

Building a New Model for Media Measurement: Who is in Charge?

**Mark A. Kaline
Global Media Manager
Ford Motor Company**

**Keynote Address
Outdoor/Out of Home Media Conference
ARF/ESOMAR Worldwide Audience Measurement Symposium
June 20, 2005**

Why are the old models breaking?

- **Eyeball based**
 - **OTS vs. LTS vs. Saw and acted**
 - **CPM is not ROI**
 - **Efficiency vs. efficacy**
- **Media measures lack interchangeability**
 - **Created in a media by media vacuum**
 - **Seldom look at ability to plug in multi-media optimizers and marketing mix models**

My View: The State of Media Research

- **Borderline crisis**
- **Rebuild an appreciation for marketing science**
- **Rebuild an appreciation for client investment in research**
 - **With media research companies**
 - **With research organizations/audit organizations**
 - **With agency partners**

So, how do we fix it?

- **Industry needs to steer media toward a set of common research goals:**
 - **Requires a shared vision of the future**
 - **Need to prioritize projects and create greater focus/intensity**
 - **Requires some media to “catch up” on the research continuum**
 - **Evaluate all near term decisions against longer term goal**
 - **Park media bias for collective progress**

Who's in charge of a collective media measurement vision?

- **Media**
- **Agencies**
- **Advertisers**
- **ARF**
- **MRC**
- **Trade Associations**
- **Circulation Audit Organizations**

Message to Advertisers: Get Involved!

- **Time to get our hands “dirty”**
- **Delegated too much responsibility to agencies**
- **Our voice is needed to identify the metrics we need to evaluate ROI**
- **Build measures to common set of metrics**
- **Individual studies can take it from there for industry nuances**

Message to Researchers

- **We need find integrated solutions**
 - Think USB ports across media
 - Research that easily plugs in to models and optimizers
 - Methods that can easily adapt to future change
- **We need access to data**
 - Focus on delivering world class research/data
 - Leave applications to third parties
 - Collaborate to provide data in universal formats

Message to Researchers

- **We need greater transparency on costs**
 - Understand cost/value relationships of enhancements
 - Evaluate trade-offs
 - If it costs 50% more to get to the additional 10% of data, is that a good business call?
 - Cost of reengineering versus reinventing

Message to Media

- **Research is not just for padding currency**
- **Currency doesn't matter, if you are NOT on the plan**
- **Marketing is under attack to prove return**
- **Marketers know the value of rebates and other discounting promotions**
- **“Enemy” is not each other, or the agencies, it is discounting**

Message to Media

- **Media encumbered by established systems are at a disadvantage**
 - Television
 - Print
- **Must prioritize, expand and/or reinvent current systems to meet ever increasing market complexities**
- **Nielsen R&D fund is very encouraging**
- **36 months for these media to figure it out**

Message to Media

- **Media working with a clean sheet of paper have an advantage**
 - **Out of Home**
 - **On line and Digital media**
- **Can build systems to meet ever increasing market complexities**
- **Need to collaborate, not repeat mistakes of creating a solution in a vacuum**

Message to Media

- **Audited circulation and technical processes are important**
 - Provides a solid base to build off of
 - Gold standards important for credibility
 - **Credibility=Accountability**

Message to Out of Home Media

- **Keep the momentum going**
- **In a position to write the rules based on collective knowledge and expertise**
- **Solid audit base**
- **VAI shows promise**
- **GPS/PPM/Eurisko encouraging**
- **Collaborate with other stakeholders**
- **Stay close to ARF and MRC along the way**
 - **Ensure consistency/comparability across media**

Message to Out of Home Media

- **Collaborate with other media**
 - **VIACOM/Clear Channel**
- **Consider inviting in scholars to assess situation and provide a fresh perspective on how to measure this ever expanding and evolving media**
- **Weight costs against potential share increases for industry**
- **Research as an investment in the future growth of the out of home industry**

Thank you!