



Cross-Platform Metrics:

Many things change, the math doesn't.

February 15, 2012





Cross-Platform Metrics

HOW MANY.

REACH.

HOW OFTEN.

FREQUENCY.

HOW LONG.

TIME.

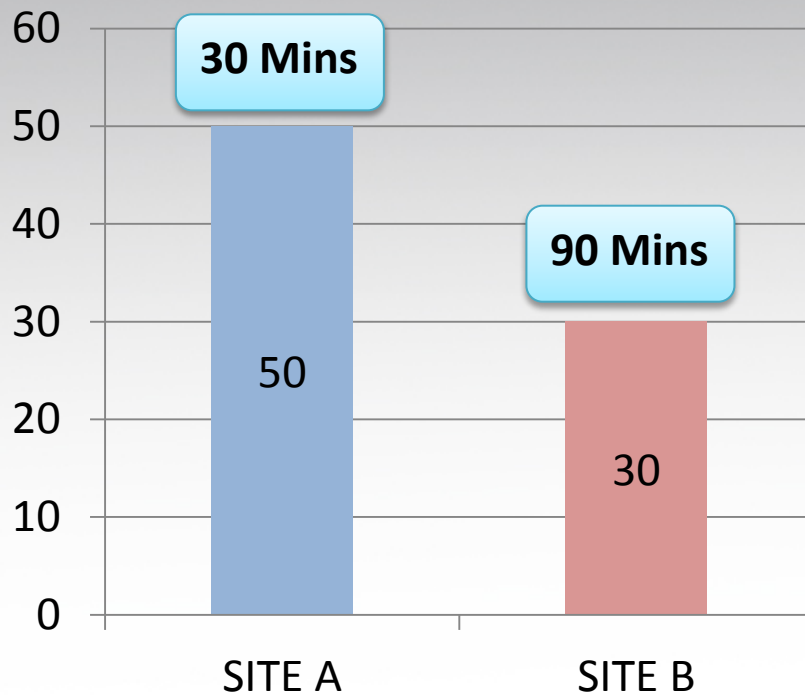




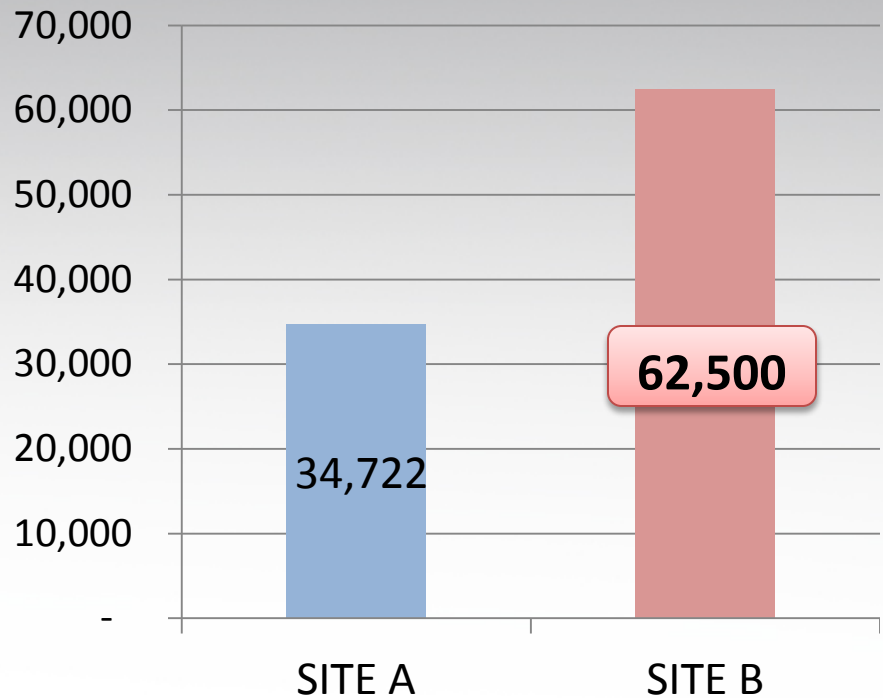
USERS AND USAGE

How Many. How Often. How Long.

UNDUPLICATED REACH (USERS)

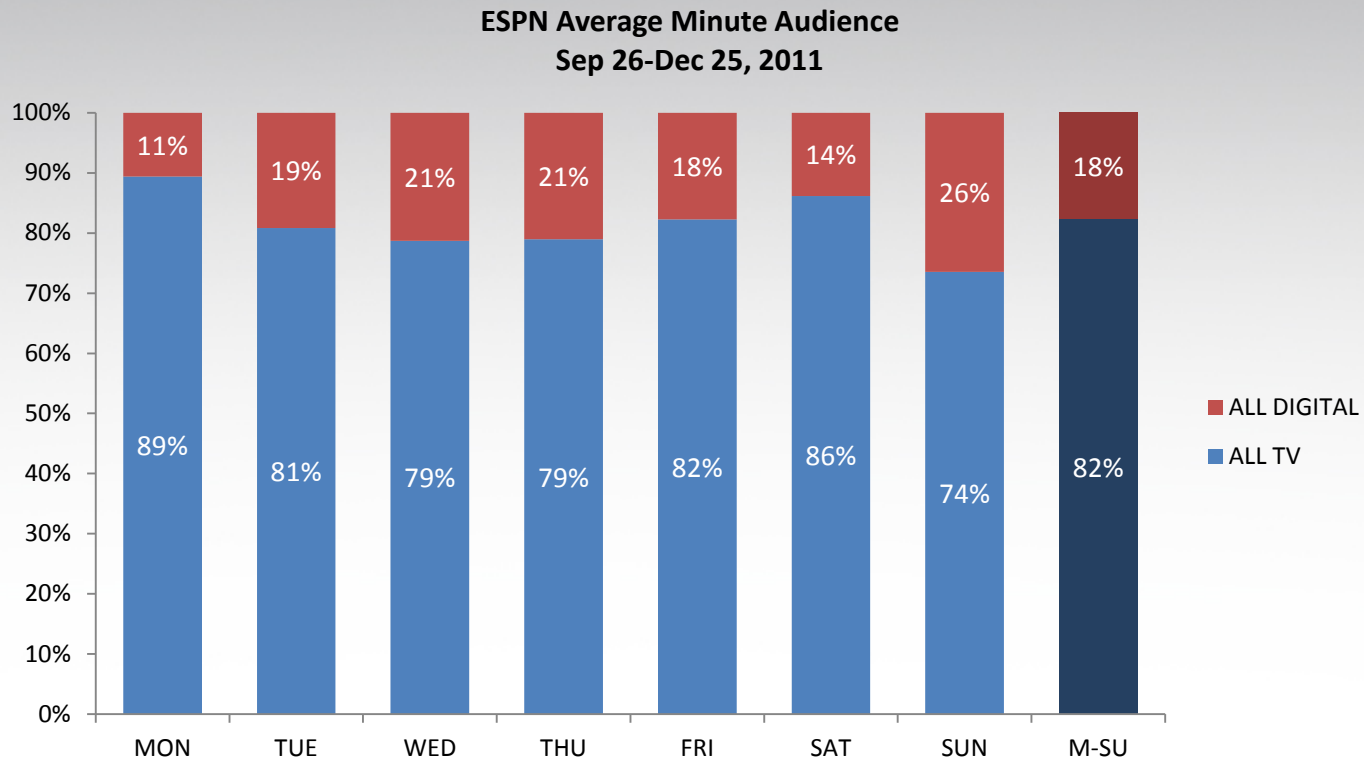


AVERAGE AUDIENCE (USAGE)



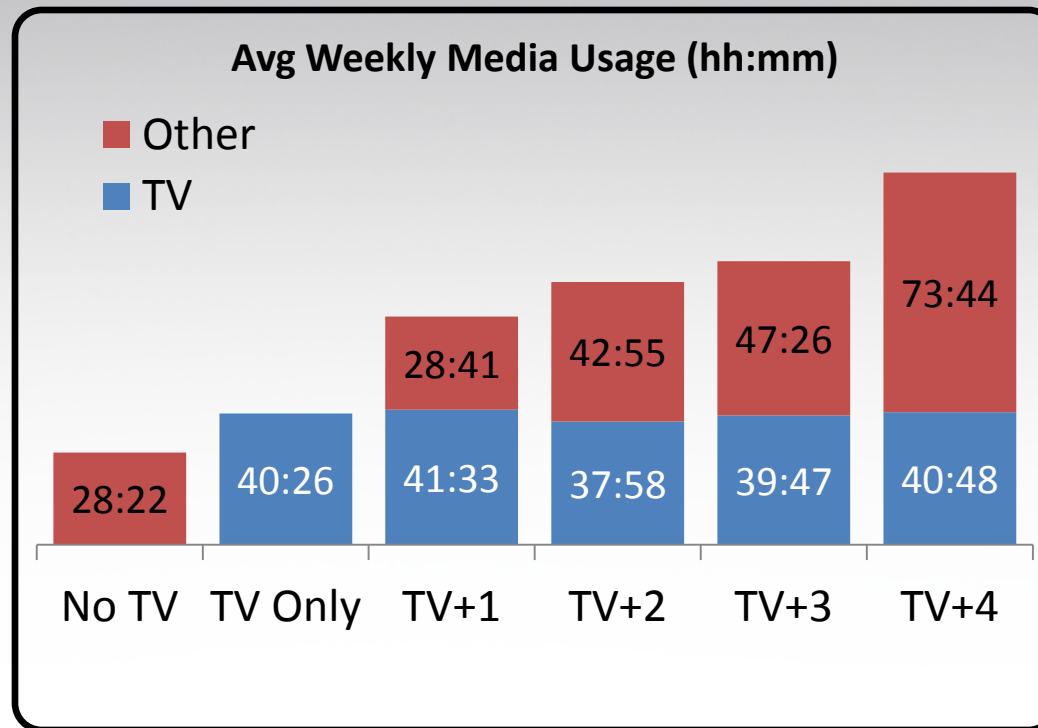
Stacking Minutes

Precise and common time-based metrics across platforms allows for direct comparisons and solid measures of incremental audience



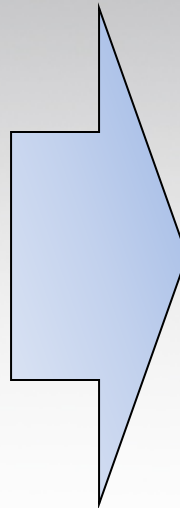
Cross-Media Usage is Not Zero-Sum

- The average person spends **77:28** with media per week
- Additional media choices add incremental **time** to the base choice
- Watching more platforms does not mean less time with TV, or Internet



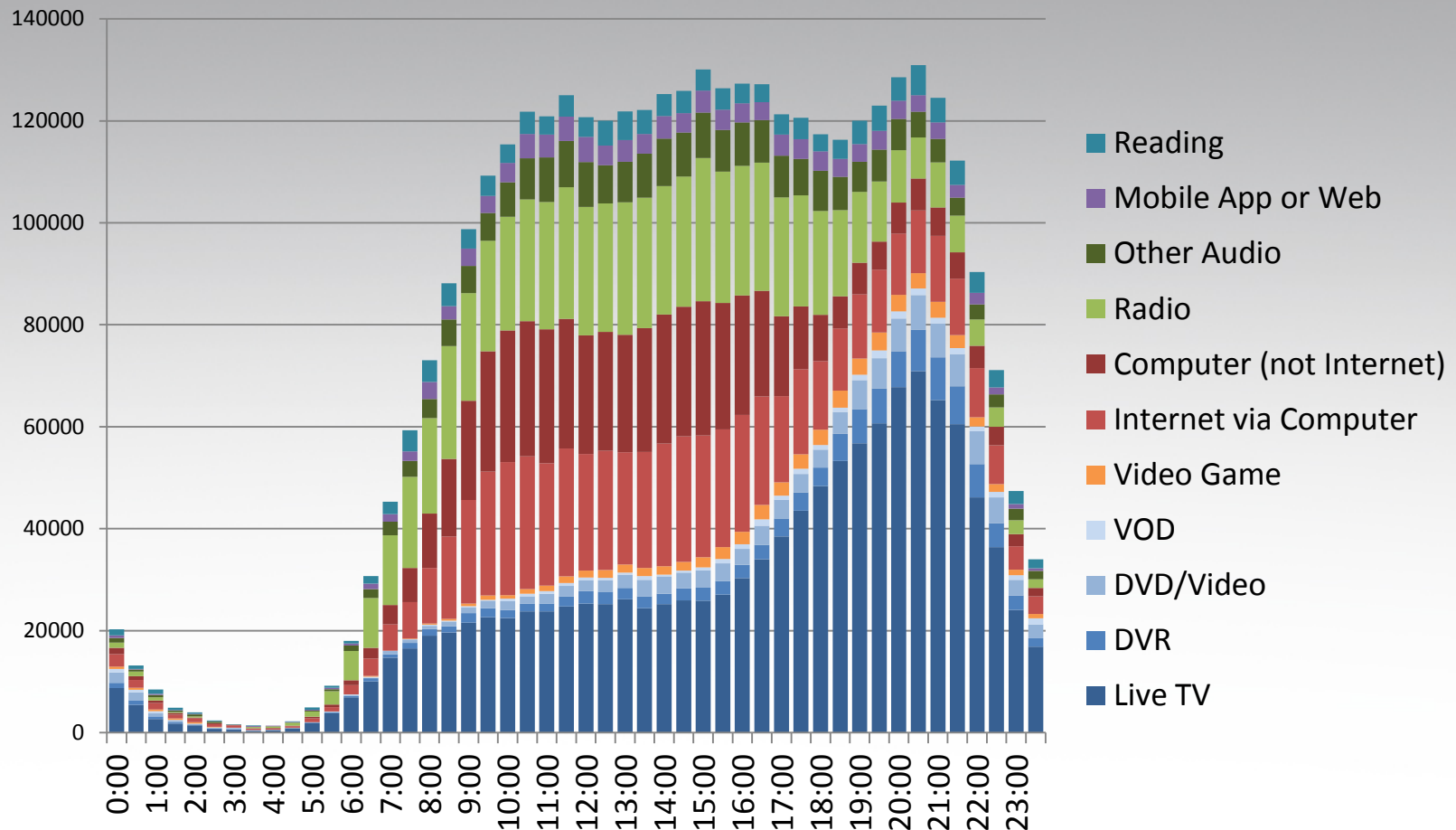
Source: Multimedia Mentor (Knowledge Networks) Spring 2011

MEASUREMENT GOALS



USA TouchPoints: Best Available Screen

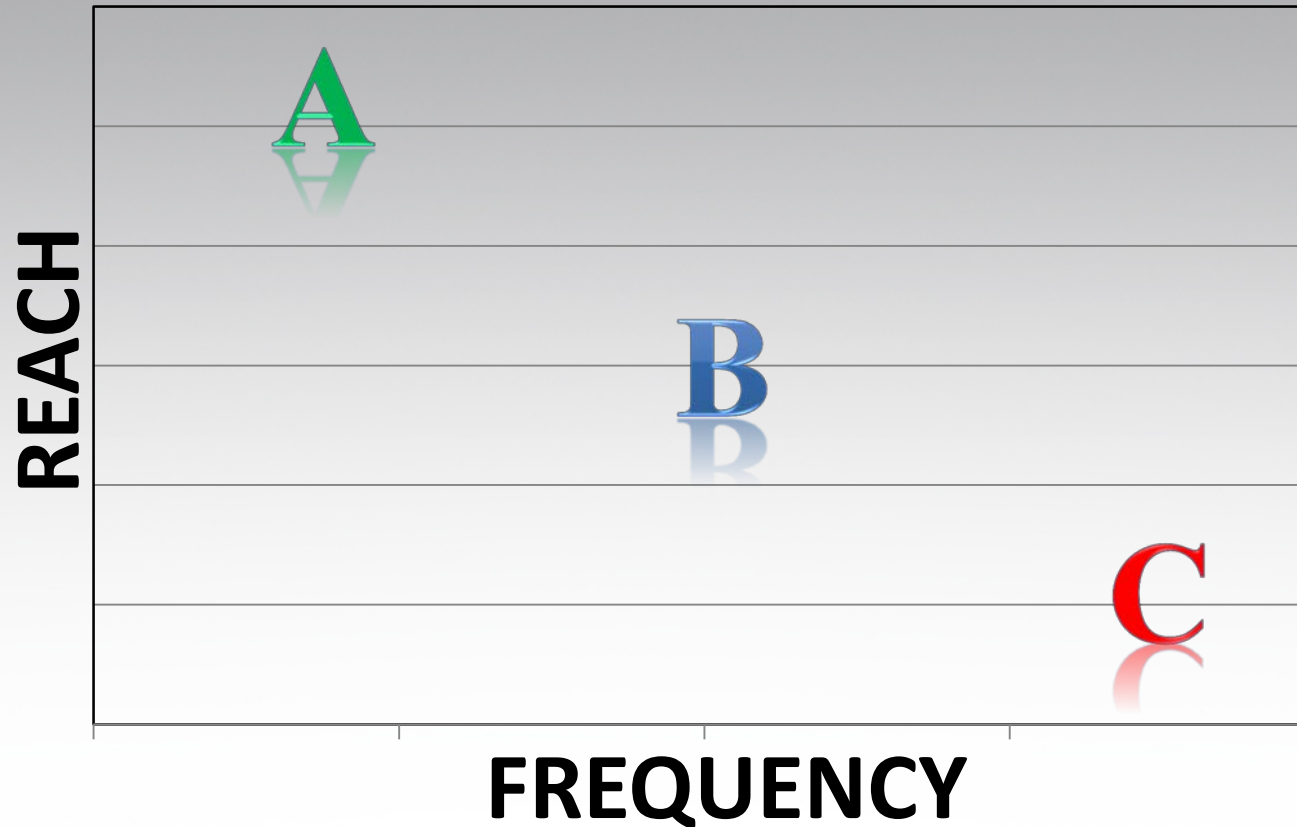
Weekday Audience by Half-Hour



Source: USA TouchPoints Oct 2010-Feb 2011

REACH OR FREQUENCY?

1,000,000 IMPRESSIONS – WHICH ONE IS YOURS?



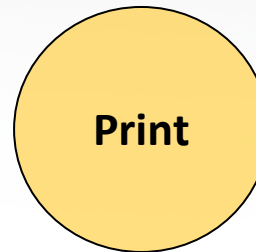
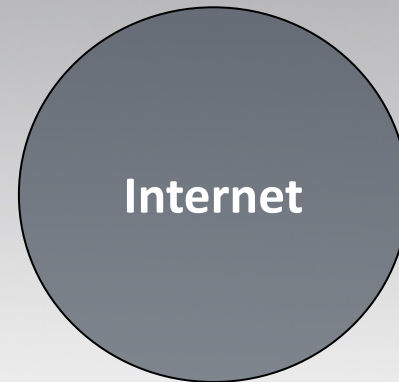
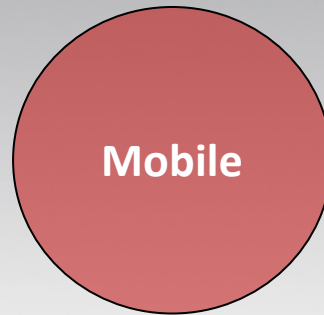
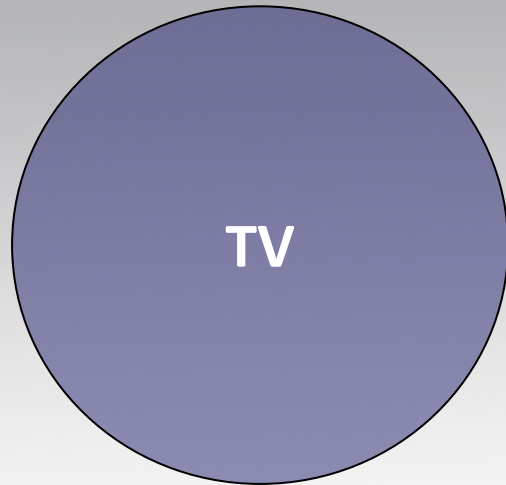
MODELING THE AUDIENCE

THE DUPLICATION DILEMMA

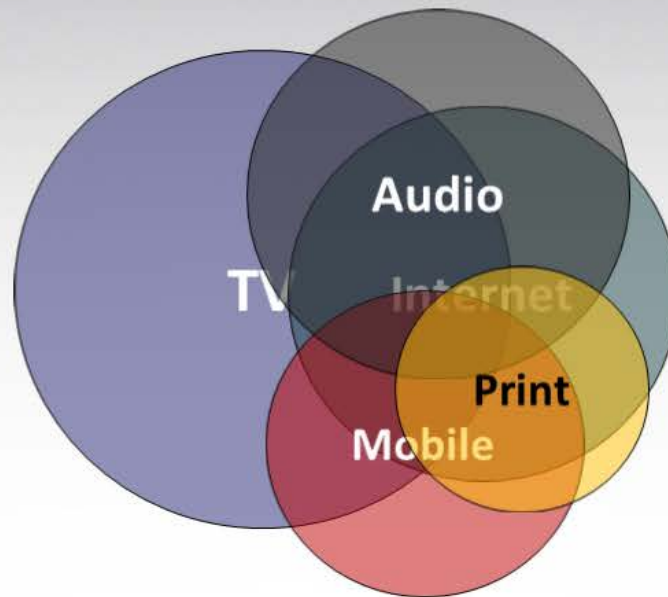
ESPN: STUDY OF REAL AND RANDOM DUPLICATION

Reach %	Real/Random I	Real/Random II	Real/Random III
TV/Internet	299	233	166
TV/Mobile	276	261	166

10,000,000 IMPRESSIONS?



10,000,000 IMPRESSIONS?





HOW MANY

HOW OFTEN

HOW LONG

THANK YOU!