

Title of project: Uniting advertisers' and publishers' universes in one single-source research. From content and ad distribution planning to post-exposure verification.

Companies and partners involved: Gemius and The Polish Internet Research Awards

- Audience Measurement - Silver

Project Summary

The Polish media market has been striving for a cross-media single-source measurement for many years. Effective media planning, in terms of both ad and content distribution, requires relying on a solid solution that provides in-depth analytics across all media channels. This desire was expressed in the survey conducted by IAA Poland, where 82% of Polish marketers spoke out for a single-source cross-media study. What is more, in June 2019, media representatives in Poland formed a coalition named "Marketers for Better Researches". Their main goal was to form recommendations for media research practices that cover one measurement for TV, radio and Internet. Similar expectations are also observed on the side of publishers. They need a reliable tool for accurate programming and evaluation to create an effective advertising product that can be offered to advertisers. Gemius, parallel to the market discussions, prepared the solution that answers these recommendations, at the same time being the first single-source cross-media research of TV, radio and Internet in Poland. Gemius improved its awarded methodology and products and thus provided the market with the unique single-source research to cover the entire media strategy process, from content and ad distribution planning to post-exposure verification.

Objectives

The main objective of the project is to provide publishers and advertisers with a reliable single-source measurement for TV, Internet and radio. The study will significantly facilitate marketing strategy planning, in terms of both content and advertising, and thus help with budget optimisation. It has a chance to become a new common market currency, which will dramatically simplify the processes of media buying and selling and inventory management by creating a fair and transparent environment for all media parties.

Methodology

Gemius' unique hardware-panel methodology, consists of installing meters on the smartphone's OS and ensures non-intrusive measurement that doesn't obstruct panellists' behaviour while using their mobile phones. The number of hardware panelists was enlarged two and a half times (vs. 2019), reaching 2500 persons. Gemius managed to extend the results for walled gardens by adding content measurement. In-home and out-of-home measurement has become even more advanced and enables the recognition of alternative home addresses. Gemius also unified typology and content categorisation as well as standardised measures and types of statistics.

Key Results

Gemius' cross-media solution enables precise analysis of media consumption as well as ad contact and ad exposure on TV, mobile, PC and radio (together with walled garden applications). The combined data allows for comprehensive cross-media comparison in terms of media overlaps and reach, including total, incremental, cumulative and daily reach building. The data also provides insights into behaviour such as audience duplication. Other insights that can be gleaned include time spent, average minute rating, share of time and time composition.

Impact and Application

The need for a cross-media single-source measurement in the Polish market is evident and expressed in the formation of "Marketers for Better Researches" coalition, as well as vivid industry discussions which have been ongoing. Marketers are forced to rely on separate media measurements which are incomparable. Differences in methodologies and approaches make it very hard to plan and manage their campaigns and optimise budgets across media. On the other hand, publishers also need a reliable solution providing them not only detailed data about audience media consumption but



also to help with effective programming and planning content distribution throughout all media channels, especially in TV and radio. Gemius' cross-media research is the exact answer for this market's requirements. Thanks to Gemius' study, all stakeholders have a solution to e.g. check the reach of a specified target group on a selected media channel, website, application, radio station on various devices including PC, mobile, TV and radio, with distinction of in-home and out-of-home consumption, on any given time period. Moreover, the research standardises the categorisation of all content types: display, audio, video (among them streamed content, live materials, podcasts) and thus provides combined statistics across all media platforms. To complete the media overview, the study covers all media owners: local and global, including hard-to-reach walled garden ecosystems. Gemius' solution is truly holistic and provides full data for planning marketing budgets and effective inventory management. Gemius' newest research is planned to be launched in September 2020. Together with our partner The Polish Internet Research, we are sure Gemius' single-source study will definitely impact not only on Polish media landscape but also other international markets.