

THE FUTURE OF CROSS-PLATFORM DATA-DRIVEN MEDIA PLANNING & BUYING

As an industry, we are going from being relationship and transaction driven, to being **relationship + data, technology and insight** driven.



It's happening unevenly, but it's happening

MEDIA IS NOT LIKE IT ONCE WAS



CONSUMED AS A FAMILY



FOR GENERATIONS



NOW, OFTEN SOLITARY



AND HIGHLY DIGITIZED ACROSS DEVICES



HAS LED TO MORE MEDIA CONSUMPTION THAN EVER BEFORE

81 hours

People now spend more time with media than they do with anything else.

65 %

Of TV time is shared with another screen

THE WAY MOST OF THE INDUSTRY PLANS MEDIA & BUYS HAS NOT KEPT PACE

Planned one channel at a time



Against arbitrary rules of thumb

3+ frequency

AND UNTIL RECENTLY, MEDIA RESEARCH WAS ALSO SILOED

TV

nielsen

Online

nielsen

comSCORE.

Radio

ARBITRON

Magazines

GfK GfK MRI

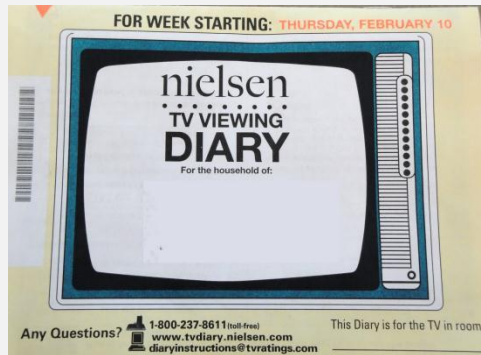
OOH

TAB EYES ON >>>
OUT OF HOME MEDIA
MEASUREMENT

With the limits in data access, it was hard to plan and measure a media plan worked in *totality*.

Researchers and planners forced to use too many tools and UIs

DIARIES EVOLVED TO METERS THAT DON'T FORGET



Nielsen TV Diary



Arbitron Radio Diary



Nielsen TV People Meter

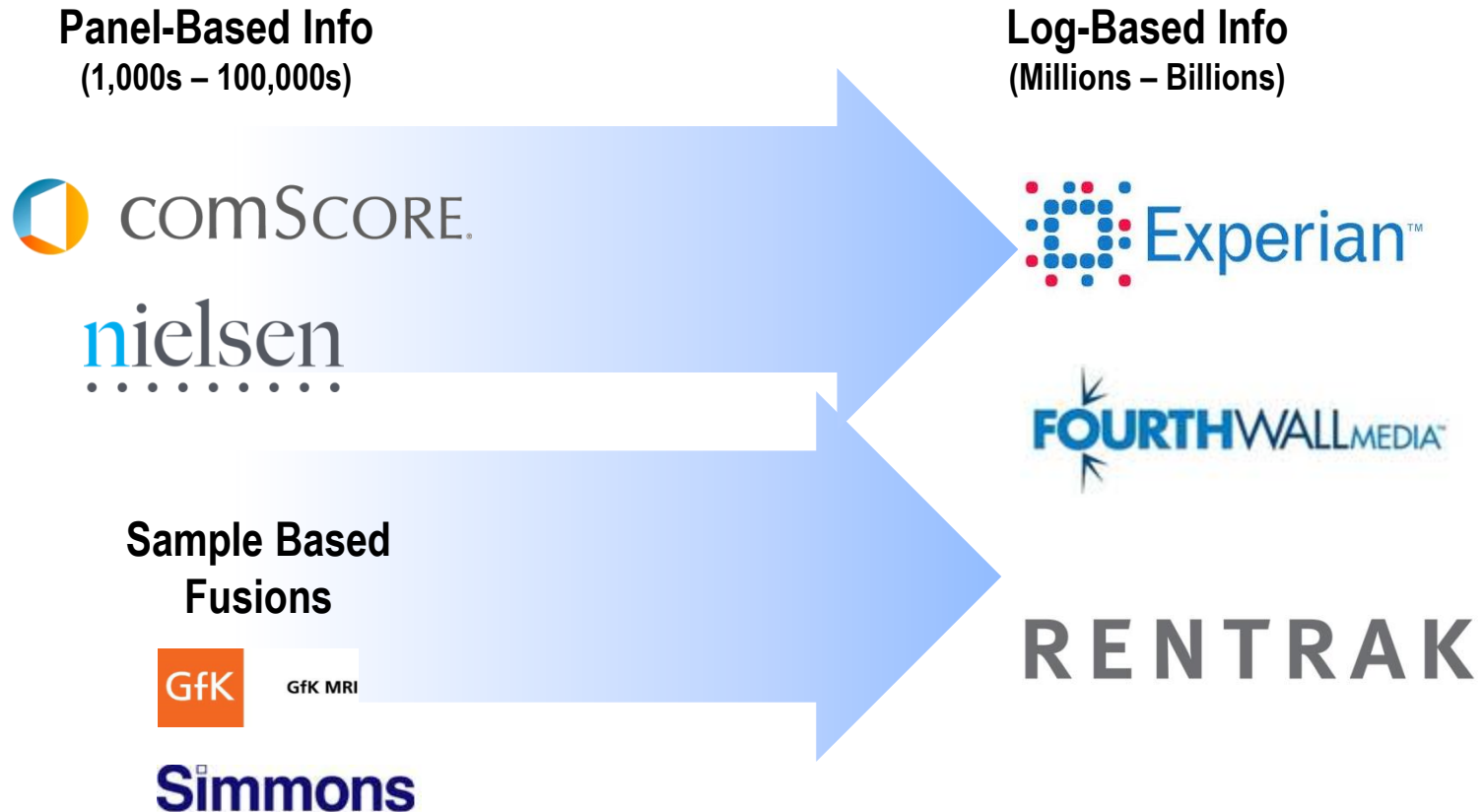


Arbitron Radio/TV
Personal Meter



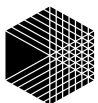
Software Meters
(Nielsen/comScore)

AND NOW WE HAVE GIANT MULTISOURCE DATABASES ALIGNED TO INDIVIDUALS AND HOUSEHOLDS



Future state:

Hybrid of panel-based, fusion and log-based approaches

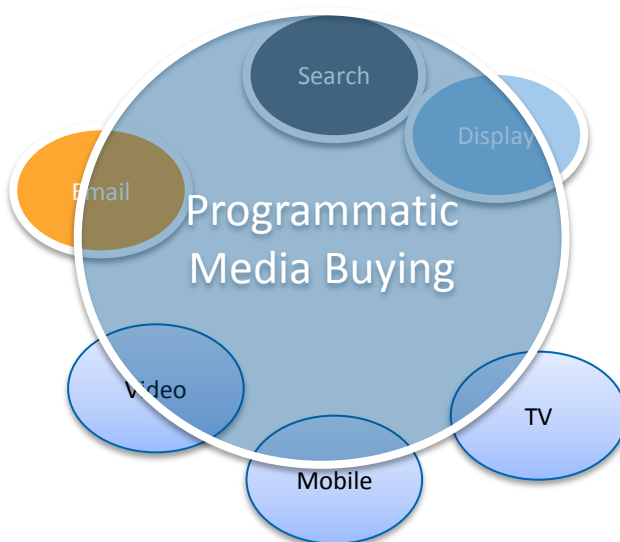


THESE GIANT DATABASES OF MEDIA, EXPOSURE AND SALES DATA ARE EVOLVING MEDIA PLANNING & BUYING FROM POINT-IN-TIME SINGLE CHANNEL TO CROSS-CHANNEL AND PROGRAMMATIC

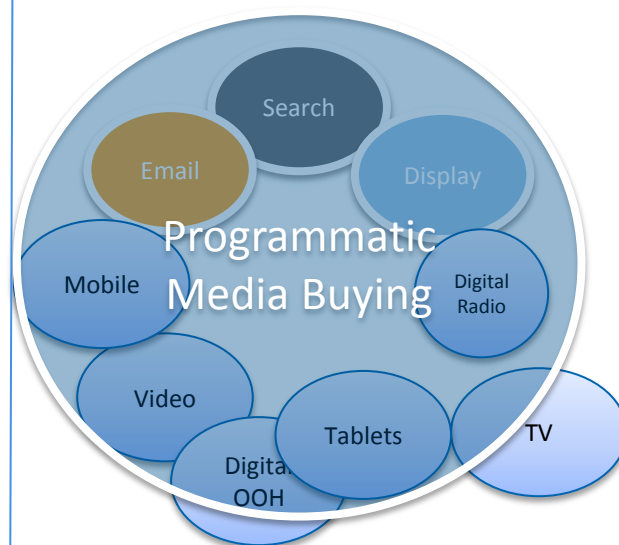
2007 - 2010



2011 – ?



the future

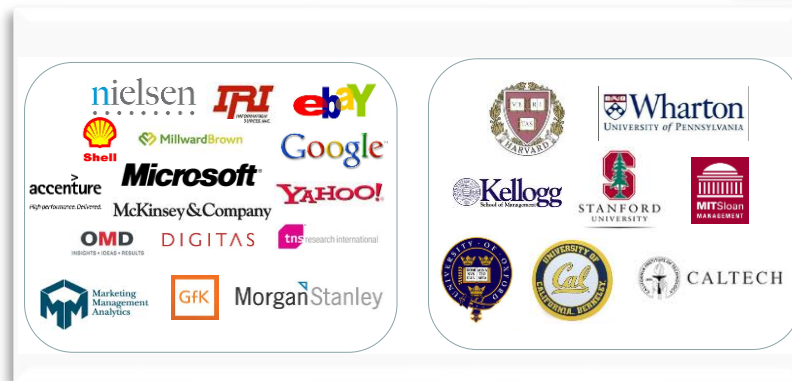
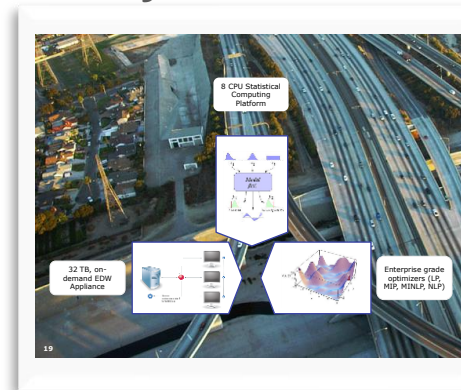


IPG MEDIABRANDS AUDIENCE MEASUREMENT PLATFORM (AMP)

Data & Research Ecosystem + Inventory Partnerships



High Performance Analytic Infrastructure



We Have Invested Millions Annually,
In People, Data, And Technology

Talent with Diverse Analytic Skills

EXAMPLES OF HOW NEW DATA HAS CHANGED MEDIA RESEARCH

- Less reliant on, and use of, off-the-shelf syndicated tools
- Less attention on ratings
- Client CRM data increasingly matched to media consumption and ad exposure
 - Used for planning, targeting and match-back analytics
- More attention on targeting, measurement & optimization
- Deliberate planning of cross-channel and cross-device exposure
- Better understanding of optimal ranges of R&F
- Granular understanding of ad exposure overlap between media types and properties