

MONTHLY DATA RELEASES MEDIA Q&AS

- **Why have you decided to release monthly data?**

We have been open with the market for some time about releasing monthly data, it has always been part of our plan. It means that media agencies and advertisers have the ability to access more frequent data on how Australians consume newspaper and magazine content across platforms.
- **Isn't it just in response to Roy Morgan's announcement that it will release monthly data?**

We are not commenting on any other data provider. We have been open with the market for some time about releasing monthly data, it has always been part of our plan. We're focused on delivering what media agencies and advertisers have been asking for - cross-platform accountability and greater accuracy, transparency and frequency of data.
- **What will the monthly data show?**

The monthly data will consist of a full 12 month rolling database featuring cross-platform audience figures, newspaper and magazine readership, comprehensive consumer profiles and product data.
- **Have media agencies asked for this?**

We have consulted with the MFA since the inception of the emma survey and media agencies have been calling for greater frequency of data for some time. Monthly data releases deliver on this.
- **How do you think it will help newspapers attract ad dollars?**

The emma survey has been designed to provide media agencies and advertisers with a more complete picture of the way Australians consume newspaper and magazine content across platforms, plus the ability to create more accurate consumer portraits. emma will give them more confidence in their investment decisions.
- **Who will be able to access monthly databases?**

All subscribers.
- **How much will it cost?**

That's a question for Ipsos, however, all agreements with our subscribers are commercial in confidence.
- **Why don't you release data on the latest month?**

We're trying to avoid confusion which could arise from providing data on a different time period to the current quarterly releases. You'd potentially get quite a different set of numbers that all but highly technical people would find hard to reconcile. Also shorter time periods would result in less accurate data.