MEDIACELL

Granular, accurate and continuous data providing insights across all media platforms



Single Source: accurate de-duplicated reach

Measurement of all platforms / devices

Simple, software-based approach

Forces Impacting Media Measurement and Consumption

Technology and the pandemic have accelerated changes in media consumption:

- Content accessed across devices at any time
- New entrants competing for local audiences
- Consolidation of players with global reach
- Limitless choice of available content

Audiences need to be tracked across all touch points. Traditional silo-based approaches to measurement are challenged by this inter-connected world of consumption.

MediaCell's single-source cross-media measurement provides:

- True de-duplicated reach
- Metrics to value content across platforms
- Data on how / when audiences are engaging
- Overall performance of specific content
- Ability to set and measure KPIs
- Independently verified data for stakeholders
- Advertising currency data

MediaCell addresses this and ensures you are equipped with insights to understand audience performance across demographics and platforms to make informed decisions.

MEDIACELL IN PRACTICE



Nationally representative panels recruited and managed, with all personal devices measured

Measurement of TV and radio stations and online activity to provide a picture of total cross- media consumption

Data integration options available such as additional currency or first party data

Data files for internal systems and customised reporting tool for cross-media insights

Providing new metrics and insights

MediaCell's unique cross-media measurement capabilities are transforming audience research services around the world and providing clients with new insights:

- **BBC Compass** – proprietary service measuring the UK market across TV, Radio and Online providing new corporate government metrics
- **RAJAR** – Integrated MediaCell into the UK radio currency to guarantee service continuity through a hybrid approach and more granular data
- **NMO** – a central component of the cross-media currency in Netherlands covering TV, radio, online & print enabling total reach measurement
- **BRC** – launched radio currency service during the COVID-19 pandemic, in South Africa to meet client requirement of continuous and passive measurement
- **UKOM / IAB** – Ipsos Iris is a hybrid methodology of MediaCell panel and census data designed to measure online behaviour. Endorsed by industry bodies in UK and Australia

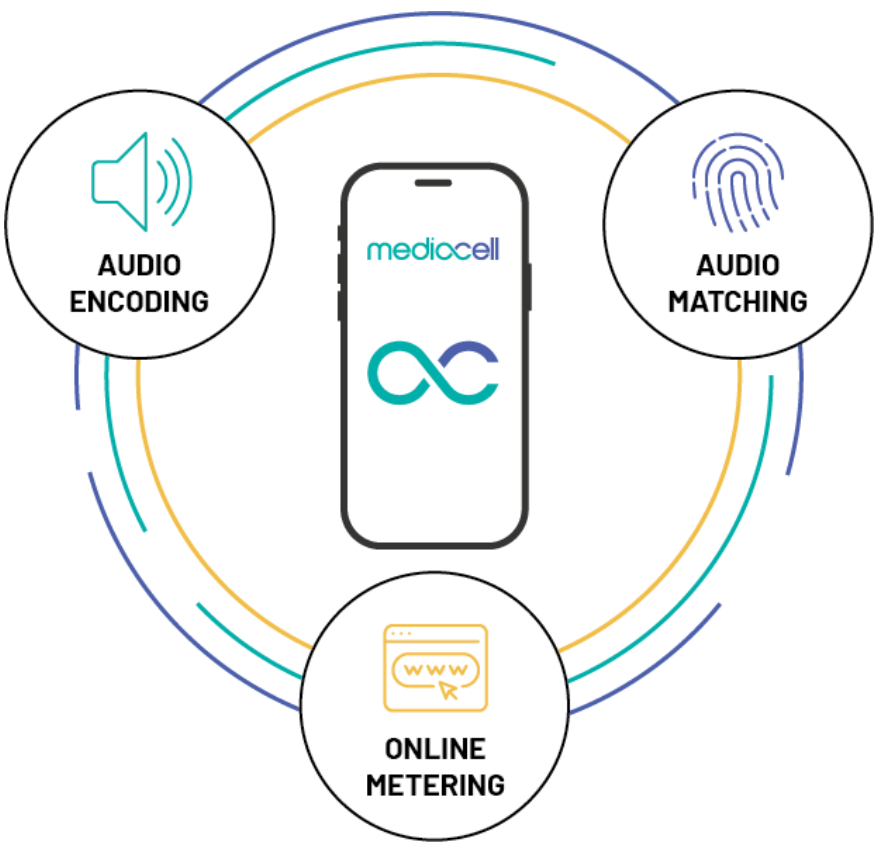
TRANSFORMING AUDIENCE MEASUREMENT AROUND THE WORLD

MediaCell's Passive Technology

Cutting edge app downloaded to any digital device, transforming them into powerful audience meters to measure cross-media usage on all platforms. Leveraging state of the art detection techniques such as:

- Audio matching
- Audio encoding
- Online metering

MediaCell delivers reliable and consistent data on audience behaviour across all media properties.



To find out more information on how it can benefit your organisation please contact:



Jim Ford
Commercial Director
jim.ford@ipsos.com



Paul Ruston
Business Development Director
paul.ruston@ipsos.com

www.ipsos.com