



Multi-Media Engagement Study™



A unique view of consumer engagement with nearly 1,000 broadcast, cable and syndicated television, Internet and print properties.

Simmons™
a division of *Experian Research Services*

Agenda

- Objective of Simmons Engagement research
- Overview of Multi-Media Engagement Study
 - Pre-test research with Northwestern Media Lab
 - Engagement Statements and Dimensions measured
 - Deliverables
- Validation
- Findings/Applications
- Linking Media Engagement to Products and Brands
- Next Steps?



Objective

- Why focus on the Media Environment?
 - Media has the ability to greatly impact an audience's attention and receptivity to advertising messages
- Surrogates for Engagement...*Click streams, Loyalty, Length/Depth of Use, Recall, etc.?*
 - None answer why
- **Objective: Create a tool for buying, planning and selling that moves beyond measuring eyeballs and clickstreams.**

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Overview

- The Multi-Media Engagement study:
 - Measures Cognitive and Emotional Engagement consumers have with television, print and digital media
 - Allows for both inter- and intra-media channel analysis
 - Enables advertisers and media creators to work together to select media that best align with brand objectives
 - Proves: Media Engagement creates a positive halo effect for advertisers

**The Simmons study is the first to answer these questions
*in a media and client neutral study.***

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Overview: Dimensions

Approximately 40 statements are asked of each media vehicle measured from which Simmons derives:

- Six **Global** Engagement Dimensions for all Ad-Supported TV, Magazines and Internet vehicles



- **Inspirational**
- **Trustworthy**
- **Life Enhancing**
- **Social Interaction**
- **Personal Timeout**
- **Ad Attention/Receptivity**

- Up to two **Local** Dimensions measured for each medium to get at unique medium-specific engagement

TV

- **Personal Connection**
- **Near & Dear**

Internet

- **Enjoyment/Attraction**
- **Interactivity/Community**

Mags

- **Image Impact**



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Overview: Statements

- **Inspirational:** *I am inspired by this program, magazine or Internet site; I have an emotional connection to this program, magazine or site.*
- **Trustworthy:** *I trust that this program, magazine or website tells the truth and does not sensationalize things.*
- **Life Enhancing:** *I am always learning about new things and places from this program, magazine or website—things that help me make better decisions in my life*
- **Social Interaction:** *This program, magazine or website constantly provides fodder for conversations that I have with friends and family*
- **Personal Timeout:** *This program, magazine or Internet site is an escape; I like to kick back and unwind with it*
- **Ad Attention/Receptivity:** *I am open to viewing/reading advertising on this program, magazine or Internet site because it is interesting and relevant to me*



Overview: Statements

▪ Television

- **Personal Connection:** *I have a personal association with the characters/situations in this vehicle and I would sign up to receive a newsletter or products offered relating to this vehicle.*
- **Near and Dear:** *This program is part of my regular schedule and I devote my full attention to it.*

▪ Internet

- **Interactivity/Community:** *I enjoy and benefit from the feedback from other users of this site.*
- **Enjoyment/Attraction:** *This site piques my curiosity. I really enjoy visiting this site.*

▪ Magazine

- **Image Impact:** *The photos in this magazine are simply amazing. I often look at the pictures before reading the article or instead of reading the article.*

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Overview: Deliverables

- Nearly 1,000 Media Vehicles Measured
 - Television, Magazines, Internet
- Continuous Measurement/Quarterly Reporting
 - Launched 10/9/06
 - Quarterly release: Stand-alone quarter and 12-month rolling study
- Sample size estimates
 - Stand alone quarter: 20,000/12-month rolling: 80,000
 - 125 evaluations per vehicle per quarter
- Sample frame: Adults 18+
 - Online and Telephone
 - Bi-lingual interviews



Overview: Deliverables

- Approximately 40 Engagement statements for each vehicle
- Up to nine Engagement Dimension scores computed for each media vehicle
 - Dimension scores reported on scale from 100 to 500
- Available filters include:
 - key demo breaks
 - media usage frequency
 - media environment (in home, online, etc.)
 - behavioral attributes (clicked on an ad, bought advertised product, etc.)

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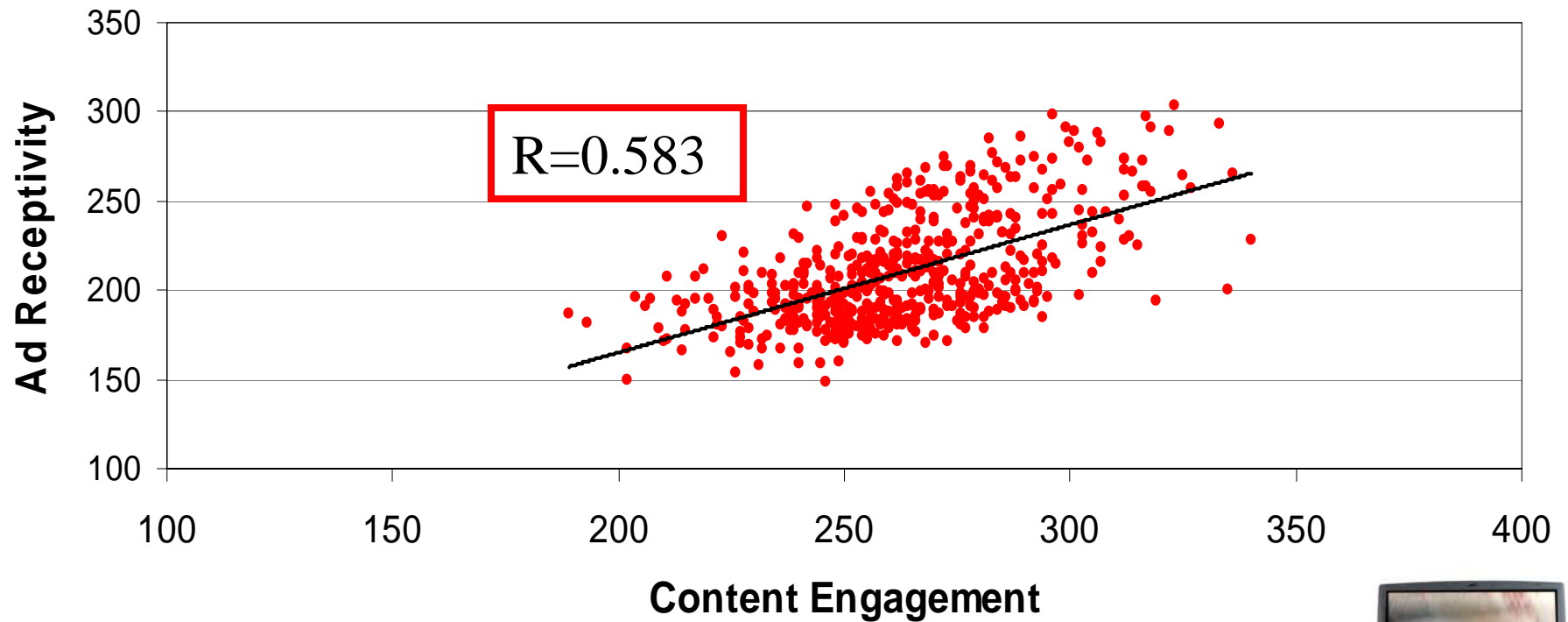
Validation

- Does engagement with media content increase engagement with advertising?
- Does engagement with media content increase purchase intent?



Validation

TV Content Engagement correlates with Ad Receptivity



Source: Simmons MME W3 nine-month (Q4 '06 – Q2 '07)

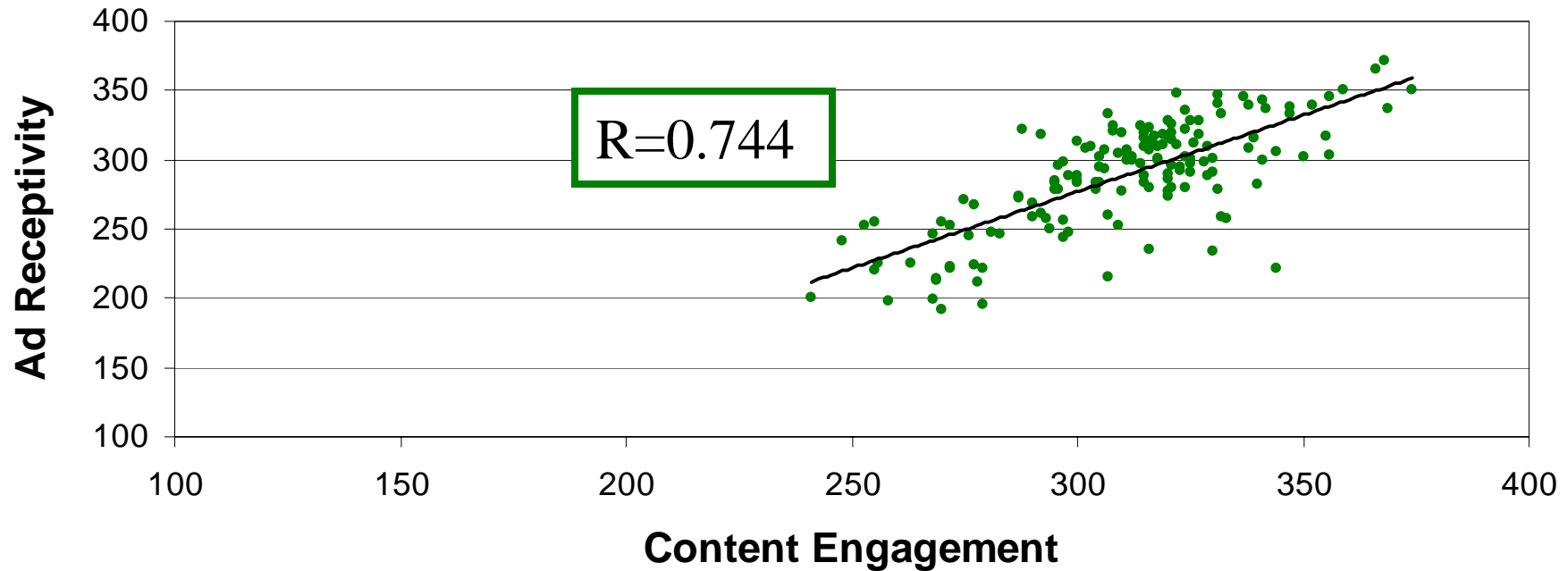
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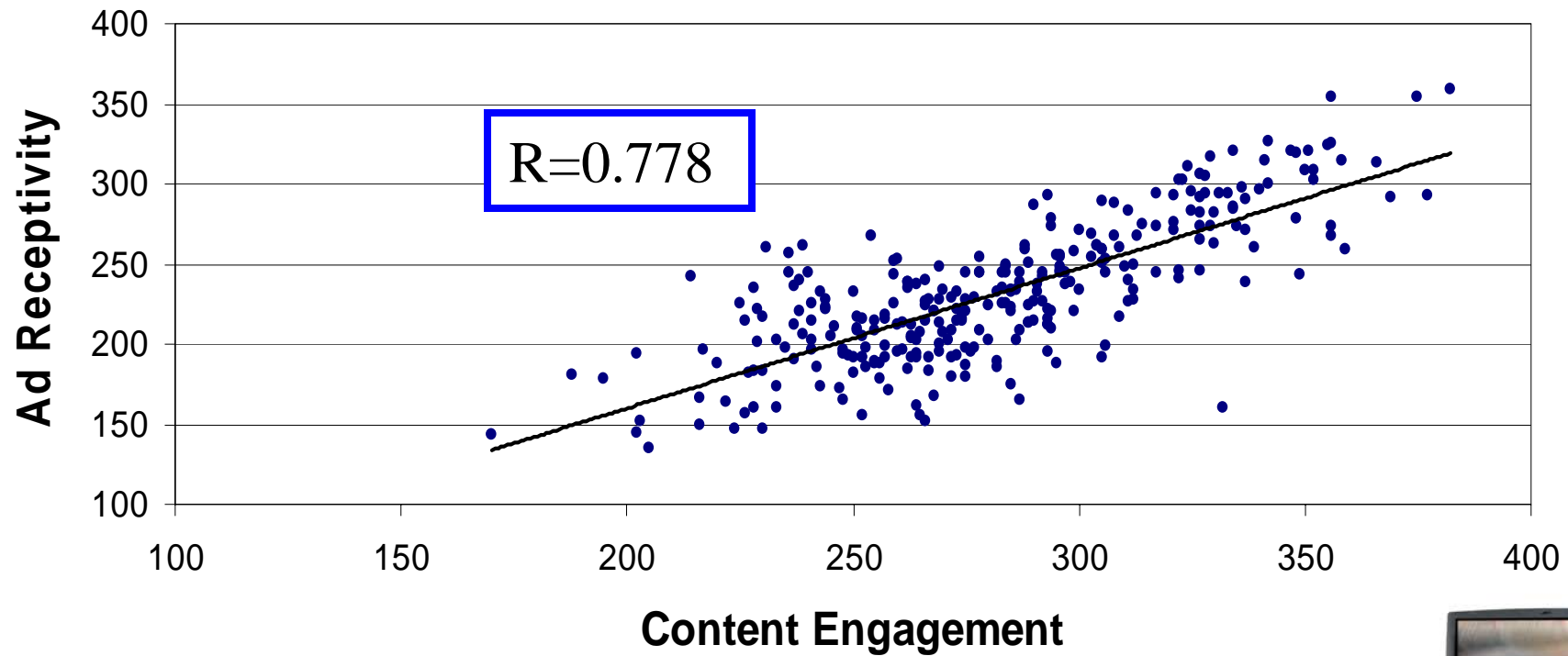
Validation

Magazine Content Engagement correlates with Ad Receptivity



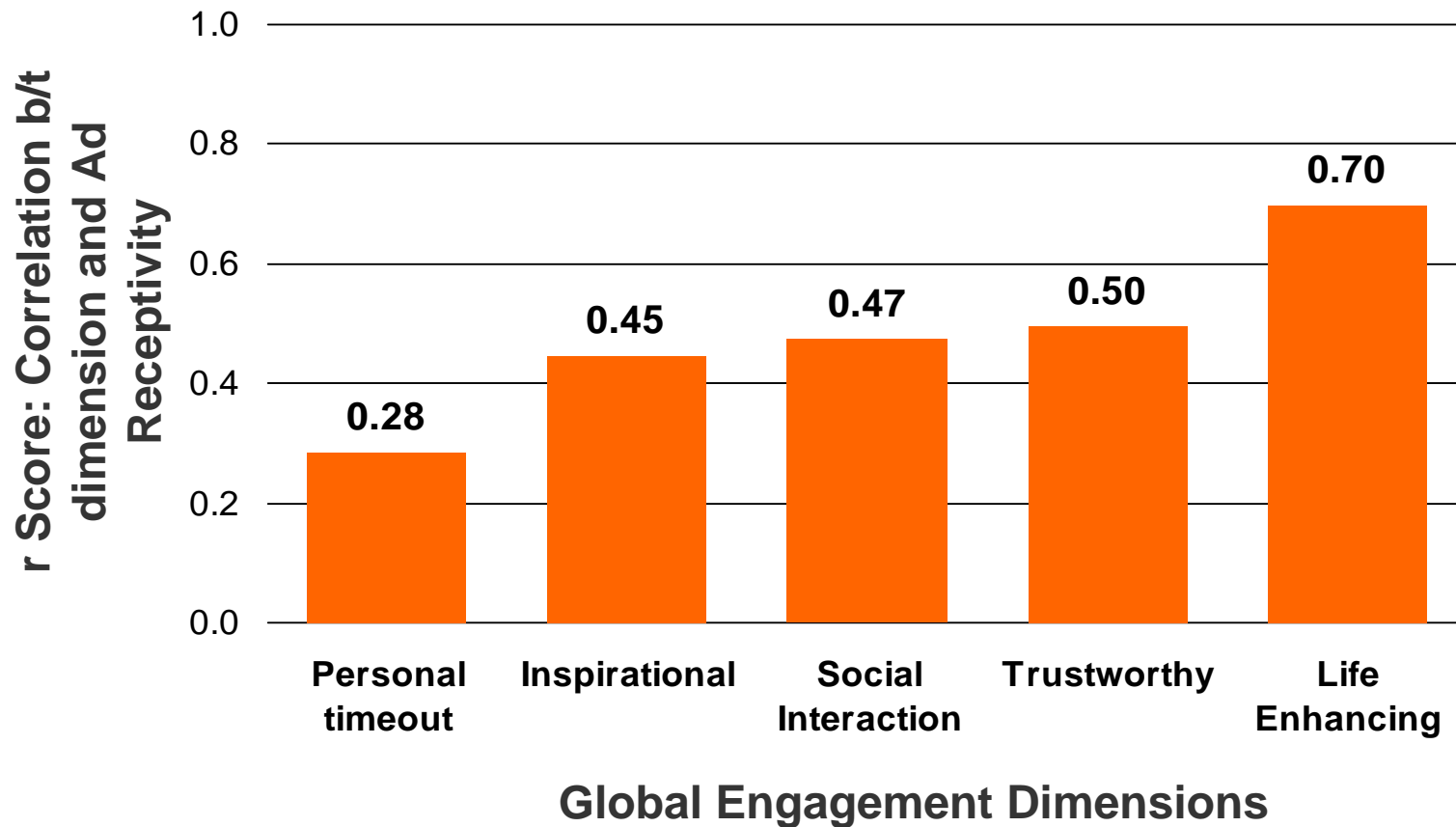
Validation

Internet Content Engagement correlates with Ad Receptivity



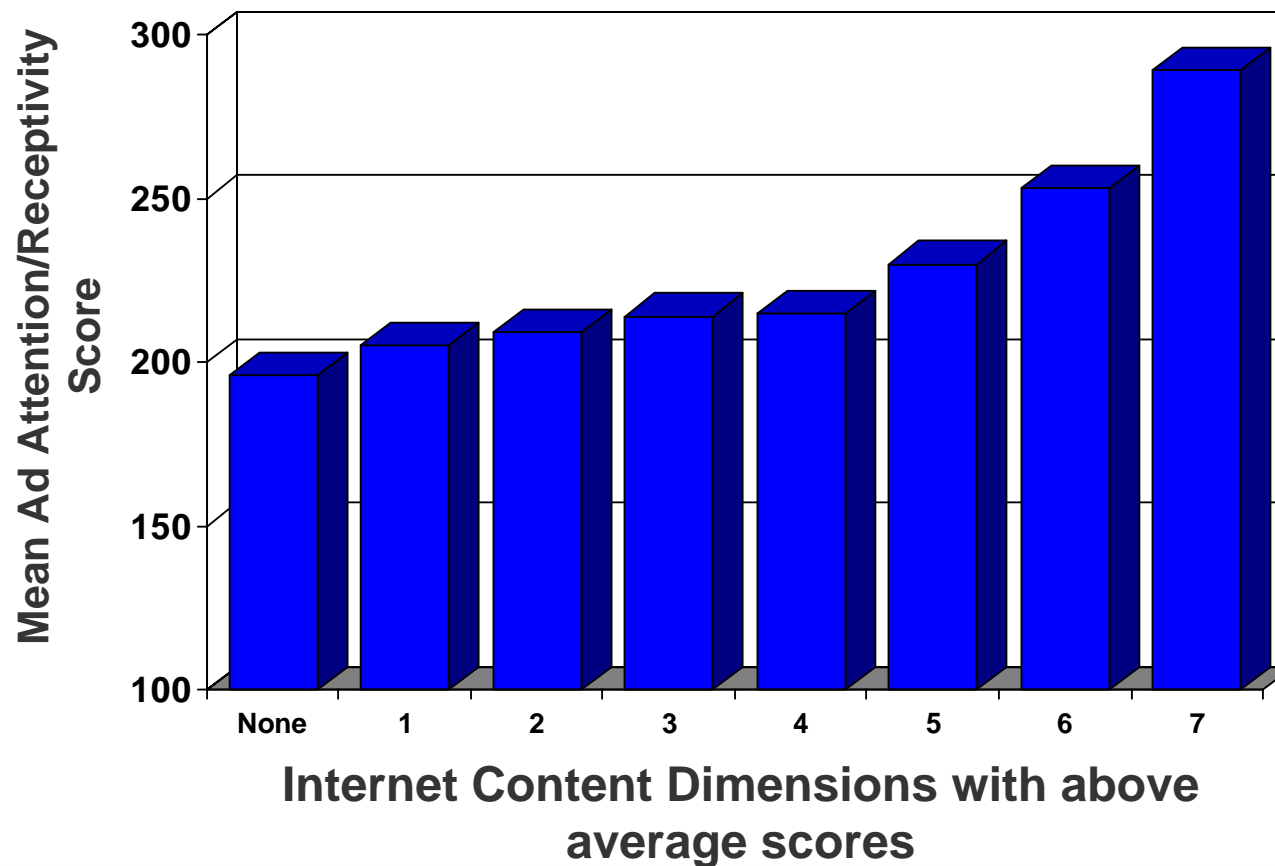
Validation

Life Enhancing Content has the greatest lift on Ad Receptivity



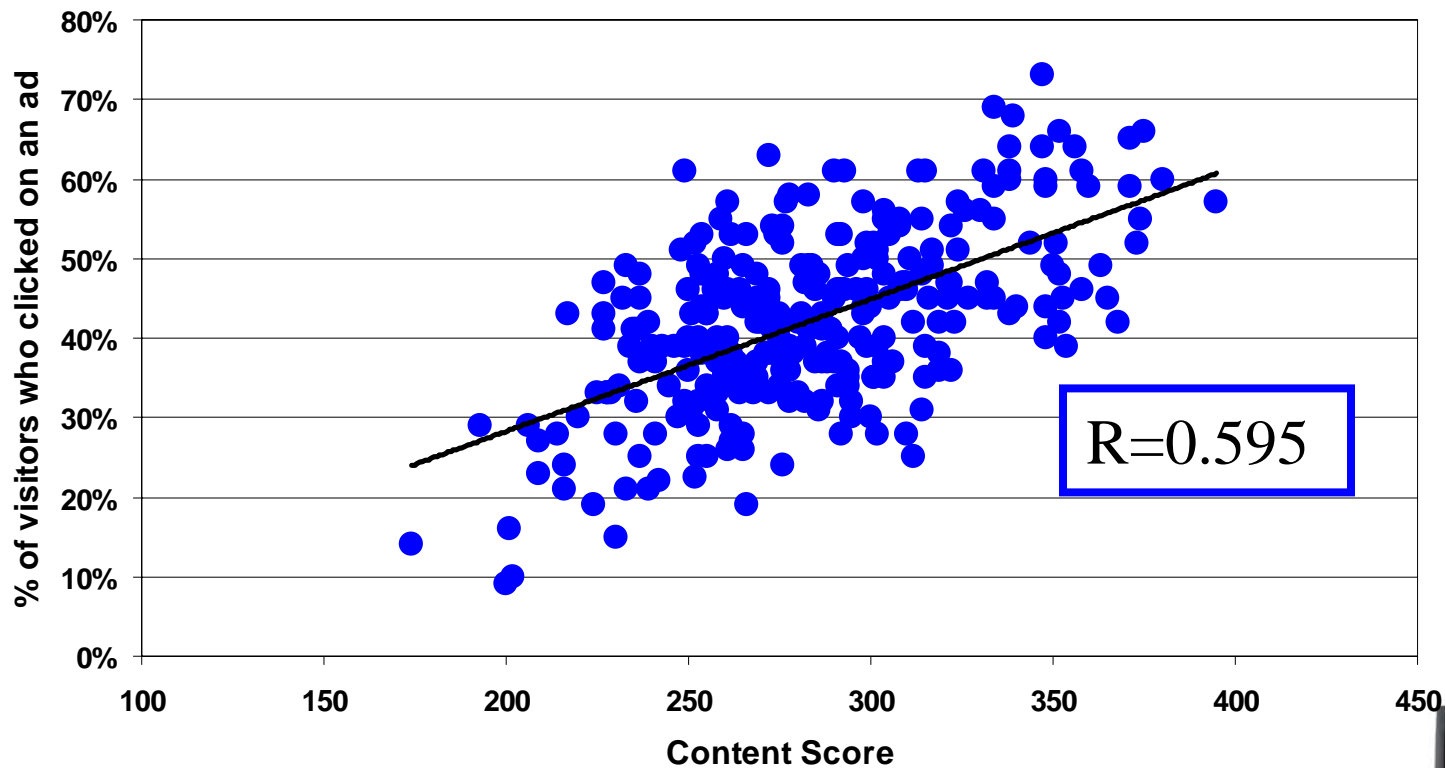
Validation

Across websites, the more dimensions a site engages viewers in, the bigger the return on Ad Attention/Receptivity



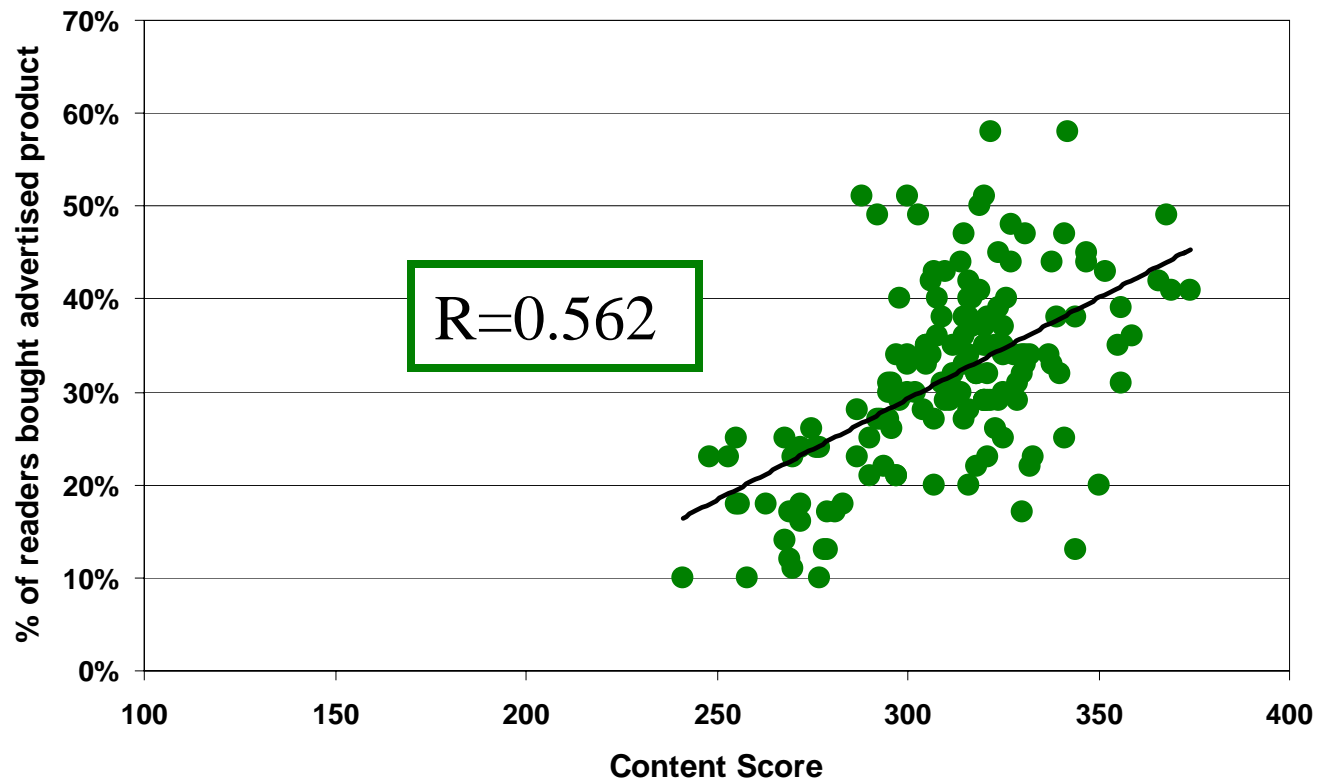
Validation

Sites with the highest Content Engagement scores have the highest share of visitors who have clicked on an ad on the site.



Validation

Magazines with the highest Content Engagement score are those with the highest share of readers who say they have bought a product they saw advertised in the magazine.



Key Findings: Comparing Media Channels

Mean Dimension Scores (100 – 500)

	<u>TV*</u>	<u>Internet</u>	<u>Print</u>
Inspirational	249	224	280
Trustworthy	270	308	329
Life Enhancing	208	276	299
Social Interaction	279	284	309
Personal Timeout	302	256	309
Ad Receptivity	204	224	281

*Ad-Supported Program Average for Television



Key Findings: Comparing Media Vehicles

Inspirational: I am inspired by this program, magazine or Internet site; I have an emotional connection to this program, magazine or site.

Rank	Property	INSPIRATIONAL Score
1	JOHN EDWARD CROSS COUNTRY (WE)	392
2	EXTREME MAKEOVER: HOME EDITION (ABC)	389
3	OPRAH.COM	375
4	EBONY	369
5	O, THE OPRAH MAGAZINE	369
6	LISA WILLIAMS: LIFE AMONG THE DEAD (LIFETIME)	368
7	ESSENCE	359
8	WWW.ESSENCE.COM	346
9	THE WAR (PBS)	343
10	BLACK ENTERPRISE	340
11	WWW.EBONYJET.COM	336
12	ANIMAL RESCUE (IN SYNDICATION)	334
13	OPRAH WINFREY (IN SYNDICATION)	332
14	AMERICAN BABY	331
15	ANIMAL COPS (ANIMAL PLANET)	326
16	BABY TALK	324
17	WWW.TYRASHOW.WARNERBROS.COM	324
18	JET	317
19	PARENTING	316
20	WWW.ANIMALPLANET.COM	316

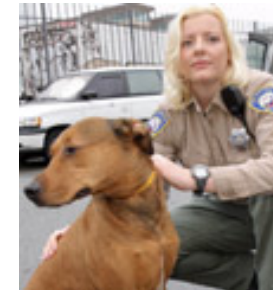


Photo: Matthew Rolston



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Key Findings: Comparing Media Vehicles

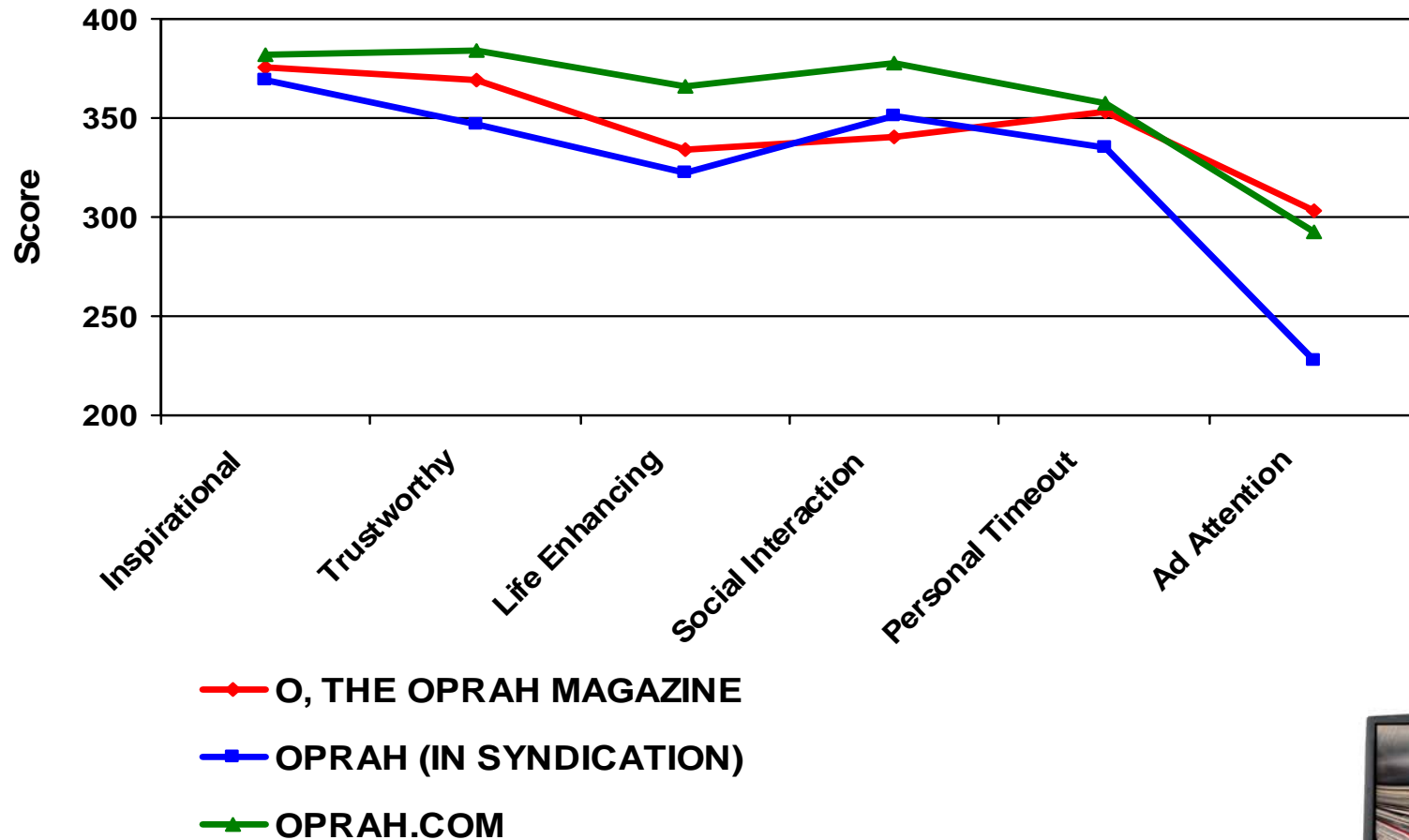
Statement: *I am more likely to purchase products advertised on this program, magazine, web site. (Top 2 Box)*

		Top 2 Box [G] I am more likely to purchase products advertised on this
Rank	Property	Pct
1	BABY TALK	55%
2	AMERICAN BABY	53%
3	GAMEPRO	52%
4	WWW.EBONYJET.COM	52%
5	WWW.BRIDES.COM	51%
6	WWW.ESSENCE.COM	50%
7	ESSENCE	48%
8	PETERSEN'S 4WHEEL & OFF-ROAD	48%
9	BLACK ENTERPRISE	47%
10	PETERSEN'S HUNTING	47%
11	WEIGHT WATCHERS	47%
12	BRIDE'S	46%
13	CHILD MAGAZINE	46%
14	LOWRIDER	46%
15	EBONY	45%
16	LATINA STYLE	44%
17	LUCKY	44%
18	PARENTING	44%
19	PARENTS	44%
20	BUENHOGAR	43%



Key Findings: Signature Analysis

Oprah Properties



Product Engagement

- **Objective: Link Product Purchase Drivers to Media Engagement so users know which engagement dimensions make sense for their advertised product**
- Methodology:
 - Over 40 Product Categories Measured
 - Conducted Annually
 - Sample size: 2,000



Product Engagement

■ 41 Product Categories Measured:

Alkaline Batteries	Mutual Funds
Ate at Fast Food Restaurant	Non-Prescription Drugs & Products
Attended Movies	Other Loans
Automobiles	Packaged/ Canned/ Frozen Foods
Bank Accounts	Pet Food
Beer	Prescription Drugs
Bottled Water & Other Non-Carbonated Beverages	Rent/ Bought Videos/ DVDs
Cellular Service	Rented A Car
Cellular Telephone	Shoes
Clothes	Skincare Products
Coffee (For the Home)	Snack Food
Consumer Electronics	Soft Drinks
Credit Cards	Spirits
Diapers & Other Baby Products	Stayed at Hotels
Gasoline & Motor Oil	Stocks or Bonds
Household Appliances & Cleaning Equipment	Toiletries
Household Cleaning Products	Toys and Games
Household Paper Products	Used Airline
Ice Cream/ Cookies/ Other Desserts	Visited Home Improvement Retailer
Internet Service Provider	Wine
Mortgages	



Product Engagement: Dimensions

Asked users of each of the 41 measured product categories, how important are the following factors when making a purchase decision:

- Same Six **Global** Engagement Dimensions measured for all TV, Magazines and Internet vehicles

- **Inspiration**
- **Trustworthy**
- **Life Enhancing**
- **Social Interaction**
- **Personal Timeout**
- **Ad Attention/Receptivity**

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Product Engagement: Dimensions

Inspiration: The product/service brings inspiration to my life

Trustworthy: The product/service is one I can trust

Life Enhancing: The product/service makes my life better

Social Interaction: The product/service is one I talk about with friends and family

Personal Timeout: I enjoy spending time using the product/service

Ad Attention/Receptivity: The advertising I see for the product/service helps me make purchase decisions

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Key Findings: Top Categories for each Factor

	Trustworthy	
	Score	Index
All Rows	441	100
Mutual Funds	483	110
Bank Accounts	482	109
Skincare Products	480	109
Prescription Drugs	475	108
Credit Cards	474	107

	Inspirational	
	Score	Index
All Rows	306	100
Skincare Products	385	126
Visited Home Improvement Retailer	353	115
Automobiles	352	115
Attended Movies	350	114
Toys and Games	339	111

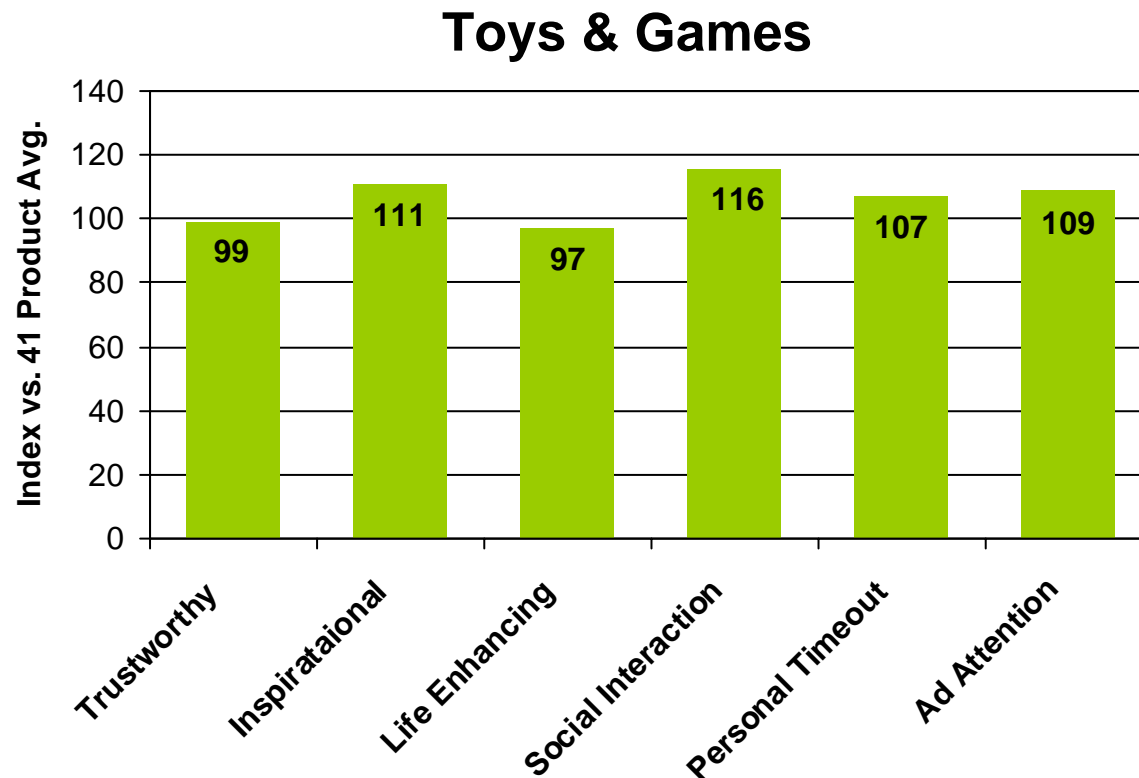
	Ad Attention/ Receptivity	
	Score	Index
All Rows	309	100
Skincare Products	372	120
Diapers & Other Baby Products	341	110
Toys and Games	336	109
Visited Home Improvement Retailer	332	107
Automobiles	331	107

	Life Enhancing	
	Score	Index
All Rows	364	100
Skincare Products	432	119
Prescription Drugs	426	117
Non-Prescription Drugs & Products	412	113
Automobiles	407	112
Visited Home Improvement Retailer	397	109



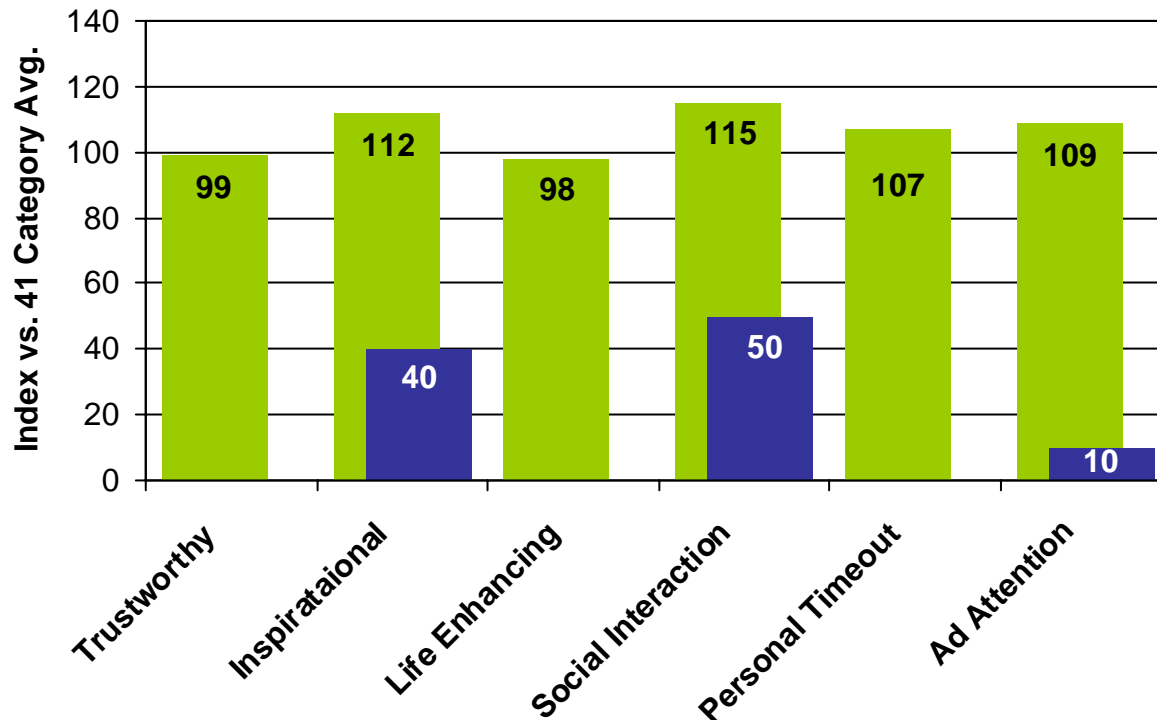
Application: Toys & Games

Moms say Social Interaction, Inspiration, Personal Timeout and Advertising are factors that are relatively more important to them when buying Toys & Games than they are when buying other products.



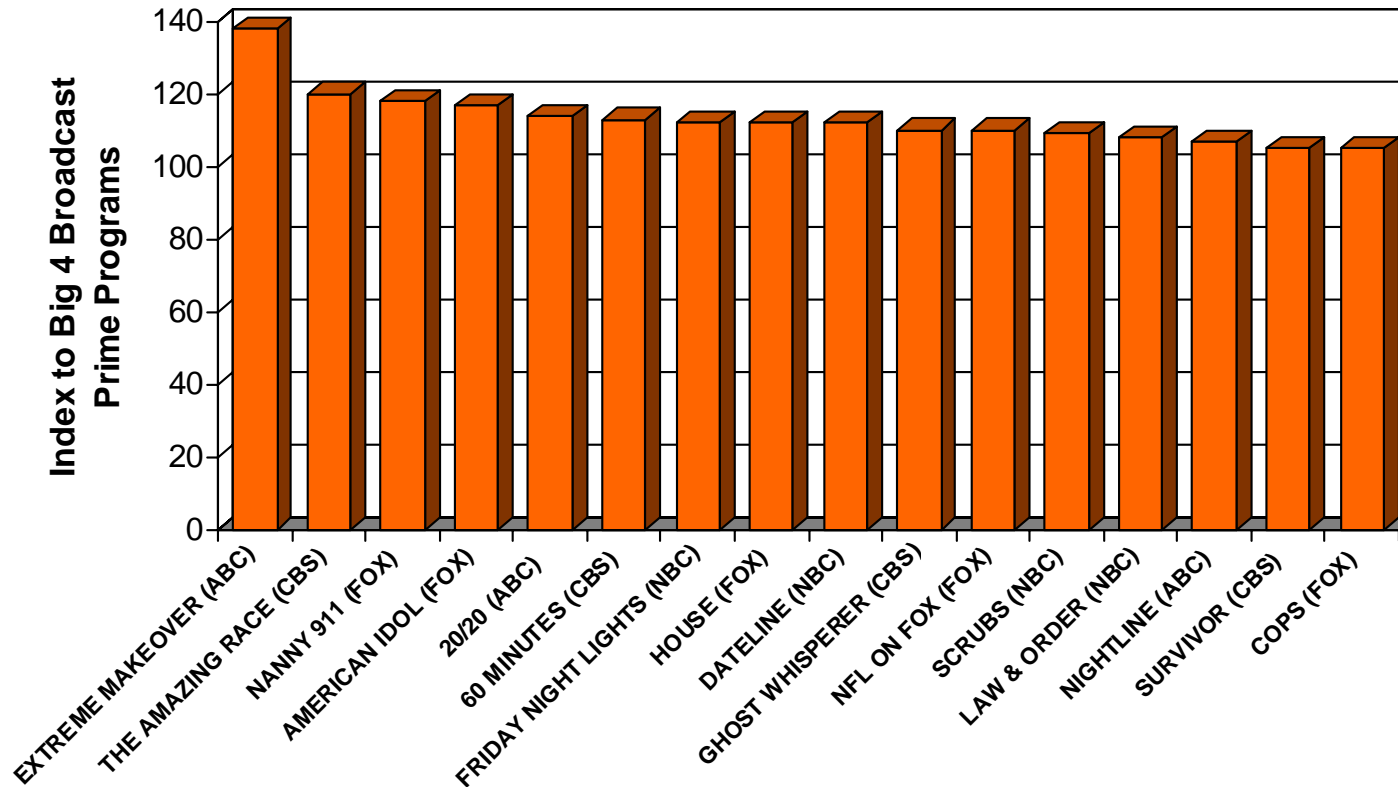
Application: Toys & Games

Users may create a custom Media Engagement dimension placing custom weight on dimensions that are key for the particular campaign in order to identify TV programs, magazines or websites that are the best cognitive fit.



Application: Toys & Games

The following primetime broadcast programs are the best Engagement match to the custom dimension tailored to engage moms along the dimensions that drive their Toy and Game purchases.



MME links to National Consumer Survey

- **Objective: Link Media Engagement to NCS Consumer Targets to combine brands and attitudes with media engagement for advanced targeting.**
- Methodology:
 - NCS respondents assigned an Engagement score for each of the media they use (Up to 9 dimensions per medium)
 - Engagement scores are for the medium-at-large
 - Uses Behavioral Integration model



Application: Linking Brands and Media

- Scenario: An advertiser is trying to identify the best TV networks to reach Ad Receptive segments of their consumer target.

Network viewed last 7 days:	Percent of viewers who meet consumer target	Ad Attention Score	Attention Index
MTV	15%	279	118
TBS SUPERSTATION	29%	272	115
LIFETIME	33%	266	112
TNT	23%	265	112
NICKELODEON	18%	261	110
OXYGEN	16%	261	110
HBO	17%	257	108
ABC FAMILY	25%	253	107
USA NETWORK	21%	253	107
SPIKE	16%	253	107
CMT	16%	252	106
DISNEY CHANNEL	23%	249	105
FOOD NETWORK	17%	241	102
TLC	26%	238	100
FX	15%	238	100
ANIMAL PLANET	18%	234	99
A&E	24%	232	98
FOX NEWS CHANNEL	22%	232	98
CNN	16%	228	96
THE HISTORY CHANNEL	15%	226	95
SCI-FI CHANNEL	16%	223	94
DISCOVERY CHANNEL	25%	218	92
CNN HEADLINE NEWS	15%	209	88
THE WEATHER CHANNEL	20%	199	84

Networks viewed by 15%+ of "Consumer Target X" **and** have **above** average TV Ad Attention scores.

Takeaway:

Fifteen percent of "Consumer Target X" watch MTV. Those "Consumer Target X" who watch MTV are 18% **more** engaged in TV ads than the typical "Consumer Target X."

Networks viewed by 15%+ of "Consumer Target X" **and** have **below** average TV Ad Attention scores.

Takeaway:

Twenty percent of "Consumer Target X" watch TWC. Those "Consumer Target X" who watch TWC are 16% **less** engaged in TV ads than the typical "Consumer Target X."



Next Steps?

- Media is becoming highly fragmented with more and more media reaching fewer than 1% of Americans.
 - Logistical and cost concerns to collect sufficient sample
 - Is modeling a viable solution?
- Measuring Brand Engagement
 - Validate: Can a brand improve it's perception as Trustworthy by placing advertising in Trustworthy media?
- Using Engagement as a Negotiating Tool in Buying and Selling Advertising
 - Link Media Engagement metrics to media currency



Thank you!

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