



USATouchPoints™



USA TouchPoints

Single Sourced Data / Analytics from Active &
Passive Consumer Research

Some of RealityMine's Clients



Our Data Capture System



Life context ... Cross-Media ... Passive Mobile... UK & USA

Where

With Whom

Activities

Media

Emotions



2,000 Person Nationally-Projectable Sample



Deep Insights Into Daily Life

20 Self-
Reported
Locations



23
Activities
including Path
To Purchase



All Major
Media



10
Social Settings



22
Emotional
Mindsets



Exhaustive Media Measurement

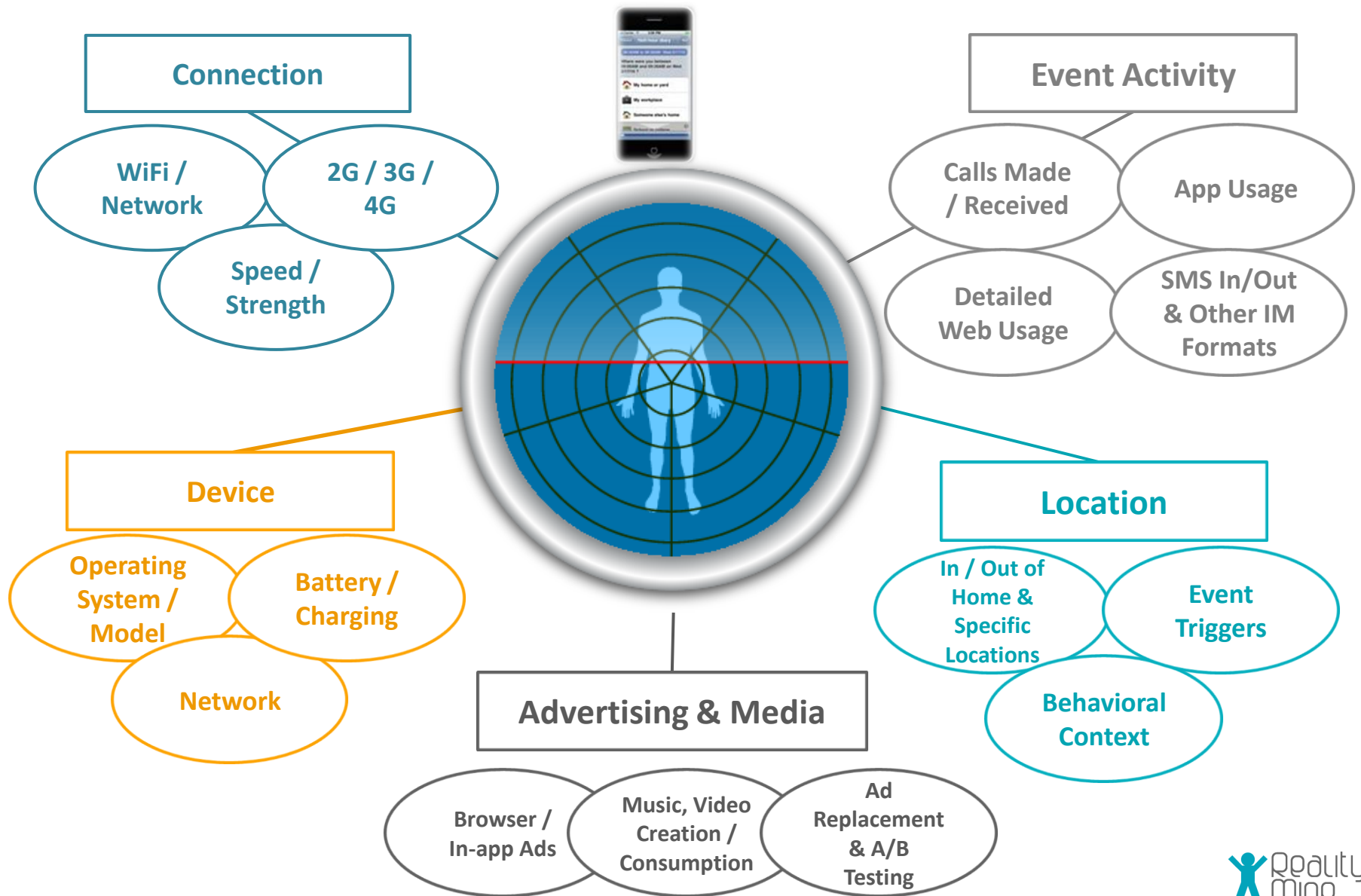
MEDIA USE



- **TV** (how used, genres, networks)
- **Radio or other audio** (how used, genres)
- **Computer** (how used, sites visited)
- **Mobile phone** (how used, sites visited, apps used)
- **Game console** (how used)
- **Print** (how read/devices used, types)
- **Tablet** (how used, sites visited, apps used)
- **eBook reader** (how used, sites visited, apps used)
- **Other**
- **None of these**

Now More Powerful With Hyper-Granular Passive Mobile

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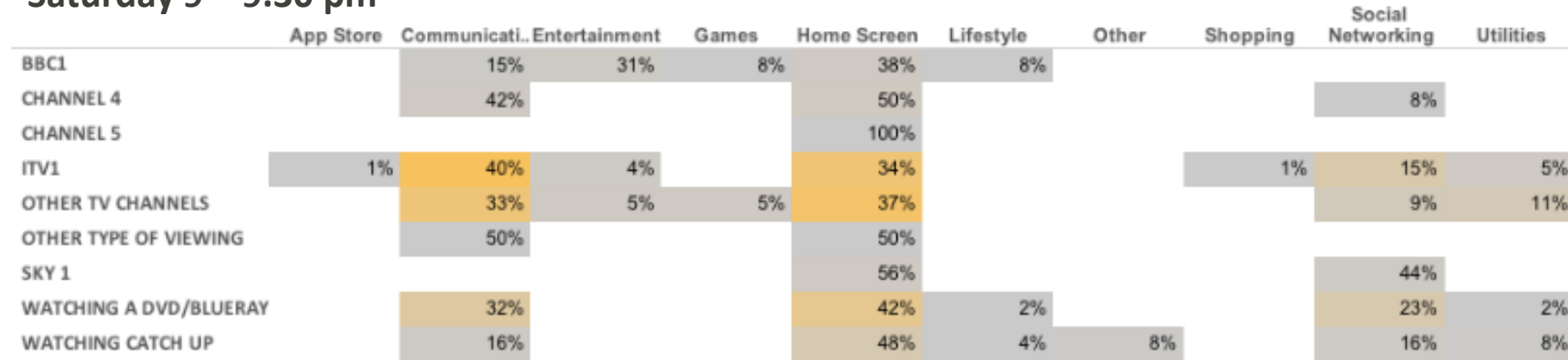
So We Can Now Provide Single Source Views on Second Screen Behaviors

Apps vs What were you watching on TV? Heatmap

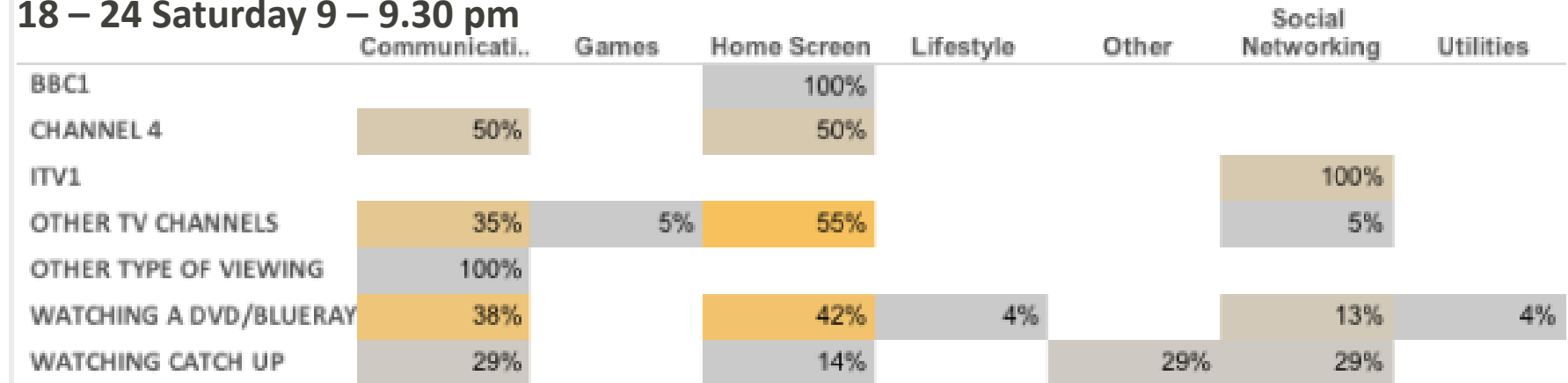
Question

What were you watching on TV?

Saturday 9 – 9.30 pm



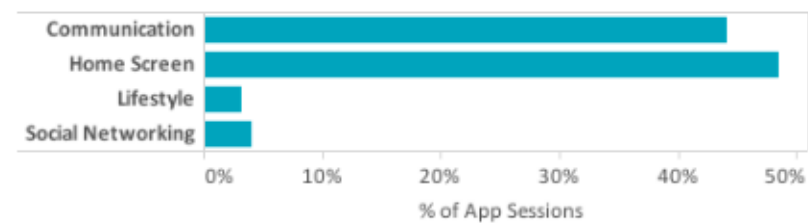
18 – 24 Saturday 9 – 9.30 pm



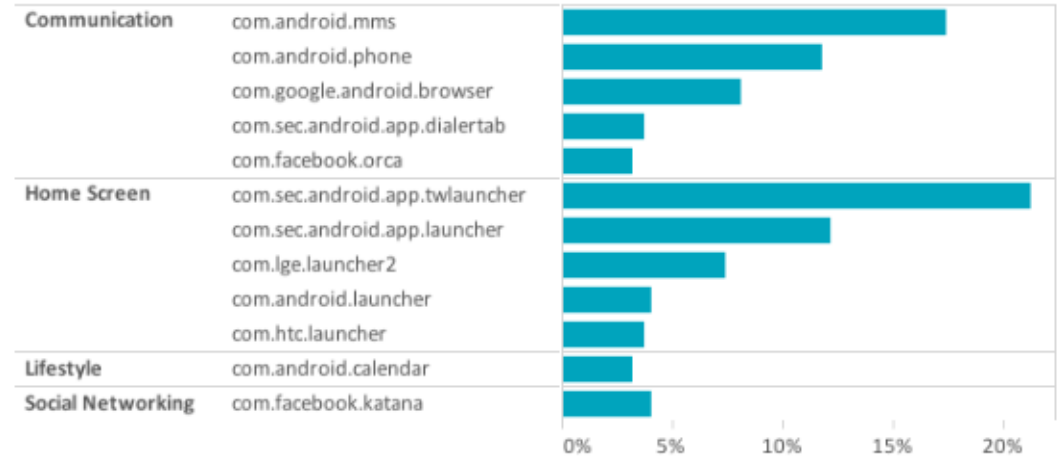
And Drill Down to Specific Apps

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What types of apps were the viewers using?



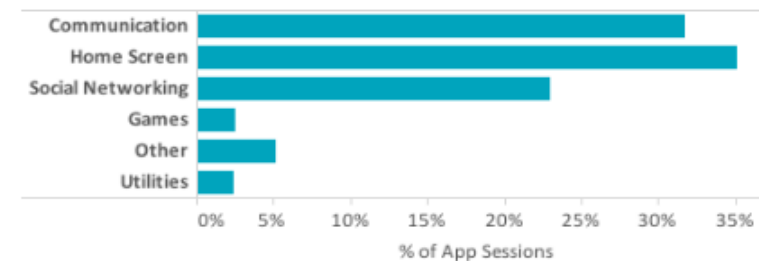
What apps were being used?



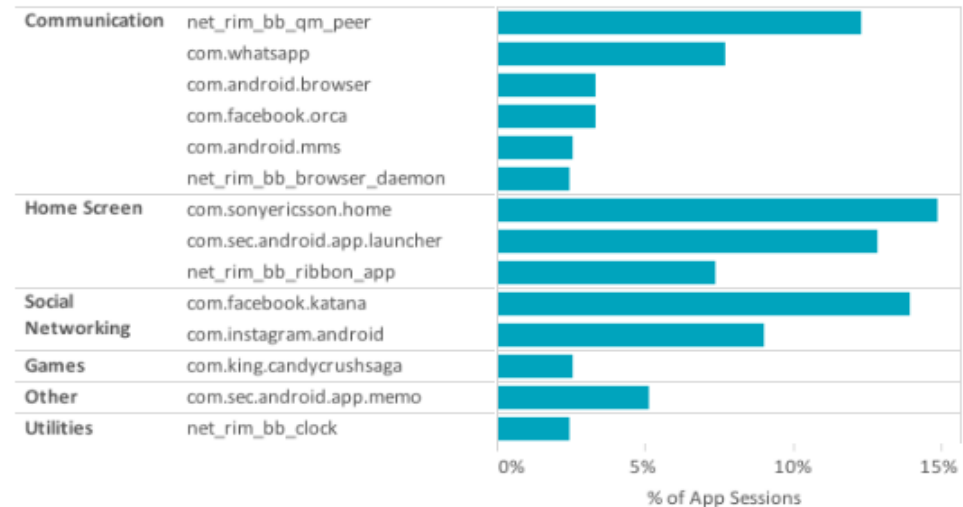
Male 18 – 24 Saturday 9 – 9.30

Female 18 – 24 Saturday 9 – 9.30

What types of apps were the viewers using?



What apps were being used?



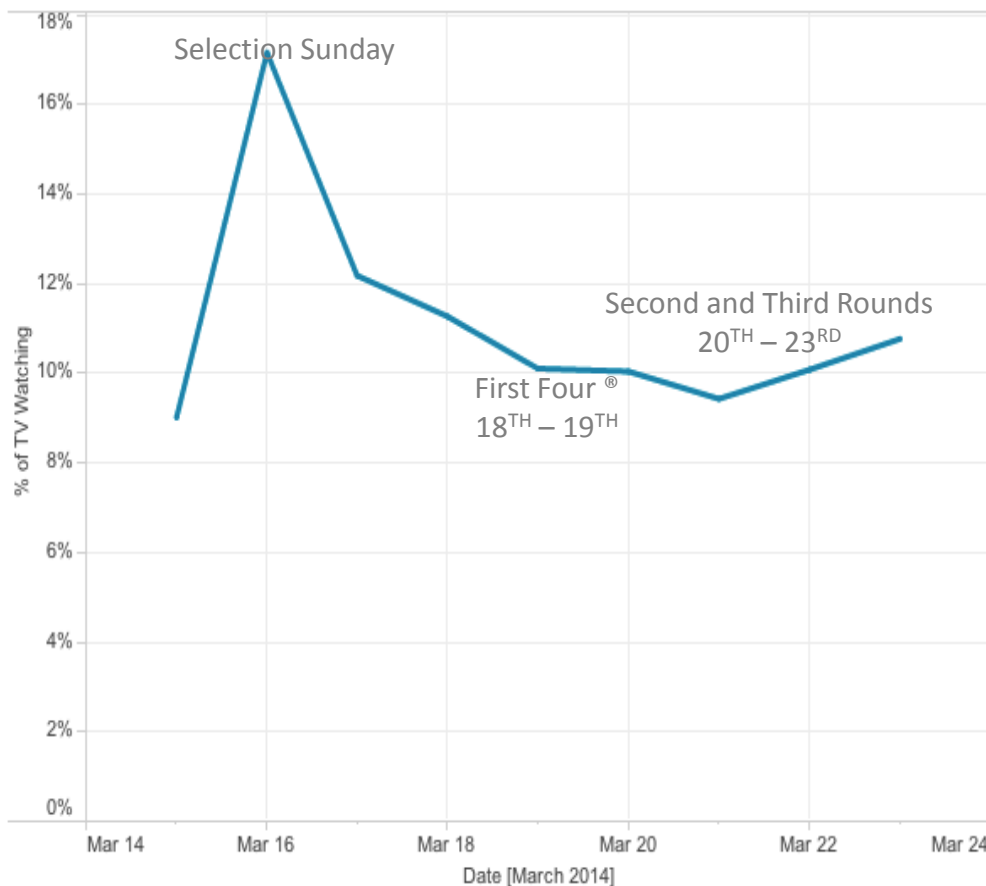
- We can now launch projects on demand
 - New projects can be live in 72 hours
 - Can include:
 - eDiary
 - Passive Mobile & Tablet Metering
 - MediaTrak Passive Listening
 - Whole home measurement
 - Behavior / location triggered surveys

USA TouchPoints In Action





Engagement Starts Early – TV Viewing



TV Viewing – Mostly Live, But Considerable Amount of Streaming





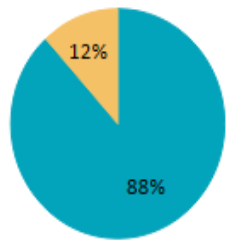
Concurrent Activities Show Viewers' Mindsets



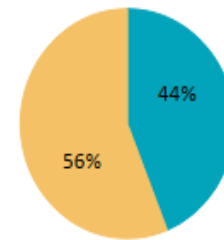
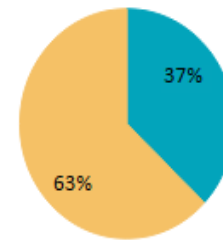
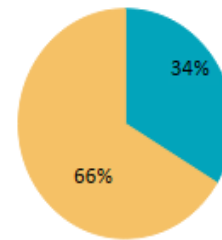
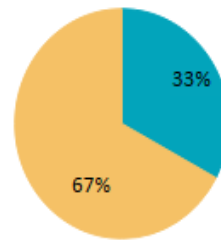
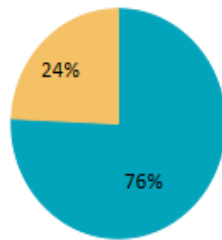
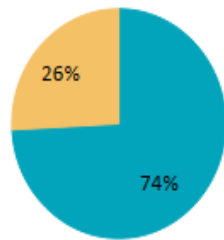
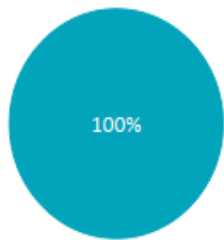


Concurrent Mobile App Usage Grew Throughout The Tournament ... As The Upsets Rolled In

Selection
Sunday



Second
Round



16 Mar

17 Mar

18 Mar

19 Mar

Date

20 Mar

21 Mar

22 Mar

23 Mar

Ohio St. Out

Kansas Out

Duke Out

VCU Out

Oklahoma Out

Syracuse Out

Wichita St. Out

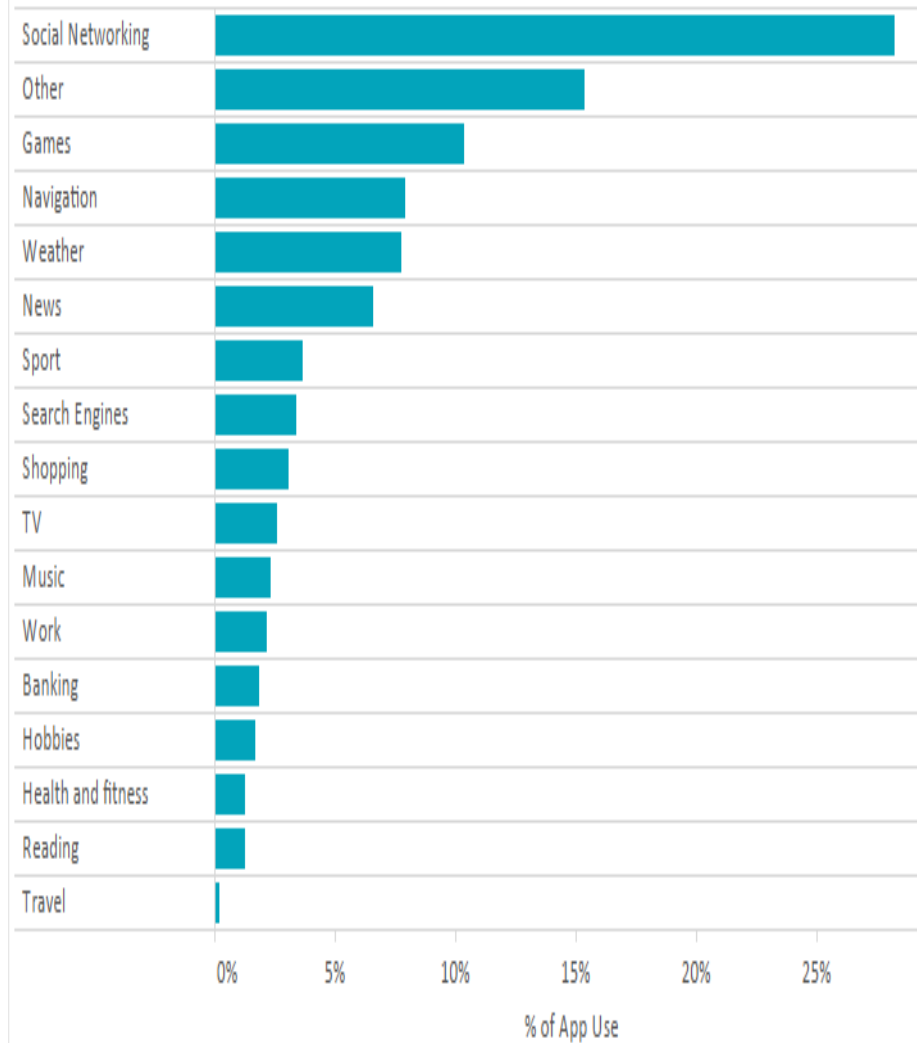
UMass Out

New Mexico Out

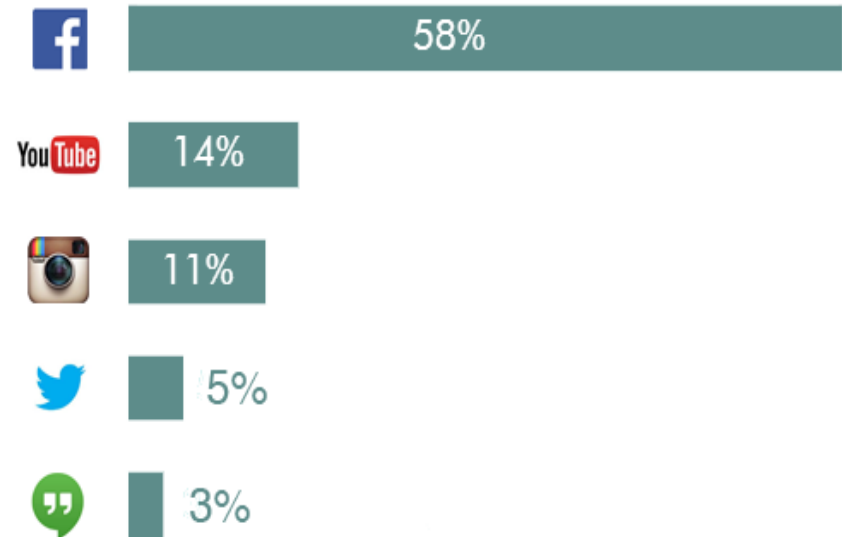
Villanova Out



Social Networking Dominates Concurrent Mobile App Usage



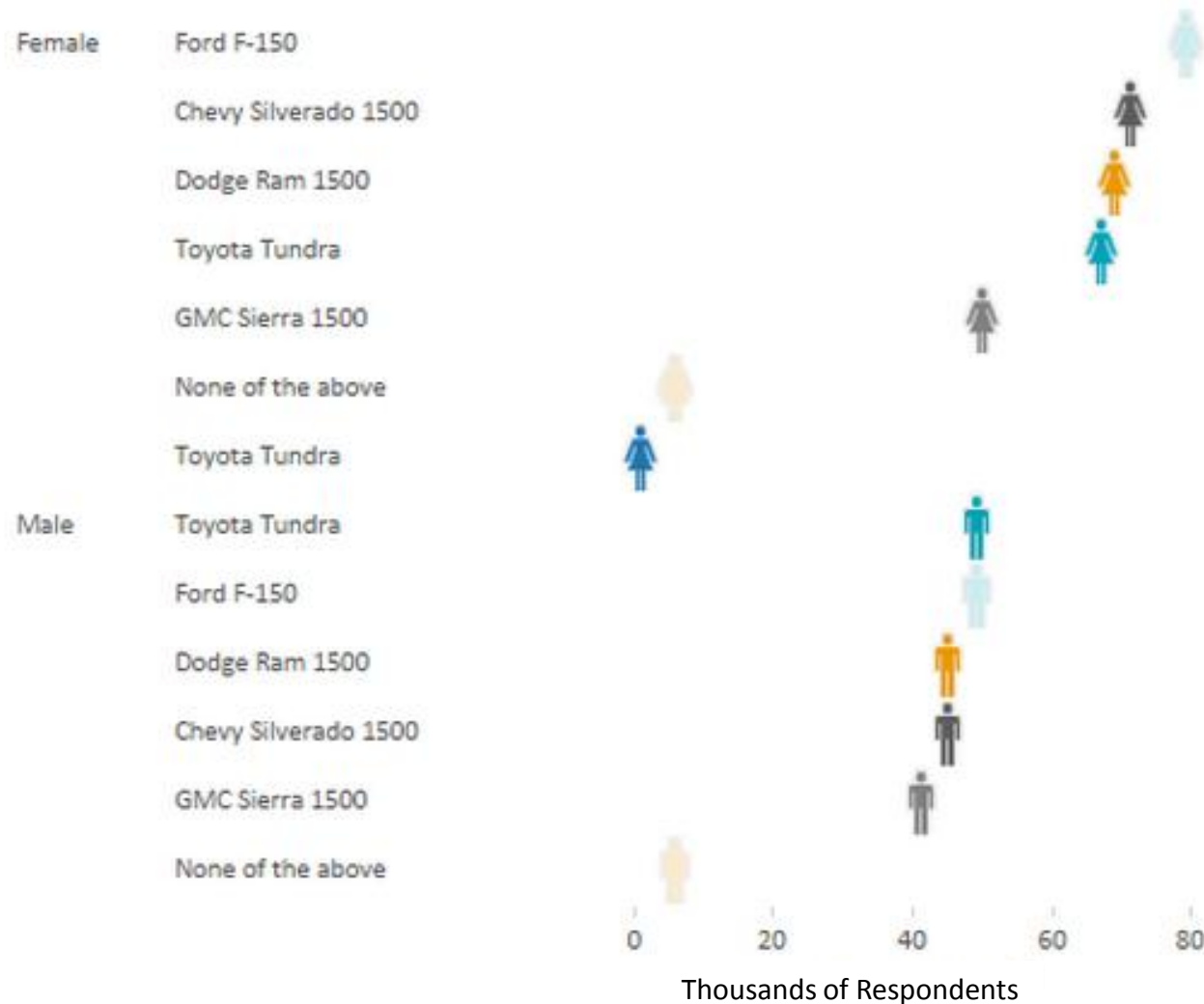
Facebook Gets The Most Of The Action



What's Next?

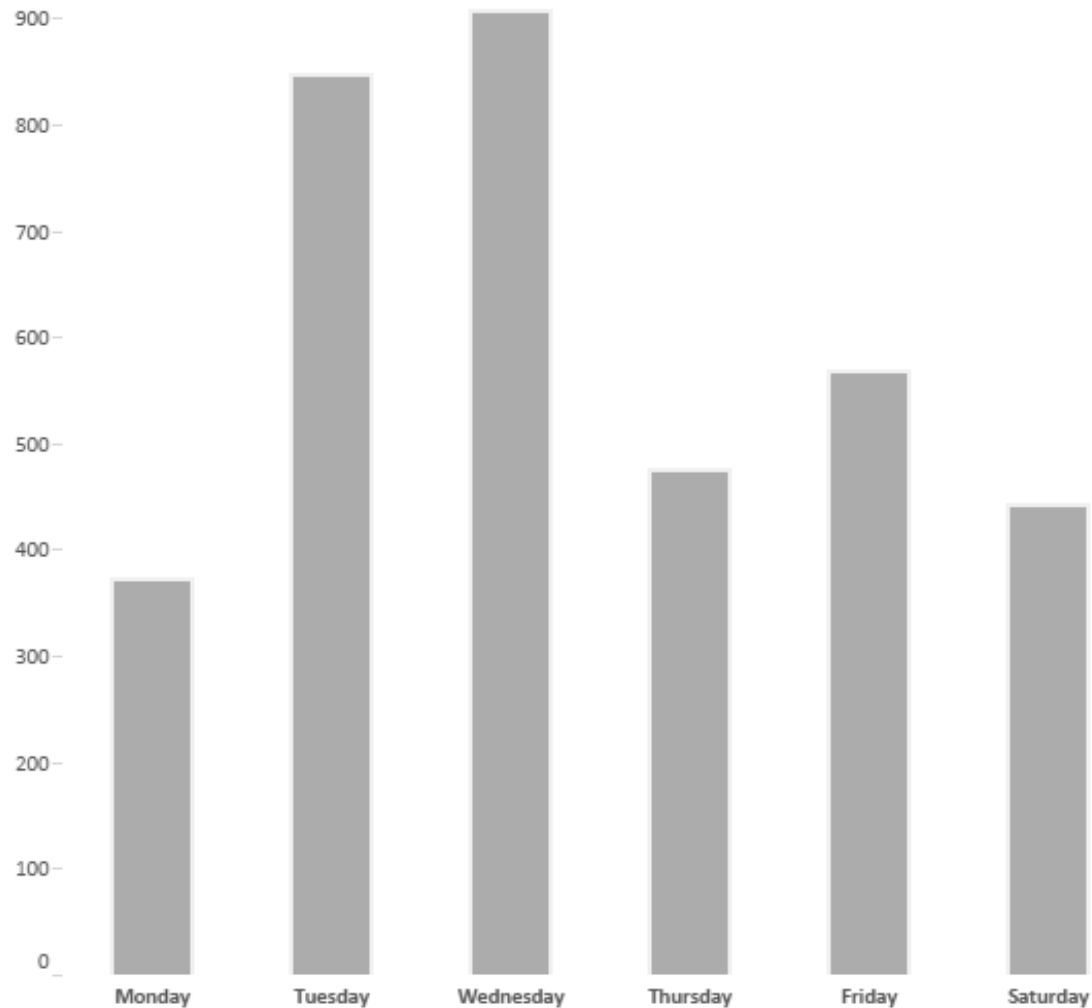
- 2014 Hispanic Test
- Path to purchase analysis based on passive measurement and custom survey questions post-purchase
- MRI based target setting for media exposure analysis
- Other fusions
- Sample expansion – 5,000 in 2015 ... 20,000 by 2016
- New Path to Purchase Analysis:
 - Passive measurement + passive listening + location analytics + access to loyalty and card data + behavior-triggered surveys

What Ads Are People Exposed at What Weight?



When Are They Being Exposed?

Media Recognition by day



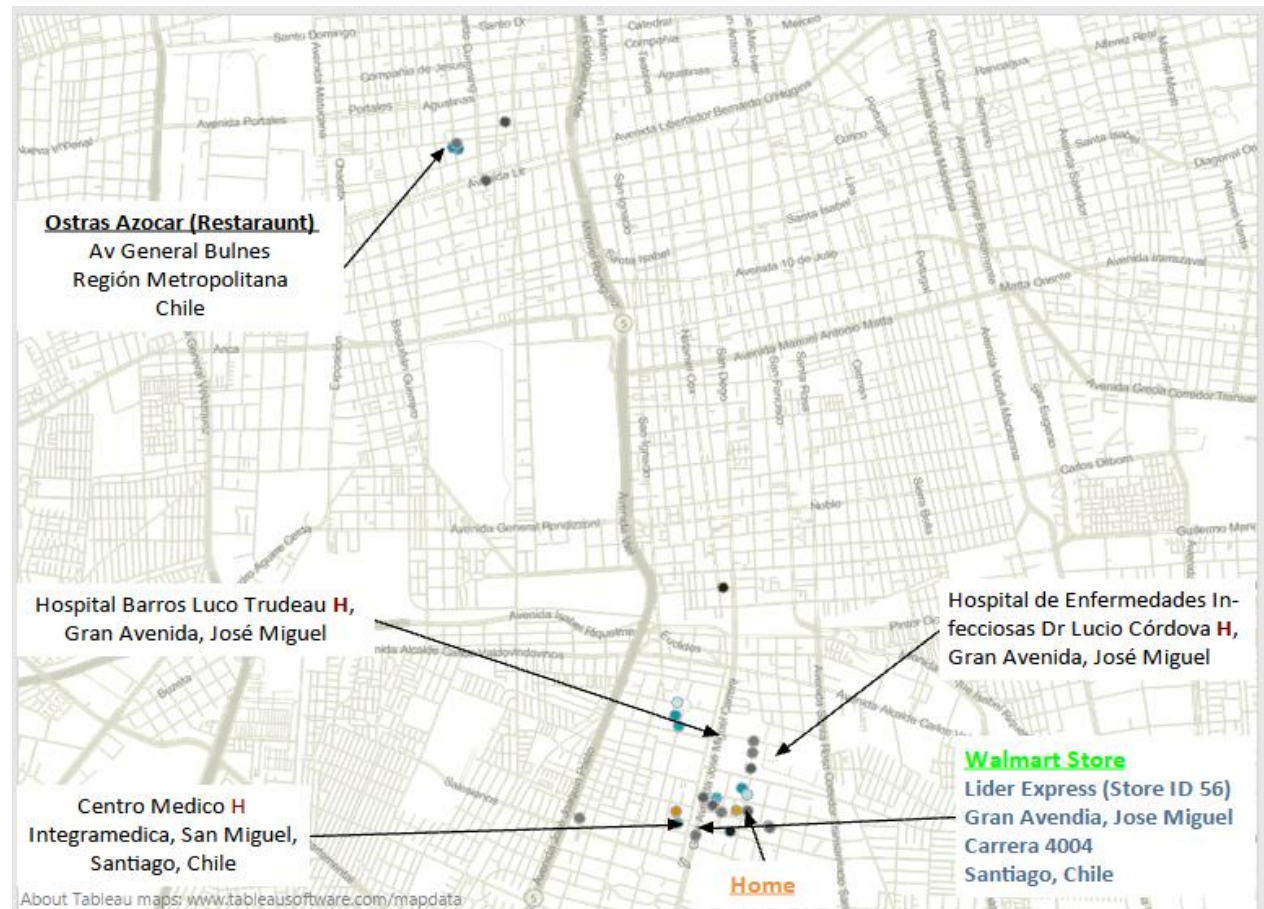
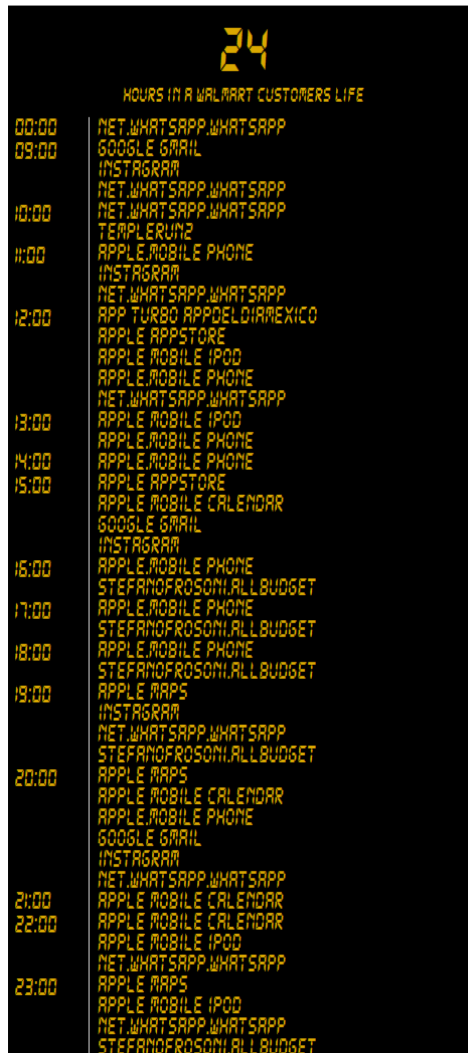
And How Does This and Other Touches Impact Paths to Purchase?



Who: ID 56977685893

Where: Santiago, Chile

When: Saturday



Thank You!

Rolfe Swinton

rolfe@realtymine.com