A decorative border composed of numerous small squares in various colors (red, yellow, green, orange) arranged in a roughly rectangular shape around the central text.

PICTURE THE FUTURE

THE WORLD AUDIENCES SUMMIT 2012

展绘未来 全球受众研究峰会

KANTAR MEDIA

PICTURE THE FUTURE THE WORLD AUDIENCES SUMMIT 2012

**YOU AIN'T SEEN
NOTHING YET?**

**THOUGHTS FROM THE
GEAR MNM WORKGROUP**

Wouter Quartier
Research Manager



KANTAR MEDIA

YOU AIN'T SEEN NOTHING YET?

MNM – MEASURING NEW MULTIMEDIA PLATFORMS

- Where do we stand? Societal and media environment.
- How do we cope with that?
- Implications?
 - Strategy
 - Measurement
- EBU, Gear and MNM.



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SOME THOUGHTS ON SOCIETAL ENVIRONMENT

- From (news-) moments to (news-) stream.
- Constant news stream, growing fear and uncertainty provoke the media-need for more control en clarity. These are more than ever 'news-times'.
- New Media are no longer "new".
- Media usage becomes more and more context dependent: content is being disconnected from the medium and connected to the moment!
- Silver surfer boom: being old is not out. Expect a major boom in online (news- and information) consumption.



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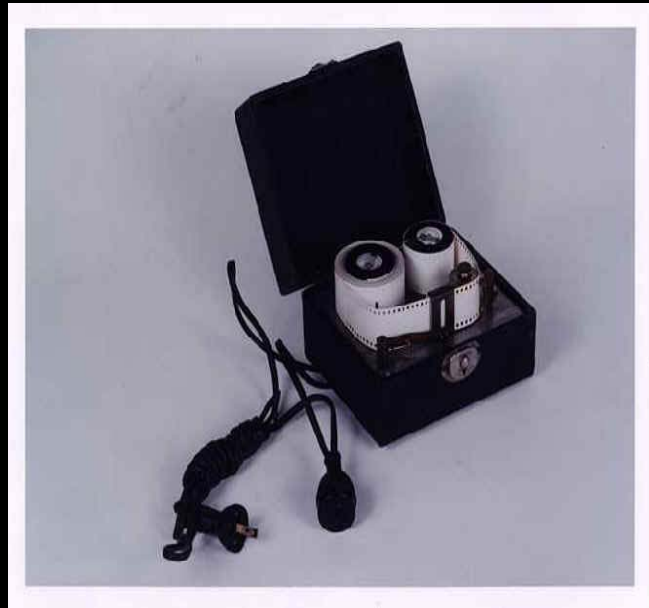
HOW TO COPE WITH THAT?

- Understand Consumer Needs.
- Understand Media devices and expectations.
- Understand Moments and context.
 - Foresee implications on young people
 - Foresee implications on older people.
 - Rethink measurement.



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1936?



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RETHINK MEASUREMENT

- Measuring contact with the consumer not with the medium. (as content is consumed independent from the medium, it should be measured independently of the medium to!)
- Start analysing based on Context and Moments.
- Measuring New Media platforms (MNM)...



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MEASURING NEW MULTIMEDIA PLATFORMS

- Established at the GEAR conference in London 2011.
- Goals of the first meeting in Munich:
 - Exchange information between members
 - Get better knowledge into the problematic
 - Create a (white) paper on 'how to measure New media platforms'
- participants: both research responsabels as experts on online measurement.
- Result: main and mutual concerns.



MAIN CONCERNS (1/2)

1. Common language
2. What currency is going to be the truth (TV-centric/internet-centric)
3. Non TV competition on the TV screen
4. Smart TV: How to measure the use of web content on a TV-screen, is it supposed to count as “TV-audience” or “Web-TV audience” in the future?



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MAIN CONCERNS (2/2)

5. Keeping the online JIC together as broadcasters and (online) newspapers see very differently on metrics
6. Are JICs able (/right place) to include data of third parties
7. Fragmentation: the increasing use of mobile devices and tablets
8. The technical issue: implementation is needed to be done for every unique player + what with native players ?
9. Quid watermarking?
10. Quid Google?



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NEXT STEPS

- Communicate our concerns internally and externally.
- Create a communication network to gather and share knowledge and feedback.
- White Paper/common language.
- Create a 'how to' document.



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