
Overview of USA TouchPoints© Cross-Platform Measurement Study for CIMM 2010-2011



116 East 27th Street, 6th Fl
New York, NY 10016
(212) 696-9299
www.mediabehaviorinstitute.com



Background

In April 2010, the Coalition for Innovative Media Measurement selected Media Behavior Institute as its partner in developing innovative cross-platform insights and metrics



CIMM USA TouchPoints© Study Objective

- Demonstrate the feasibility and benefits of context planning and hub fusion with USA TouchPoints© eDiary data

“We scoured the globe to find the most consumer-centric cross-platform approaches ... UK [IPA] TouchPoints is by far the most comprehensive and provides the best way to link cross-media measurement and provide an understanding of media usage in context.”

—Jane Clarke, Managing Director



Quick History - Media Behavior Institute and USA TouchPoints®

- Formed in 2008, MBI integrates two innovative research methods to provide granular and comprehensive consumer/media insights:
 - TouchPoints eDiary licensed from the **UK's Institute of Practitioners in Advertising**
 - Observation Method developed with **Ball State University**
- Together these are the methodological foundation of USA TouchPoints

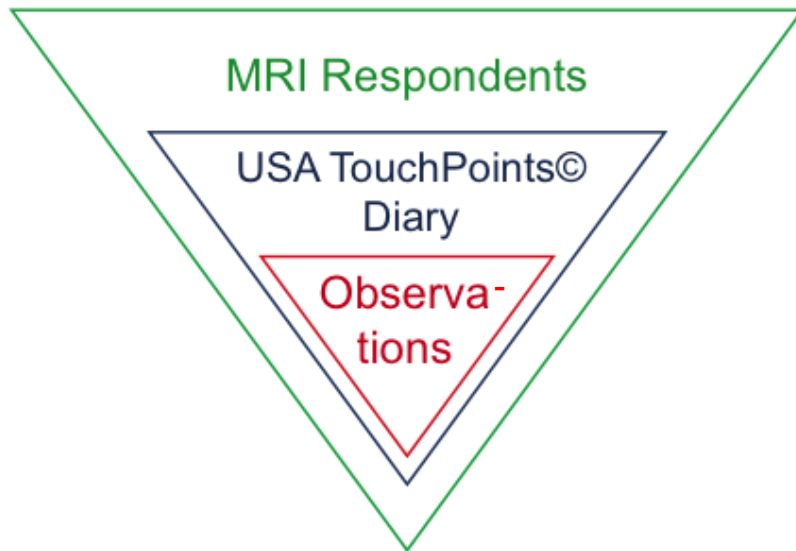


*Observation measures
a day in the life*

*eDiaries measure a
week in the life of media
consumers*

USA TouchPoints® Multi-Method Framework

USA TouchPoints combines the trusted, top-quality sample of GfK MRI with eDiaries and Observations



- A portion of MRI's *Survey of the American Consumers* sample completes USA TouchPoints 10-day electronic diary
 - Appended to respondents' MRI data
- A smaller portion of this group are also observed for a full day *
 - Using the observation method co-developed with Ball State University
 - Integrated into the full eDairy sample
- Projected onto a larger portion of the total MRI sample

USA TouchPoints[©]

10 Day Electronic Diary

Questions Cover A Wide Range Of Media & Consumer Behaviors

- 14 Locations
 - 9 Social Settings
- 19 Life Activities
- 54 Broadcast & Cable Nets
- 11 Program Types
- 11 Radio Formats
- 16 Magazine Genres
- 8 Local/Nat'l Newspapers
- 15 Website Genres
- 13 Emotional States



iPhone App – now being
adapted for other
smartphones

USA TouchPoints[®] Provides A Complete Look At *Life Context For Context Planning*

What media they're using



What they buy, own, and use



How they feel

Good mood

Bad mood

Relaxed

Alert

When they're doing it



What kind of people they are



Lifestyles, Psychographics & Demos

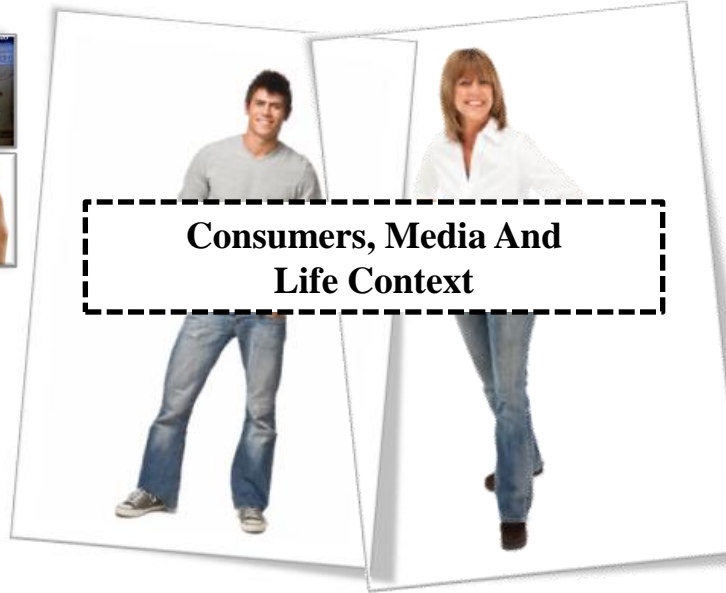
Where they are



What they're doing...

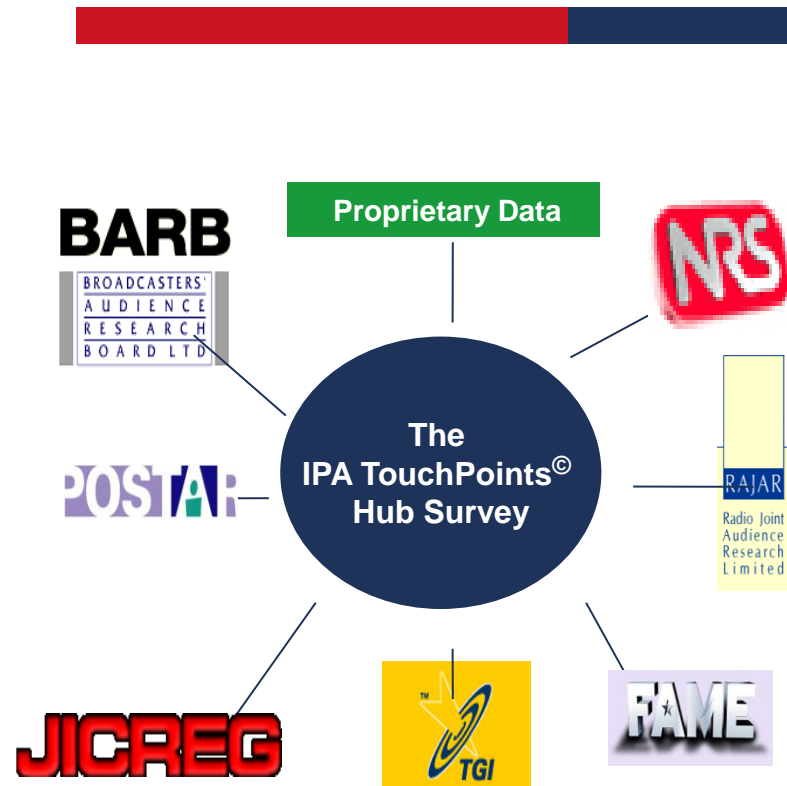


Who they're with...

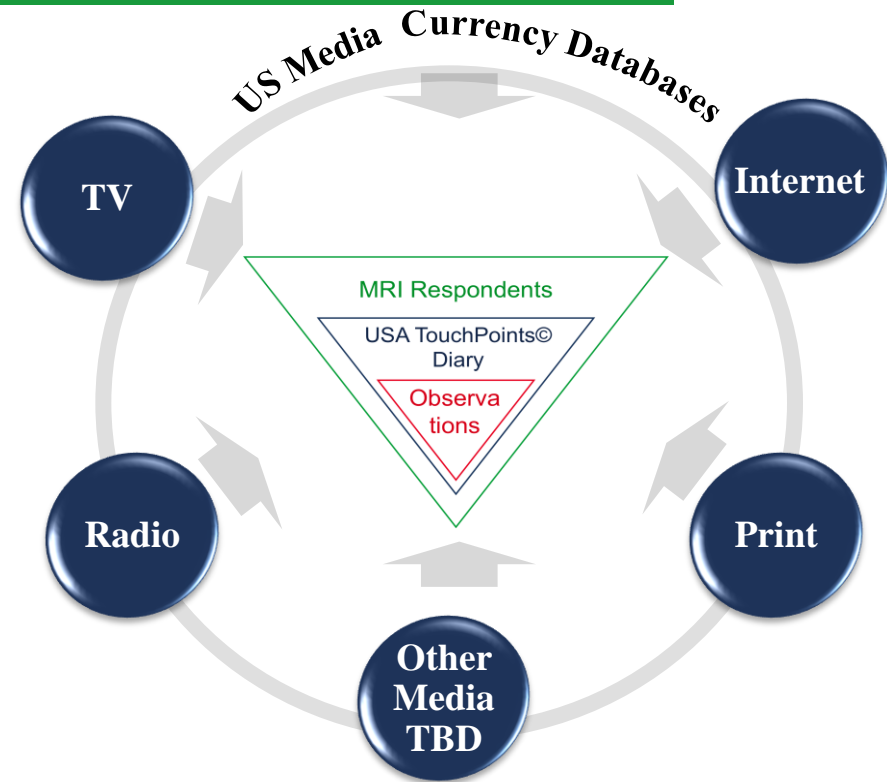


Consumers, Media And
Life Context

TouchPoints® Can Be The Connective Tissue Between Databases and A Media-Neutral Hub



UK TouchPoints provides the hub survey for data fusions




With industry cooperation, USA TouchPoints can also be the hub survey for fusions



CIMM Study Details

Sample

- 
- Projectable national sample of 1,000 adults
 - Age 18-64 -- (50/50 Males/Females)
 - Drawn from the universe of US adults who have already completed MRI's Survey of the American Consumer and the product booklet
 - Stratified the same way as the full MRI sample
 - Excludes Spanish language dominant respondents
 - Data will be projected to a larger proportion of the MRI sample
 - Likely to be 9,000-15,000
 - With monthly sample integrity

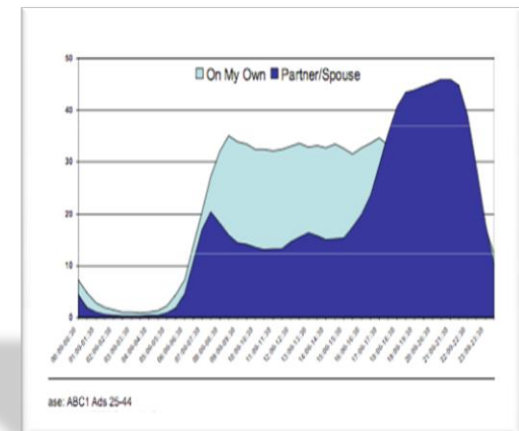
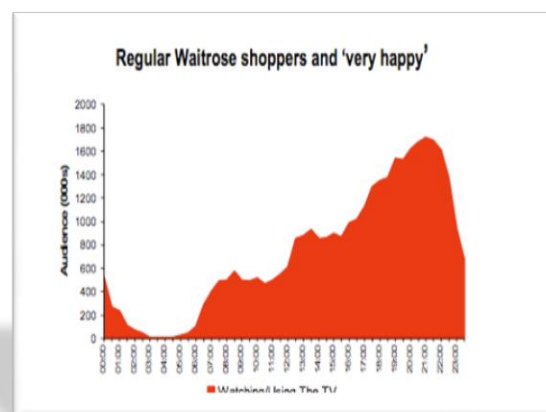
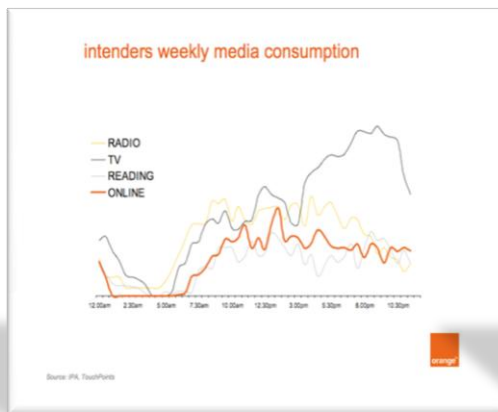
Data Access

- CIMM members will have exclusive rights to USA TouchPoints data for six months
 - Data will be accessed directly from MBI and through third party processors like MEMRI, IMS, Telmar, and New Age
 - MBI will provide a number of “proof of concept” analyses
 - Respondent level data is not included but will also be available
- MBI will make the data more widely available after CIMM’s exclusive access period



CIMM Proof of Concept Analyses

- Analysis of data quality and media usage for comparison to industry benchmarks
- Three to five illustrations of the value of life context for innovative media planning
- Evaluation of hub fusions



Timing



- In-field: October 2010 – February 2011
- Data cleaned and ready: March 2011
- Data available through third-party processors: TBD
 - Estimated at this time to be April – May
- Fusions: TBD
 - Awaiting completion of discussions with currency providers
- Proof of Concept Analyses:
 - Analyses of data quality: March 2011
 - Life Context Media Planning cases: April 2011
 - Evaluation of fusions: TBD



Media Behavior Institute

Thank You!