

emma CMV Methodology Summary

The Readership Works (TRW) announced on 21st May 2018, that the media industry's accredited readership survey (emma), will be combined with Nielsen's Consumer and Media View (CMV) from the January 2018 database onwards.

The January, February and March 2018 Databases released on 4 June 2018 see the introduction of the new combined emma CMV database.

The emma CMV integration ensures unbroken longitudinal and trend analysis and rich audience profiling of print readership and total cross platform readership into the future.

Ipsos will continue to collect the emma newspaper and magazine readership data along with the core demographic data and media sellers and buyers will be able to continue with the same readership data across print and digital, combined with core demographics that they've been using since August 2013.

emma print readership to will continue to be fused with Nielsen Digital Ratings Monthly (DRM) data to provide a single Total Audience Readership currency metric.

The Nielsen CMV product data effectively replaces the emma product data previously provided by Ipsos and every effort has been made to ensure all previously available emma product variables have been included.

emma newspaper and magazine readership survey methodology

- 39,000 sample per annum (People 14+ English speakers)
- Recruited via phone (Random digit dialling mobile and fixed)
- Survey completed online using device agnostic template
- Respondents are weighted to remove readership bias
- In field 52 weeks per annum, survey completed 7 days a week to remove weekend only bias
- Last three covers shown of each magazine read to aid accurate recall
- Community and smaller regional titles combine survey data and statistical modelling
- 12 Databases released per annum – rolling 12month readership
- Demographics, consumer segmentation and time spent with media

CMV audience profiling data methodology

- 22,000 sample per annum (People 14+)
- 100% online self-completion survey
- In field 40 weeks per annum
- Online recruitment
- Results weighted using ABS data to project accurately to the 14+ population
- Capability to fuse in TV, radio, online and print ratings
- Rolling 12-month databases, updated 10x per annum
- CMV consumer data categories include: Media; Money; Technology; Their Home; What They Eat & Drink; Health & Beauty; Shopping; Leisure; Their Day; What They Think; Who They Are; Motor Vehicles.

Fusion Methodology

Data fusion is a method of integrating data. What sets it apart from other approaches is that it is a respondent-level matching of data sets: respondents from one survey are paired with respondents from another survey. The matching uses the common characteristics of the two surveys; these are usually demographic (household and person's characteristics), geographical, media and any other relevant information. The principle underlying data fusion is that the common characteristics can reliably predict the behaviour of consumers in terms of (for example) TV viewing by product users.

Step 1. emma + DRM Fusion

emma is unique in that it combines print readership currency with digital audience currency to deliver total unduplicated audience measurement for news media mastheads and magazine brands. Accurate cross-platform readership estimates are enabled by fusing IAB accredited digital audience data (Nielsen's Digital Ratings Monthly –DRM) onto emma print audience currency data.

Step 2. emma DRM + CMV Fusion

The final step is for Nielsen CMV consumer behaviour survey data to be fused onto the total audience (emma + DRM) cross platform database. In this way, the large emma sample of 39,000 per annum is retained as the core sample of the combined databases.