

Case study: The EMM – Eurisko Media Monitor (Italy) Passive Measurement



The Interactive Eurisko Media Monitor is the portable meter which allowed the first Multimedia Single Source Survey to be carried out in the Italian Market. Many feel one of the limitations affecting single source survey is data collection. Before the advent of electronic portable meters, the best option for data collection on multimedia exposure was through diaries. However, as many argued, passive measurement is much more likely to give an accurate reading of people's multi-media consumption.

Over the last two years, a passive meter system based on sound-matching technology has been developed within GfK-Eurisko; the EMM. The EMM device is an easy-to-handle tool which, thanks to sound matching technology, can measure the exposure to TV and radio without the cooperation of media owners in a **passive** and **objective** way.

The system does not require any activity from the respondents except to wear it all day. Given its size and simplicity, GfK-Eurisko's experience is, where particular care is taken to obtain respondents commitment, compliance rates are very high and ensure quality data. The portable device embeds an internal motion sensor to monitor the compliance of respondents

The EMM is also equipped with a **GPRS modem**, which allows a real time data transfer - from every respondent directly to the EDP site. This represents a key feature for all those surveys that have to report data overnight. Additionally the GPRS connection can also improve respondents' compliance. Data can be collected daily about every single meter's usage, with an opportunity to call those respondents who appear not to be carrying the meter. Thanks to the adoption of an advanced low power organic display (OLED) and a keyboard, it is also possible to send the respondents short questionnaires (e.g. real time appreciation questionnaires), or to send them warning messages if their compliance rate is too low.

While measurement of radio and TV is passive, the measurement of press, internet and cinema exposure requires a push-button activity from respondents. The portable meter is equipped with a voice recorder into which the respondents vocally record exposure to newspapers, magazines, internet and cinema.

In the case of push-button activities, there is not a simple way of checking compliance. In fact, it is not possible to know if a respondent did not use the voice recorder because he/she forgot or because he/she did not read any newspapers, magazines, surf the internet, or go to the cinema. Therefore GfK-Eurisko designed a CAPI (Computer Aided Personal Interview) questionnaire on readership, internet and cinema exposure to be conducted on a regular basis. The results serve to validate the readership, internet and cinema data collected by the devices. When inconsistencies between meter and questionnaire are detected (i.e. a readership was declared in the CAPI questionnaire but not recorded by meter), a correction procedure is run to integrate information.

For more information, please contact:

Gisella Mercaldi - gisella.mercaldi@gfk-eurisko.it

Or Giorgio Licastro - giorgio.licastro@gfk-eurisko.it

The WFA does not recommended this initiative, but includes it as an example of a solution that satisfies one or more of the goals outlined in the WFA Blueprint: www.wfablueprint.org