

The West Australian

Emma fuses digital for buyers

West Australian, Perth 26 Jul 2013

Business News - page 96

Media buyers and newspaper editors will, from next month, have more detailed readership information available to them.

Both audited digital and print readership figures will be incorporated into the new Enhanced Media Metrics Australia (emma) insights survey, which the industry this week announced would release its first results on August 19.

The new survey will fuse the results of Ipsos Media CT's interviews with 50,000 people a year, taken seven days a week, with Nielsen's Online Ratings data to capture data across print, website, mobile and tablet readership of newspapers and magazines.

Ipsos MediaCT managing director Simon Wake said the new surveys would break down data not just by publication but by section, for each demographic, providing detailed information for planners, buyers and editors alike.

"A lot of the information will be new and the numbers are different because the methodology is different to what we've seen before," he said.

"Fusing online ratings is also very important because we all know digital consumption is increasing."

OMD WA managing director Adam Marshall said emma was "a powerful new development in helping plan campaigns and allocate budget" that would be good for the media buying industry.

"Despite all the negative noise around print as a medium, newspapers still have an important role to play in the marketing mix," he said.

"One of their key attributes is the ability to provide bespoke environments for advertisers.

"If you think about Saturday's West it is packed full of different sections that segregate the audience for the advertiser based on interest.

"emma will help enhance our understanding of these different parts of the newspaper improving our ability to target relevant messages the Holy Grail for media agencies."

OMD WA took part in emma's beta-testing phase.

General manager of The Readership Works (the industry body set up to oversee the establishment of the new survey methodology), Mal Dale, said the release of the first emma survey would be "an historic day" for the industry.

"In the development of emma we believe we have met and exceeded calls from media agencies and advertisers for cross-platform accountability and greater accuracy, transparency and frequency of data," he said. "(This) methodology will enable media agencies and advertisers to have confidence in the data to paint richer, more contemporary consumer portraits."