



Mediascope Europe 2012

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Mediascope Europe

1. Background and Benefits

This is the industry standard European piece of cross-media consumer research. Conducted since 2003 it has made a major contribution to the understanding of changing media consumption patterns, the evolving consumer and e-commerce trends.

- It is widely used by many leading advertisers and media agencies across Europe to shape and support their media strategies
- It has helped to increase investment in online media
- It gives great recognition to the countries which are covered in the study within in the European landscape
- It is in huge demand every year upon publication and receives a strong level of press coverage and presence at leading conferences
- It provides a stamp of quality in the market for those who support and use the study
- It has given valuable information for internet companies on how to evolve their online proposition and services over this period
- It is used by many research and academic experts

Mediascope Europe is unique in identifying changing media consumption patterns at total population level in online, radio, TV, mobile, newspapers and magazines and doing a deep dive into digital media consumption and e-commerce – all across multiple markets. The study includes the evolution of media multi-tasking and emerging and evolving online media including internet use via mobiles, tablets and game consoles. Video consumption, social media and e-commerce are investigated in depth to give a rounded picture of the interactive consumer.

2. Topics covered

Changing media use – TV, Radio, Newspapers, Magazines; Internet

Time spent; Frequency of use; Times of day used

Media multi-tasking

The development of traditional and new media multi-tasking; Relationship between content consumption on TV and Internet

Online connectivity

Internet use via PC/laptop, mobile/smartphone, tablet, games console;
Broadband and wireless penetration

Our relationship with the internet

Online activities including video consumption and social media; Websites visited; Online subscription services

Focus on mobile

Mobile and smartphone ownership; Mobile internet activities performed by device

The evolution of e-commerce



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Products/services researched online, bought online and researched online but bought offline; Impact of online research on brand choice; Number of online purchases and amount of money spend on purchases; Percentage of shopping bought online; The online and offline shopping responsibilities of today's shoppers

Digital Consumers and branding

What people can do more of as a result of the internet; How people connect with brands online

Advancing technologies

Technology in household including the adoption of connected TVs

3. Markets included

Mediascope Europe 2012 will cover 28 markets – Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK and Ukraine.

The research aims to capture the different ways in which consumers are developing across Europe and assess their similarities and differences.

4. Sample size and methodology

An Omnibus + Online methodology will be used across all countries totalling 28,500 online interviews and 22,200 omnibus interviews. A quota of at least 1000 interviews will be applied to each market for the online fieldwork and a quota of 500 – 3000 applied to the omnibus study dependent on market size and omnibus availability. More details below.

Omnibus

An omnibus study is completed to get answers to 5 key metric questions looking at internet, radio, TV, mobile, newspapers and magazines use – including weekly media use, frequency of media use and time spent by media.

This study is conducted separately to the online fieldwork so that the results are completely nationally representative.

Online

Online fieldwork is conducted to deep dive into the online behaviours of internet users - including video consumption, social media and e-commerce.

They key metric questions are also asked in the online questionnaire so we are able to look at the traditional media use of online user groups i.e. social media users TV consumption.

5. Suppliers

SPA Future Thinking will be managing the 2012 study. SPA Future Thinking have been managing the Mediascope Europe project since 2005 and are fully aware of the background, the effort that is required, and the importance of the study.

SPA Future thinking is partnering with a variety of fieldwork providers – finding the best quality, cost-effective solution.

The omnibus fieldwork is conducted by Amarach, DataCollect, Doxa, Epinion, Focus Bari, FOM, Gallup, GfK, I'm Research, IMAS International, Ipsos, ISOPUBLIC, Mediaresearch, Prizma, Romir, Simple Logica, TNS and Yontem; the online part of the study is conducted by QuestBack in cooperation with Annik, DataCollect, Focus Bari, Gemius, GMI, Mediaresearch and MindTake.

6. Accessing the data

In addition to providing data packages to sponsors IAB Europe will make available for purchase the findings from Mediascope Europe 2012 in Power Point, Excel, Word and PDF formats as well as via planning tools.

IAB Europe aims to make the Mediascope data available via several planning tools allowing users to mine and manipulate the data by country, demographic or media user – enjoying rapid access to the data.

First to be available is Nielsen IMS Clear Decisions™ through an IAB Europe subscription service.

Mediascope should launch in more planning tools soon and we would be interested to know which tool would work best for you.

Please get in touch with us if you are interested in purchasing the data.

7. Contacts

For further information please contact:

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