How Digital Audience - emma™ (Not currency/profiling only) reports?

emma™ provides insightful information for profiling audiences of print and digital editions of newspapers and magazines. This is achieved by collecting data on print as well as computer, mobile and tablet in emma™ survey.

1. Overview

In emma™ survey, information about L4W (Last 4 weeks) readership/access to newspapers or magazines through the following channels is collected:

- Print, including weekday and weekend editions of print titles
- Tablet, including access via website and apps
- Mobile phones, including access via website and apps

emma™ provides Print and readers' usage of newspaper and magazine websites via Computer, Mobile and Tablet data to report on how many people read a printed or for **profiling purposes only,** digital version of a publication.

2. Reporting framework

In the emma database Datafriend users can access 3 folders for the analysis of digital audiences
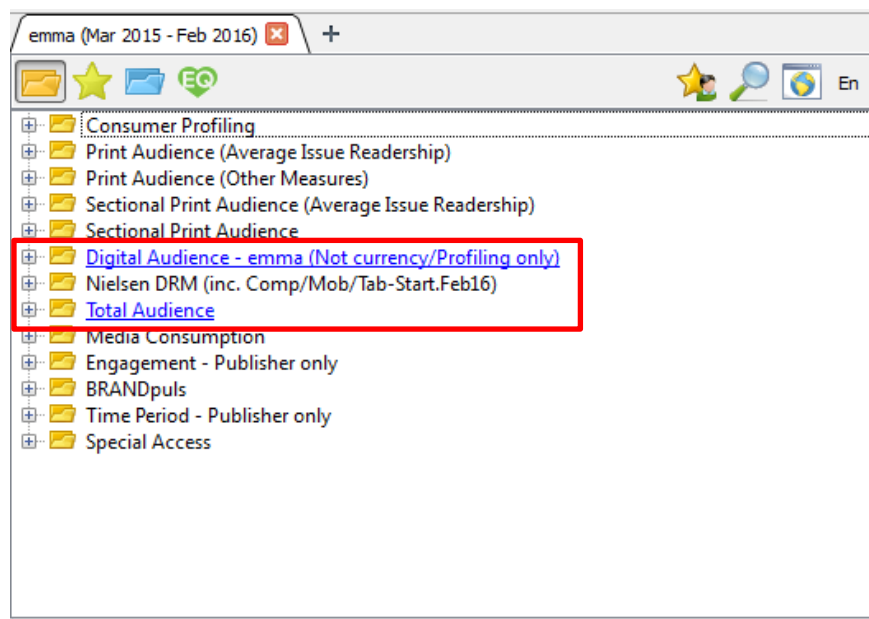
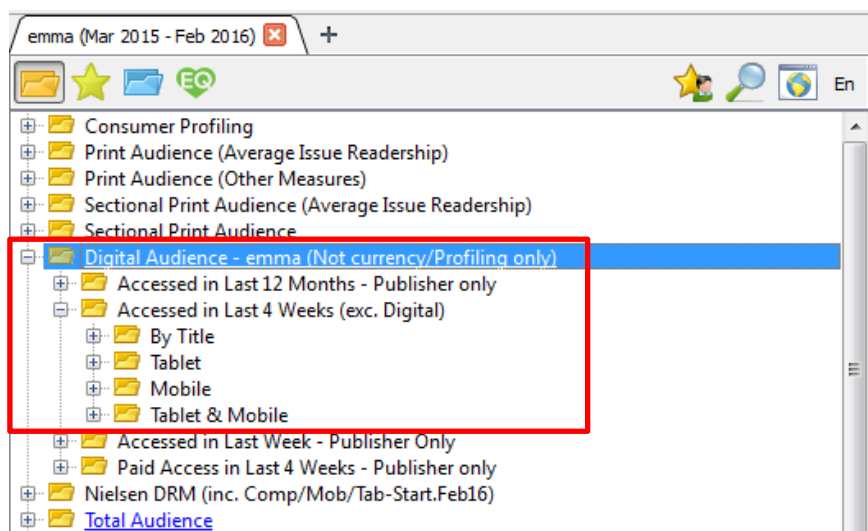### The Digital Audience – emma (Not currency/Profiling only)

Contains tablet and mobile audiences by website collected from the emma survey over the 12 month period for the database selected. This data allows users to profile tablet and mobile audiences to websites **but is not digital currency data**. This means that the tablet and mobile website audience levels reported in this folder will not be the same as the tablet and mobile website audience levels that Nielsen subscribers are able to view in the Nielsen reporting systems. See below for more details.

The Nielsen DRM (inc Comp/Mob/Tab – Start Feb16)

Contains the latest month's fused Nielsen Digital Ratings Monthly (DRM) data which provides TOTAL desktop+tablet+mobile audiences by website. For more details of the DRM data please contact your Nielsen representative.

The Total Audience

Contains emma print readership **and** Nielsen DRM website audiences by title to give a Total Print Readership + Website Audience figure, together with all emma readership and Nielsen DRM audience combinations. See the [Total Audience](#) reference document for more information.

In the *Digital Audience – emma (Not currency/Profiling only)* folder users may profile Last 4 Week (L4W) tablet and mobile audiences :

- By print brand showing all combinations of tablet and/or mobile.
- By tablet audience (separated by web & app access, & in combination)
- By mobile audience (separated by web & app access, & in combination)
- By tablet+mobile audience (separated by web & app access, & in combination)

Please note that emma based mobile and tablet data has been provided for **profiling purposes** in Datafriend, as we are unable to separate out tablet and mobile audiences in the Nielsen DRM file.

Usage of emma Audience Variables in an Adhoc Variable

Label	M-Sat Net	M-Sun Net	(Day) Av	AIR	(Tablet) (L4W)	(Tablet-Web) (L4W)	(Tablet-App) (L4W)	(Mobile) (L4W)	(Mobile-Web) (L4W)	(Mobile-App) (L4W)	(Tablet/Mobile) (L4W)	(Tablet/Mobile-Web) (L4W)	(Tablet/Mobile-App) (L4W)	[Brand] (Digital) (L4W)	[Brand] (Print & Digital) (L4W)
M-Sat Net	⊘	⊘	⊘	⊘	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	⊘
M-Sun Net	⊘	⊘	⊘	⊘	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	⊘
(Day) Av	⊘	⊘	⊘	⊘	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	⊘
AIR	⊘	⊘	⊘	⊘	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	⊘
(Tablet) (L4W)	✔	✔	✔	✔	⊘	⊘	⊘	✔	✔	✔	⊘	⊘	⊘	×	⊘
(Tablet-Web) (L4W)	✔	✔	✔	✔	⊘	⊘	⊘	✔	✔	✔	⊘	⊘	⊘	×	⊘
(Tablet-App) (L4W)	✔	✔	✔	✔	⊘	⊘	⊘	✔	✔	✔	⊘	⊘	⊘	×	⊘
(Mobile) (L4W)	✔	✔	✔	✔	✔	✔	✔	⊘	⊘	⊘	⊘	⊘	⊘	×	⊘
(Mobile-Web) (L4W)	✔	✔	✔	✔	✔	✔	✔	⊘	⊘	⊘	⊘	⊘	⊘	×	⊘
(Mobile-App) (L4W)	✔	✔	✔	✔	✔	✔	✔	⊘	⊘	⊘	⊘	⊘	⊘	×	⊘
(Tablet/Mobile) (L4W)	✔	✔	✔	✔	×	×	×	⊘	⊘	⊘	⊘	⊘	⊘	×	⊘
(Tablet/Mobile-Web) (L4W)	✔	✔	✔	✔	×	×	×	⊘	⊘	⊘	⊘	⊘	⊘	×	⊘
(Tablet/Mobile-App) (L4W)	✔	✔	✔	✔	×	×	×	⊘	⊘	⊘	⊘	⊘	⊘	×	⊘
[Brand] (Digital) (L4W)	✔	✔	✔	✔	×	×	×	×	×	×	×	×	×	⊘	⊘
[Brand] (Print & Digital) (L4W)	⊘	⊘	⊘	⊘	×	×	×	×	×	×	×	×	×	⊘	⊘

Overlap in Sources - Not Permitted	×
Duplicated Sources - Not Permitted	⊘
Combination permitted	✔