

How emma™ reports on total audience?



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

1. Overview

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

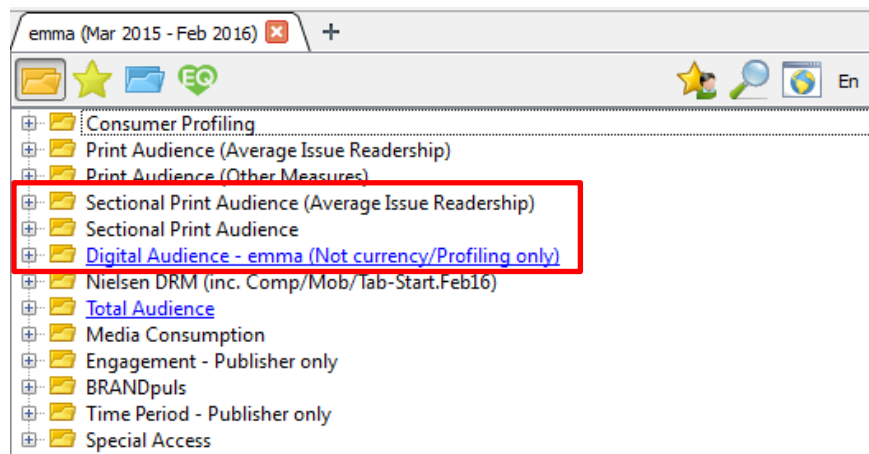
- Print, including weekday and weekend editions of print titles
- Tablet, including access via website and apps
- Mobile phones, including access via website and apps

The emma™ Print data is then integrated (fused) with data captured by Nielsen Online, on peoples' usage of newspaper and magazine websites via computer, Mobile and Tablet.

emma™ provides the ability to report on how many people read a printed or digital, asset of a publication. Additionally, it is possible to see how the two audiences overlap, giving a total net audience.

2. Reporting framework

In the emma database Datafriend users can access 3 folders for the analysis of digital audiences

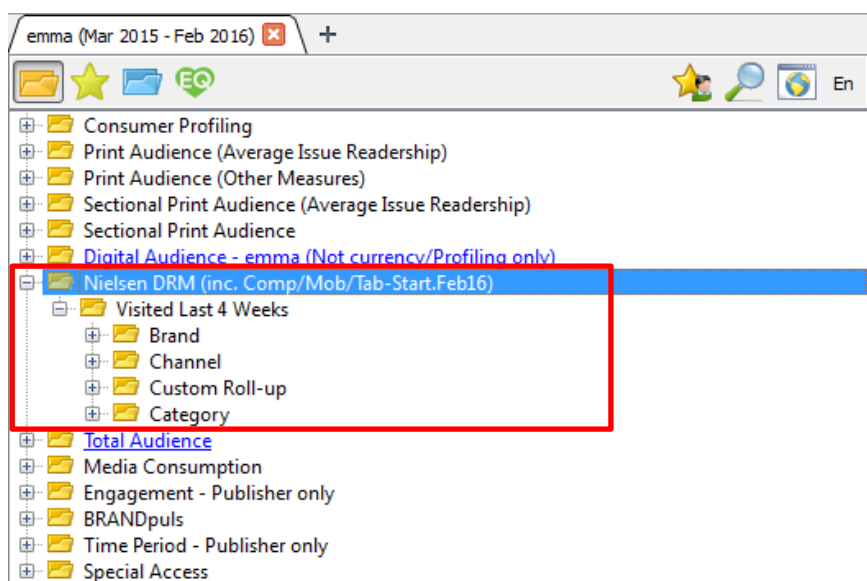


The Digital Audience – emma (Not currency/Profiling only)

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**. See the [Digital Audience – emma \(Not currency/Profiling only\)](#) reference document for more details.

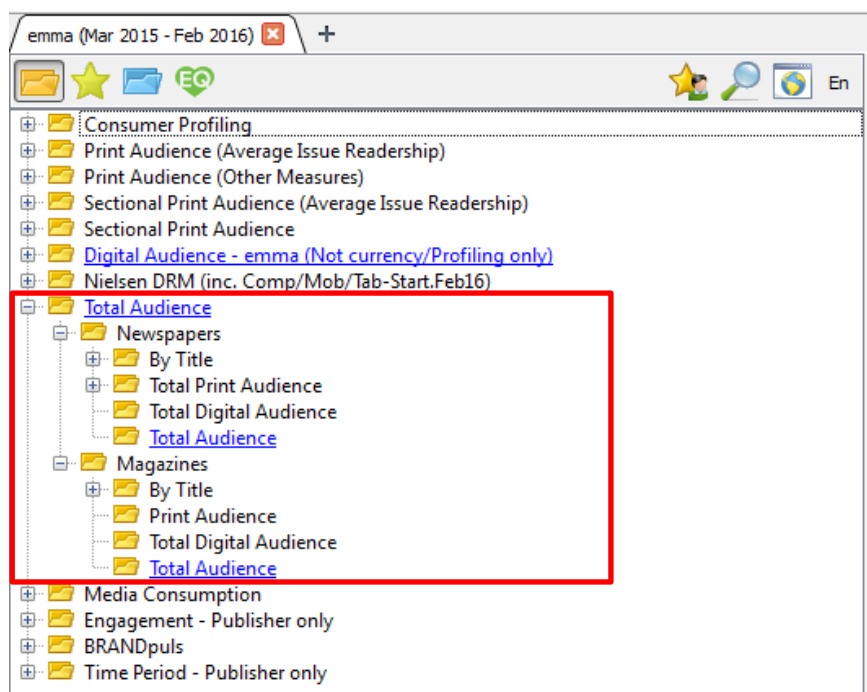
The Nielsen DRM (inc Comp/Mob/Tab – Start Feb16)

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 below for more information.



In the *Total Audience* folder users may analyse 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.

For convenience in using the software, and to provide richer opportunities for analysis, a framework for reporting total audiences is used.

All audiences of titles are combined into custom variables under the “Total Audience” folder in emma™. These variables include all the information about readership or digital access relevant for the title and are grouped in a way convenient for both analysing different channels of title and across titles.

Label	Print			Digital
	M-F	Sat	Sun	Computer / Tablet / Mobile
	emma	emma	emma	Nielsen
M-Sat Net	●	●		
M-Sun Net	●	●	●	
[Brand] (Digital) (L4W)				●
[Brand] (Print & Digital) (L4W)	●	●	●	●