2008)
 - Daily diary based on Pulse, (quality tracker)

BBC Requirements



- ✓ Gather insights in audience behaviour across all BBC platforms
- ✓ Inform business and portfolio investment decisions within the BBC
- ✓ Feed into products, product development and cross media commissioning

BBC Cross Media Insights: MediaCell +

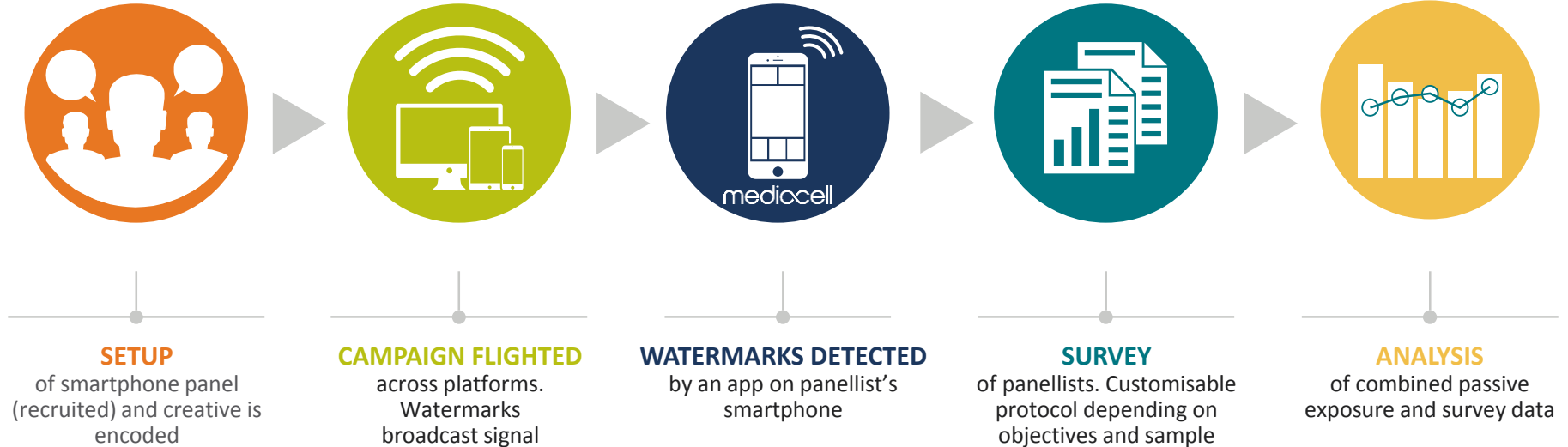


- 2,000 reporting Smartphone/non-Smartphone owners
- Over 200 referenced TV & radiostations
- Encoding for on demand content
- Integrated MediaCell/Reality Mine app
- Cross media audio exposure from MediaCell
- On device & app usage from Reality Mine
- Managed within an enhanced Panel Management Solution (MBPS +)

MediaCell Italy 

MEDIACELL FOR ADVERTISERS

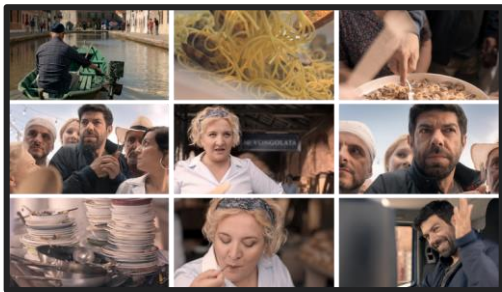
MFA: The process



The campaign & creatives: 2 copies for the same brand



Copy 2

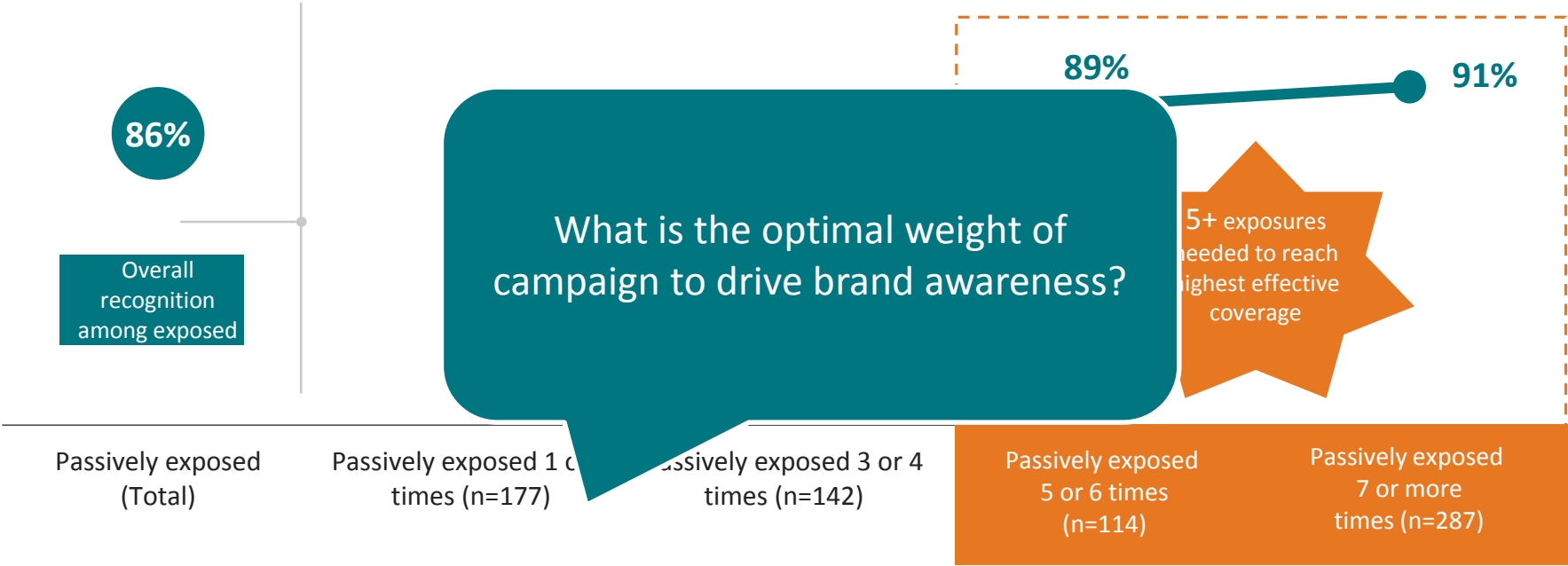


(same copy for TV and digital)

Real exposure and high frequencies drive memorability

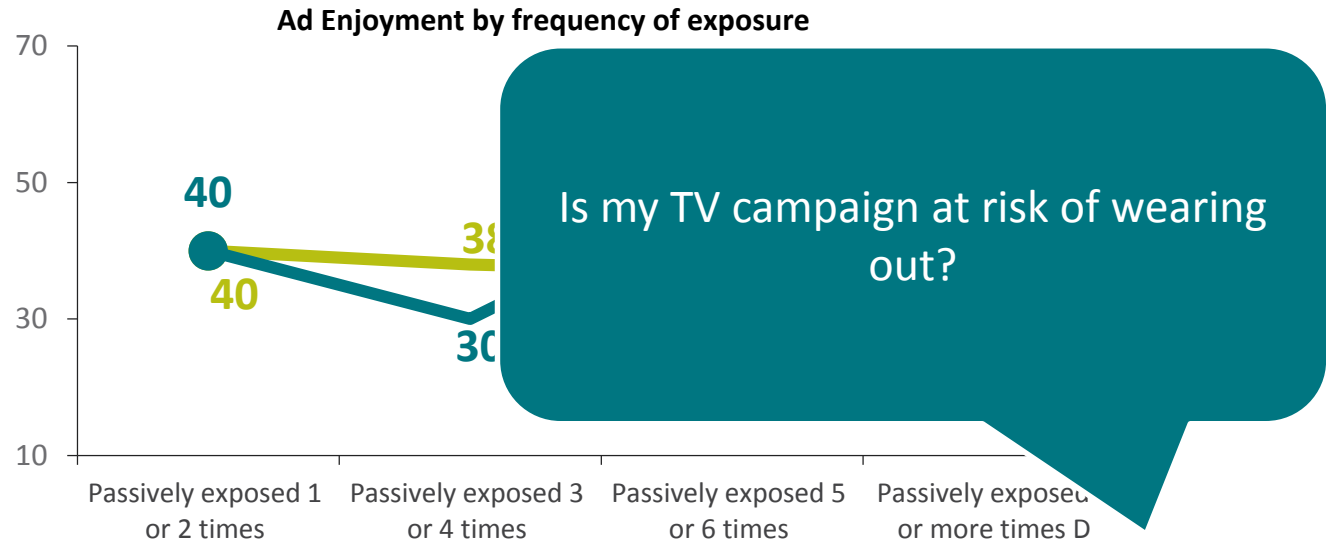


Campaign recognition by frequency of exposure



Question | Have you seen this advertisement recently on TV?
Frequency | Passively measured by MediaCell

Copy 2 shows a possible risk of wear out



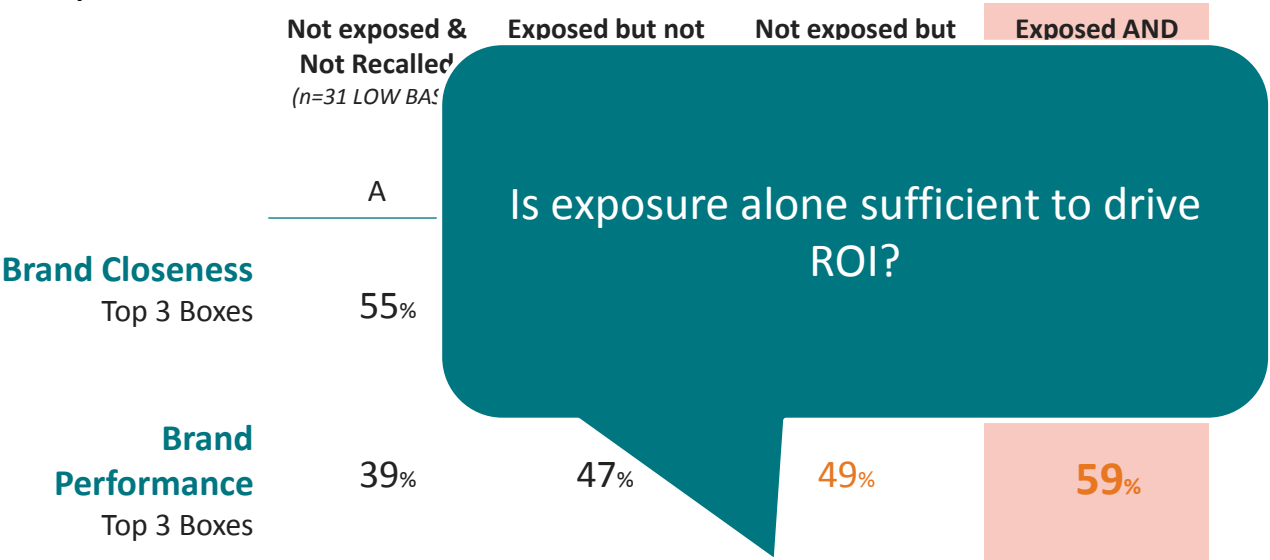
Attention Wear Out
We know a decreasing enjoyment over time (or with higher frequencies) is a first signal of a potential wear out of the creative... in particular if at the same time people get more tired to see it again...

Question / Data | How much do you agree with the following statements about this ad? – Enjoyment
Frequency | Passively measured by MediaCell

Effective exposure is crucial to build attitudinal equity



Brand response:



Brand Desire

The combination of these two metrics, summarized in our BVC model by the Attitudinal Equity measure, represents the overall “brand desire”, which is a crucial component of the brand effective equity and at the end, market share

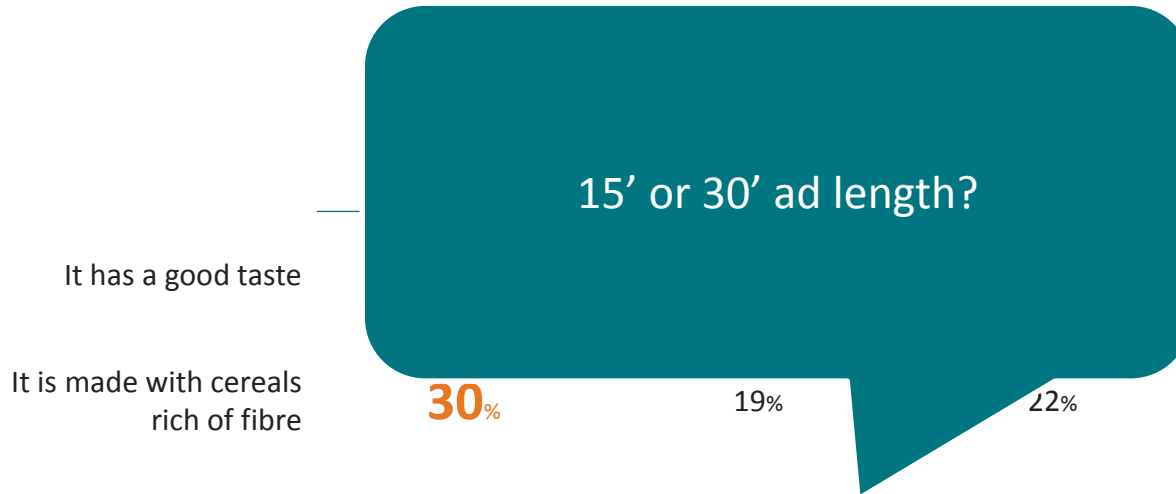
Question | Closeness: How much do you feel emotionally involved in regard to each of the following brands of category?
| Performance: How do you evaluate each of the following brands considering what you seek/expect from a brand of category?
Exposure | Passively measured by MediaCell

Longer format is relevant for TV campaign



OTHER CASE STUDY

Brand Image Product (Top Box) – Ad Length Analysis:



While no differences are recorded on Parent Brand level with regards to the different ad length, to effectively communicate some specific Product messages, the 30" is more effective

Question | How much do you agree / disagree with the following statements.
Exposure | Ad Length Exposure passively measured by MediaCell



THANK YOU