

## Italy, Eurisko Media Monitor: Questions answered

**This document** contains the answers to some of the most frequently asked questions posed by consumer-centric holistic measurement initiatives looking to get started. The answers were kindly provided by the project owner(s). This is one of several documents designed to help others learn from existing initiatives' experiences.

### Roughly how much did each stage of your initiative cost to set up?

The cost of the initiative was 1.8 million Euros for each edition, shared among the approx. 50 subscribers of the survey. This amount includes the cost of the 1,300 EMM devices needed to carry out the survey.

The composition of the cost was as follows:

- ⇒ Meters and equipment: 25%
- ⇒ Fieldwork and incentives: 50%
- ⇒ Data transfer: 15%
- ⇒ Labour: 10%

### How did you come to agreement regarding funding and how was it broken out?

A very intensive and tight commercial analysis was conducted by GfK Eurisko before the launch of the survey. Almost every single company, media agency and media owner were visited or contacted by telephone. In June 2007 a Technical and Scientific Committee was jointly set up by UPA (Italian Federation of Advertisers) and Assocomunicazione (Italian Association of Media Agencies) to officially support and supervise the EMM survey. Direct support from UPA and Assocomunicazione was crucial to generate funds to finance to second edition.

### Did you achieve industry consensus in advance of starting your project?

We achieved consensus from the market before starting the project. This was possible because of commercial activities and UPA\ Assocomunicazione support, as described above.

### How did you organize ownership of this initiative?

From the beginning we proposed a syndicated business model to fund the project because we believed that, in order for the project to be successful, it was necessary to have the project supported by the entire market.

### How did you persuade the industry of the need for this approach?

The argument we used was as follows:

Over the last years media consumption has been changing, especially as far as the more advanced consumer segments are concerned. In particular, while time of exposure to each individual medium has been decreasing, the number of media used by people has increased.

As a consequence, planning communication campaign on the basis of a single medium becomes often inadequate, while a multimedia approach is more and more relevant.

On these lines, the basic question that needs to be answered by advertisers is therefore; "Given a certain target that I need to reach, what is the media mix that optimizes my communication investments?"

The EMM survey is an answer to this emerging need:

- Providing a tool for cross-media analyses and multimedia planning: The focus is not on the audience measurement for each individual medium, but on gathering the information necessary to optimize the efficacy of the communication toward a certain audience.
- Carrying out a single source survey gathering data on different media at the same time using the most objective and passive method possible.

Of course this argument was perfectly understood and shared by advertisers and media agencies, but not by media owners who, up to now, are not supporting the project.

### **Did you have a specific approach for: Advertisers? Agencies? Media owners?**

The approach for Advertisers and Media Agencies was the same, while for media owners we are trying to talk them into the project arguing that changing their business perspective is an advantage for them and that they could add value to their business if they learn to exploit cross-media synergies. Some of the media owners, typically those who own different kinds of media, are beginning to understand the importance of being part of the project.

The problem is that they perceive our data to be in conflict with official currencies, although we have been thoroughly insisting that our aim is not to compete with official currencies. The EMM is a cross-media single-source survey, whose aim is to provide the market with information on media overlapping, without the ambition to estimate media audience with the same precision and detail as official currencies.

### **Were there any barriers not mentioned above and how did you overcome them?**

The main barrier is the reluctance, which sometimes turns into open hostility, of media owners towards EMM. The issue is crucial for GfK Eurisko as if the EMM becomes a continuous survey based on a larger sample, the financial contribution of media owners will be necessary. We are working hard on that, stressing the cross-media nature of the EMM survey, which is not and has never aimed to compete with official currencies. As a matter of fact, we strongly advise our clients not to compare EMM results with official currencies.

Another barrier is the GPRS coverage, which is an issue which involves data transfer from the devices to GfK Eurisko servers. During the first edition, data transfer was achieved once a week from interviewers PCs, where the meter data was downloaded to, to central servers. In this way, a large amount of data had to be transferred every week. The problem was that not all interviewers lived in an area with GPRS coverage, thus about 20% of data had to be retrieved manually, dramatically affecting the timing of data delivery. This is the main reason why we decided to embed a GPRS transmitter in the new devices in 2007: in this way, we can check for GPRS coverage when the respondent is recruited and the data is transferred every day in smaller amounts.

### **Do you have any 'watch outs' for markets just getting started?**

As stated earlier, the aim of EMM is to provide the market with a cross-media single-source survey. As regards usage, in our view the EMM is to be used for strategic planning purposes. We are aware that a large part of the market is asking for tools to compute ROI on advertising. GfK Eurisko does not promise this yet, as we believe that the effects of advertising on sales and profits are very difficult to detect. In theory, it would be possible in the long run, but detecting such links would require years of observation. Thus, the practical aim of EMM is strategic cross-media planning.

For more information about EMM, please contact:

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