GLOBAL KNOWLEDGE.
LOCAL STRENGTH.
The media world is changing in fundamental ways. Consumers have never had more media choices. They exert more control over the media they use than ever before. Their appetite for media content has never been greater. And there has never been more competition for their attention.

Advertisers, too, have more media choices than ever before. As a consequence, they want rock solid, data-based evidence that their advertising dollars are being wisely spent. In turn, media owners are exploring new models that respond to the demands for greater advertising accountability. Both advertisers and media owners need reliable audience metrics that reflect the changing dynamics in their marketplaces.

GfK Audience Measurement & Insights’ job is to provide those metrics and put them to work for you.
Global knowledge, local strength

GfK Audience Measurement & Insights is part of one of the world’s leading market research companies, employing over 11,000 experts in more than 100 countries. We are a world leader in measuring media audiences and evaluating the performance of consumer advertising. Few companies offer such a powerful combination of global knowledge and local expertise.

We understand that your future is based on big thinking, and that’s what we offer you and every one of our clients. Whatever your size. Wherever you are.

In a world awash with data, GfK Audience Measurement & Insights provides the informational high ground for global marketing decision makers. Our bedrock commitment to excellence in media research requires nothing less. We work across markets. We share knowledge and universal best practices. And we push our thinking collaboratively.

Drawing on all that we know to deliver your future

Marketers, ad agencies and media owners across the globe use GfK Audience Measurement & Insights to trace the paths of advertising investments across the media landscape. GfK Audience Measurement & Insights has vast experience in measuring the audiences of traditional media. A good thing—since despite the ongoing evolution of consumers’ media behavior and the proliferation of digital media, traditional media continue to account for the lion’s share of total advertising revenue. But we are also committed to innovation that brings together audience metrics for all media – traditional, new, emerging and transitional – across all platforms.

Clients leverage our data to measure and profile consumer audiences, wherever and whenever they use media. GfK Audience Measurement & Insights help clients gain insight into their best prospects. Optimize their media planning. Improve the buying and selling of advertising inventories. Boost efficiency, demonstrate effectiveness and evaluate marketing return-on-investment for brand communications. And monitor consumer engagement—with media brands, content and advertising.
BIG THINKING
FOR
BIG CHALLENGES

Our media measurement business
GfK Audience Measurement & Insights’ media measures are reliable, transparent and consistent for both buyers and sellers. We provide media trading currencies in more than 20 markets across the world – hard proof of our research expertise and credibility. Our audience tracking services deliver robust and independent audience metrics across TV, radio, print, online, out-of-home and digital media.

We believe that, while most media are “local,” the best way to measure them is to employ techniques which have proven their value, regardless of where they originated. We bring the power of our global knowledge and research expertise to solve the challenges of country- and region-specific businesses. We work with international and local experts to ensure that all of our research activities are conducted using global best practices tailored to respond to local conditions and challenges.

Every medium has its unique metric challenges. GfK Audience Measurement & Insights is at the leading edge in meeting each of those unique challenges.
Big thinking: television
Not so very long ago, television programs were delivered on fixed devices via antenna or cable. Audiences were huge, passive and, compared to other media, easily counted and monetized. TV was the mass marketer’s dream medium.

With the digital revolution, people can watch TV anywhere. Mass audiences continue to fragment as consumers enjoy more choices and exert more control over where, when, and how they watch TV. For marketers, that means smaller audiences, more places to search for those audiences and the big challenge of profitably assessing their marketing value.

GfK Audience Measurement & Insights has more than 30 years experience in defining and transforming the way TV audiences are counted and evaluated. Our standardized metrics are the currency in many of Europe’s key TV markets, including Germany, the Ukraine and the Netherlands.

A powerful example of GfK Audience Measurement & Insights’ innovative TV audience measurement is the Universal Meter System, which uses four complementary measuring technologies to generate a central metric for total TV viewership, both live and time-shifted:

- **UMX**, an advanced fixed-meter box to measure TV-set viewing.
- **TV Logger**, a small, elegant but less modular fixed-media alternative; it is often used to measure television usage of niche audiences across all platforms.
- **USK**, an innovative USB stick that measures consumption of video-on-demand and streaming content anywhere, anytime.
- **MediaWatch**, a portable electronic measurement device in the shape of a wristwatch that captures information on TV and radio consumption, in and out of home.

Few industries are changing direction faster than magazines and newspapers, and GfK Audience Measurement & Insights is travelling right alongside them—anticipating research strategies to help guide their next steps. We provide the print currency in the United States and many European countries. We know more about consumers and how to reach them with print than any other organization in the world.

GfK Audience Measurement & Insights measures both print audiences and the effectiveness of print advertising. We offer solutions to two of the greatest challenges confronting publishers today: the demand for greater return-on-investment accountability, and the need for reliable estimates of total print audiences, including digital editions. We chart the ebb and flow of audiences on all of the platforms used by print publishers – paper-and-ink, online, tablets, e-readers and mobile phones.

- The Dutch Decision Makers’ Survey and The Survey of the American Consumer, for example, are implementing new approaches to measure the total footprint of print brands.
- Also in the Netherlands and the U.S., we have pioneered Specific Issue Readership studies to offer innovative approaches to magazine audience measurement. Marketers in the U.S. use issue specific readership intelligence to drill down to audience variability between magazine issues.
- Starch Advertising Research has assessed the effectiveness of print advertisements for more than 85 years. Starch is the only syndicated print advertising research company in the U.S and Canada. As StarchMetrix, Starch is expanding its reach across Europe and Asia Pacific, enabling advertisers and publishers to prove the full impact of magazine advertising in national—and international—media schedules.

Big thinking: print
Illustrated advertising posters first starting appearing in highly trafficked areas of towns and cities in 1796, and since then out-of-home advertising has become a powerful vehicle for informing and engaging consumers. The increase in digital billboards and video networks has fueled rapid growth in the industry and a demand for reliable metrics to guide advertisers in implementing future out-of-home campaigns and evaluating their performance.

GfK Audience Measurement & Insights produces out-of-home marketing intelligence in seven countries.

- The Eurisko Mobility Tracker uses a proprietary GPS device to passively track the movements of individuals during their daily activities, capturing the audiences of outdoor advertising. Using the Eurisko Mobility Tracker, GfK Audience Measurement & Insights has provided the currency for outdoor measurement in Italy since 2002.
- In the United States, GfK Audience Measurement & Insights conducted the research for a crucial component of the Traffic Audit Bureau’s innovative outdoor audience ratings service.
- In Germany, GfK Audience Measurement & Insights has conducted several ground-breaking studies on the impact of digital out-of-home advertising in a variety of locations, such as underground stations, airports, and fast food restaurants.

For more than 50 years, GfK Audience Measurement & Insights has empowered radio marketers with the audience data and consumer insights they need to compete in the media marketplace. Always focused on developing better methodologies for reporting traditional and digital media audiences, we provide the radio currency for seven European countries.

GfK Audience Measurement & Insights measures radio audiences using three complementary methodologies. Each is capable of delivering strategically actionable intelligence to programmers and to advertisers.

- **MediaWatch** is an electronic device, shaped and worn as a wristwatch, which measures radio, TV and print consumption. Radio consumption is passively measured using audio-matching technology. MediaWatch provides the national radio currency in Switzerland and has successfully carried out operations in 16 countries in Asia Pacific and Europe.
- **eDiary**’s user-friendly online interface delivers high quality data, fast reporting cycles and significant cost efficiencies. eDiary is also available on smartphones, an innovation designed to capture the listening habits of the younger, more urban and increasingly mobile generation of consumers.
- Our patented **Hybrid** merges eDiary and MediaWatch data and delivers precise minute-by-minute audience metrics. Hybrid currently provides the radio marketing currency in the Netherlands.

Big thinking: out-of-home
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Big thinking: radio
![Big thinking: television](image1.png)

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Across the world, people are clicking, swiping, zooming, sharing and collaborating in ways that would have been impossible only a decade ago. As digital and mobile devices continue to proliferate, and as the Internet increasingly becomes a delivery channel leveraged by brands and content providers, demand for information about how consumers interact with these devices is taking on added urgency.

GfK Audience Measurement & Insights is at the leading edge of bridging the gap between digital data and knowledge. We offer the digital intelligence companies need to focus their promotional efforts. We help demystify digital media’s impact on consumers and brands.

GfK Audience Measurement & Insights delivers a deep understanding of digital media with analytical products and panels in nearly a dozen countries—all designed to track campaigns, segment target groups and measure the audiences of websites, smartphones, tablets and e-readers.

- nurago offers a best-in-class suite of Internet measurement and evaluation tools that can be deployed across all platforms for gaining an integrated understanding of digital reach and effectiveness.
- The Network Intelligence Solution monitors anonymised mobile Internet usage and behavior. NIS provides mobile operators and marketers with relevant and reliable metrics to enable full monetization of mobile traffic.
- GfK Audience Measurement & Insights provides the national currency for Internet usage in the Netherlands, combining panel and server data to generate reliable and granular online audience estimates.
- iPanel in the U.S. provides much needed insights into how tablet and e-reader owners are using these new devices.
TACKLING THE CHALLENGE
OF CROSS MEDIA

Until recently, media were easily defined by their devices. When the Internet came along, their boundaries began to blur. Now print articles can be read on paper or on almost any kind of digital screen. Radio programs can be time-shifted and listened to on laptops or tablets. TV sets are rapidly being replaced by video monitors capable of receiving signals from multiple sources.

Technology also makes it easy to use multiple media devices at the same time. Media properties have begun to follow their users across multiple devices, completing their transformation into multi-platform media brands.

The challenge for marketers is finding a reliable way to measure all that multi-platform, multi-format, time shift-able media activity and evaluate it for efficiency and accomplishment.

GfK Audience Measurement & Insights offers a number of innovative techniques that capture cross-media consumer behavior, including:

- **The Eurisko Media Monitor** in Italy is the currency for cross media planning. Its non-invasive data collection is based on a soundmatching meter, adopting a GPS to track panelists’ position and movements. Every year, 10,000 consumers are monitored for 28 days, including completing daily surveys on Tablets. The result is a single source survey providing information about consumers, their media habits and their consumption of hundreds of goods.

- **Digital Day** in the U.K. provides a rich cross-media snapshot of how, when and where people consume digital content and use digital media in a typical day. And it details what else consumers may be doing while consuming digital media.

- **Three Screens** in Austria measures mobile, online and TV with three metered devices, providing metrics for viewing time, market share and net reach.

- In the U.S. a fusion of the Survey of the American Consumer with Nielsen//NetRatings produces a unified dataset of off-line and online media usage by American consumers.
CONSUMER INSIGHT STARTS HERE

You can never know too much about your target audiences or your best prospects. Who are they, and what are they like? What do they buy, and why do they buy it? How do they think? What are their aspirations? What might they do next? And how do they use the media which you use to communicate with them?

GfK Audience Measurement & Insights can answer the kinds of questions that keep marketers and media owners awake at night. Over the years we have assembled an encyclopedic repository of consumers' attitudes, behaviors, opinions and aspirations from across the globe. Our consumer databases are unmatched for their range and reliability.

- For example, the Survey of the American Consumer in the U.S. and Sinnotica in Italy report on the demographics, lifestyles and mindsets of consumers in these countries. They include purchase data for thousands of brands in hundreds of advertising categories.

- They also ask key questions about consumers' attitudes and opinions, because responses to these kinds of questions offer valuable insight into the role psychographics play in shaping consumer choices.

Measuring Audience Engagement

TV audience measurement panels tell you “how many”—but not the “why” behind the ratings. GfK Appreciation Panels provide insight on audience engagement with TV content across all platforms.

Operating in five European countries, our Appreciation Panels generate insights that can improve the quality and scheduling of current programs—and forecast the performance of new programs and formats.

Integrated intelligence makes your data work together

No single study can answer every question you might have about consumers. Combining data from disparate research studies can often generate new perspectives and fresh insight into the consumers you want to reach.

- For example, planning for a TV advertising campaign in the Fast-moving Consumer Goods sector (FMCG) can be sharpened by enhancing consumer profiles with data from GfK’s ConsumerScan Panels, which measure actual FMCG purchases, and our TV Currency Panels. The resultant media plans, based on consumer behaviors as well as profiles, generate less waste coverage and increased sales activity.
ADVANCED ANALYTICS: PUT YOUR DATA TO WORK

GfK Audience Measurement & Insights responds to one of the great challenges raised by the proliferation of data in the Digital Information Age – how to put relevant and available data to work in the service of particular marketing objectives.

Marketing insight often requires a huge volume of multidimensional data before patterns begin to emerge. But before raw data can lead to meaningful insights they must be made accessible and analyzable. We do just that and more, making it easier than ever to access data, analyze information and use the findings.

Data integration

GfK Audience Measurement & Insights offers a number of high-end analytical solutions to generate fresh insights from existing data, bridge or match disparate datasets, and integrate new or proprietary data with existing databases.

Integrating panel and syndicated data from GfK Audience Measurement & Insights with a proprietary consumer segmentation can produce an expanded view of a client’s customer universe and make that segmentation more actionable across media and marketing channels.

Analytical tools

GfK Audience Measurement & Insights is an industry leader in creating intuitive, easy-to-use and elegant data delivery systems that ensure data quality and usability. Among the analytic tools we provide are:

- **MEMRI**, a proprietary analysis and reporting system that provides access to all of the syndicated consumer and media research data produced by GfK Audience Measurement & Insights in the United States, including two decades of the Survey of the American Consumer™.

- **Evogenius**, an innovative analytical tool for the evaluation of television usage data is adaptable to any meter system. It was specifically designed for use by television stations, TV marketers and media agencies.
We believe that experience is the best teacher. We believe that while most media are local, they benefit from best practices that are tried and tested globally.

In a world where the boundaries between media are blurring and national borders are not as confining as they once were, media owners, agencies and advertisers need a research partner who can deliver global insight, local knowledge and unparalleled expertise.

_A partner whose future is as big as yours._
Growth from Knowledge

www.gfk.com