Cross-Platform Metrics:
Many things change, the math doesn’t.
February 15, 2012
Cross-Platform Metrics

HOW MANY.
REACH.

HOW OFTEN.
FREQUENCY.

HOW LONG.
TIME.
USERS AND USAGE

UNDUPLICATED REACH (USERS)

<table>
<thead>
<tr>
<th>Site</th>
<th>30 Mins</th>
<th>90 Mins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site A</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Site B</td>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

AVERAGE AUDIENCE (USAGE)

<table>
<thead>
<tr>
<th>Site</th>
<th>30 Mins</th>
<th>90 Mins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site A</td>
<td>34,722</td>
<td></td>
</tr>
<tr>
<td>Site B</td>
<td>62,500</td>
<td></td>
</tr>
</tbody>
</table>
Stacking Minutes

Precise and common time-based metrics across platforms allows for direct comparisons and solid measures of incremental audience.
Cross-Media Usage is Not Zero-Sum

- The average person spends 77:28 with media per week
- Additional media choices add incremental time to the base choice
- Watching more platforms does not mean less time with TV, or Internet

Source: Multimedia Mentor (Knowledge Networks) Spring 2011
MEASUREMENT GOALS

PLANNING

BEHAVIOR

- USERS & USAGE
- INSIGHTS
- MIX & WEIGHT

POSTING

IMPACT

- EXPOSURE
- TARGET AUDIENCE
- REACH / FREQUENCY
USA TouchPoints: Best Available Screen

Weekday Audience by Half-Hour

Source: USA TouchPoints Oct 2010-Feb 2011
REACH OR FREQUENCY?

1,000,000 IMPRESSIONS – WHICH ONE IS YOURS?
## Modeling the Audience

### The Duplication Dilemma

**ESPN: Study of Real and Random Duplication**

<table>
<thead>
<tr>
<th>Reach %</th>
<th>Real/Random I</th>
<th>Real/Random II</th>
<th>Real/Random III</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Internet</td>
<td>299</td>
<td>233</td>
<td>166</td>
</tr>
<tr>
<td>TV/Mobile</td>
<td>276</td>
<td>261</td>
<td>166</td>
</tr>
</tbody>
</table>
10,000,000 IMPRESSIONS?

TV

Mobile

Internet

Audio

Print
10,000,000 IMPRESSIONS?