



Integrated Planning Tool for Daily Newspapers

Traditional media, new media, social media, new technologies – the world of media has changed more in the last five years than it has in the previous thirty. The consumer experience has gone from scheduling their reading, viewing and listening times to “on demand” and “on the run” news, information and entertainment. Newspapers have changed to meet this challenge; they are no longer printed products that are distributed once a day. They are content generating organisations that distribute their content in print and digitally, via a variety of electronic devices. But how do we capture this new reality?

Newspapers are believed to be losing ground but the annual NADbank study shows this is not the case. Online access to news and entertainment has changed readership habits for some of the traditional readers and expanded newspapers’ audience among ‘news’ consumers. NADbank needs to reflect this new reality in the data we capture.

Advertisers and newspapers want single-source, cross-platform data to better understand the full impact and full reach of a campaign using daily newspapers. NADbank has begun to explore these issues but it is a complex, long term project.

The Project - Brave New World

The Brave New World initiative, currently underway, is designed to bring together the online and off-line products published by newspapers. Because of the complexity, both in development and adoption of this concept, we have created a staged approach that gets us closer today, to where we need to be while the RoadMap Committee works on building a better measurement tool for the long run.

Our first step was to explore ways to bridge the two very different channels; off-line printed products and digital properties.

By providing this new software tool, the Integrated Newspaper Reach Planning (INRP) tool, NADbank recognizes that new technologies have fundamentally changed how consumers use even traditional media and it provides the first opportunity for a complete view of the consumption of newspapers.



Step One: building reach curves for readership on websites

New website readership questions were added to the 2010 questionnaire that enabled us to build reach curves for website readership. "Accessed" newspaper websites/online weekly has been available since 2001; in 2010 "accessed" yesterday and frequency of reading was added to the questionnaire. This new data and the new readership curves are available for the seven markets in the 2010 Supplementary Report*.

**Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary, Edmonton and Halifax*

Step Two: enhancing a familiar software tool

Using the print reach curves and the new website reach curves Nielsen IMS** was able to use the traditional reach/frequency programme to combine the separate curves and provide an integrated single source tool. The model has had some enhancements and cosmetic changes to adapt it for use as a multi-platform reach programme. As with all measurement tools, it is important that we understand not only what it can do but also the limits to how far it can take us.

Understanding the software tool:

- The basic reach/frequency model was designed to reflect reach build in print vehicles based on the relationship of frequency of reading in the surveyed week;
- it does not reflect 3 month readership data collected in NADbank study and it has become apparent in our analysis of three month reach measures that reach builds differently for different newspapers.
- Also, in this model, reach build is assumed to be similar in both print and digital channels and does not take into account the different "environmental usage patterns" of the different platforms and advertising placement possibilities.
- Each "ad placement" in this model is a surrogate for the entire paper and day in the website.

Print platform: a finite product produced daily in which each insertion is assumed to reach the target audience.



Digital platform: fluid and always changing content and ad environment similar to a frequency medium in which there is a lower chance of each ad placement reaching the intended target.

***This tool is currently available only through Nielsen IMS*

Step Three: A valuable planning tool for understanding how Canadians read their newspapers across distribution channels.

Currently, the NADbank database provides single source data on both print and website readership.

The NADbank metrics are based on aided awareness measures. These metrics are excellent for reporting habitual and easily remembered behaviours. Reading a printed newspaper in the past week is such an event(s). Reading and surfing the Internet incorporates both habitual and incidental events. As such, website readership levels are likely understated in the current NADbank methodology. However, aided awareness is a good indicator for advertisers interested in consumer engagement with their product/service and is reliably used in brand valuation tools on a regular basis.

The advantages of single-source data:

Single source data provides valuable insight into the duplication of readership across platforms and the exclusive readership of each channel. Current media mix models are based on random duplication and do not take into account the likelihood of one behaviour influencing or being related to another action. Simply put, does reading a printed edition of a newspaper make a person more or less likely to read the website version of the same newspaper? The random duplication models do not incorporate a relationship between the two behaviours and are, therefore, limiting.

A planning tool that more closely reflects how newspapers are read

The augmented single-source data and this tool will provide planners and publishers the first chance to fully understand how the online and print platforms are used by consumers. It provides the first step to providing members with the newspapers' full brand footprint in the marketplace.



How should the tool be used in conjunction with other planning tools?
The idiosyncrasies of each channel need to be dealt with individually, but the cross channel planning model allows buyers to see the full impact of utilising all newspaper properties in a single source, respondent based dataset. This tool complements and expands the information available to planners.

How is this tool different from other mix-model planning tools?
Most importantly it is based on consumer's use of two media in a single database; it is not a model based on random duplication. More accurate insights about how Canadians read their newspapers are now available using the NADbank data and this software programme.

Secondly, in practical terms, the required input data differs from most other media-mix models. Most media mix models employ the use of GRPs from each platform as input. This model is based on a "day" rather than an issue or the website. For print, the input continues to be "insertions" as one insertion is a surrogate for one issue/day. For the website, the surrogate is "placements". The top-line reach can be generated by employing these surrogates; more granular insights and campaign details of how to generate that reach via websites can be gleaned from the reach/frequency software available for the Internet platform. Alternatively, placements for the website can be adjusted, or scaled, to better reflect the frequency required to generate the same impressions as one would get with a print insertion.

More information and training

More details about how to use the tool are available through Nielsen IMS, NADbank staff and the overview of the software programme also on the website. Please call:

- MeLing Johnston or Don Williams at NADbank
- Tania Fleming at Nielsen IMS



Learning Along the Way

The initial step of blending reach curves was necessary in order for members to begin thinking about a new approach to planning newspaper campaigns and to provide feedback to NADbank about refinements and further insights about how to move development of the study forward. The committee is aware that adoption of an entirely new approach without thoughtful consideration of the implications of each step would not likely provide members with the final solution they need. The next step, changing what information we collect and how we collect it will be shaped by the learning we glean from all the feedback and the testing we conduct at each stage of the project

As we move forward, we are looking into ways to add passive measurement of websites and integrating these metrics with the survey metrics. The combination of aided recall and passive measurement into the design of the study will allow NADbank to capture both the strength of the newspaper brand as well as infrequent incidental use of a number of websites. Importantly, it will deliver credible data to feed a more detailed and comprehensive single-source planning tool.

Why should we proceed with the Brave New World project?

The Brave New World initiative addresses a growing shortfall in our understanding of the new reality of multi-platform newspaper readership and our ability to measure this. It will help us to meet head-on the challenge of correctly representing the full impact of a newspaper campaign to media planners. In providing this interim step, it moves us closer to filling the gap that exists between consumer behaviour and our ability to measure it. The long-term plan will expand our data collection and ultimately, our knowledge, of how the platforms in which newspapers publish are viewed and used by the majority of Canadians.