

## b4p 2015 - Factsheet

- + b4p has provided insights about people, media and markets comprehensively and continuously since 2013, which makes it a unique instrument for strategic media planning. b4p 2015 has a more extensive media content than the 2014 issue and provides even more options for analyses now.
- + b4p is a joint survey by publishing houses Axel Springer, Bauer Media Group, Gruner + Jahr, Hubert Burda Media and Funke Mediengruppe. They bundled their research competencies to create a common market standard.
- + During content development, b4p takes into account the interests of their media partners. A multitude of suggestions by agencies and advertising professionals ensures the quality of the questionnaire.
- + b4p is open to further cooperation: Publishing houses and media companies can participate in the survey as licensees. Over 30 licensees have already done that.

### Scope & Content

- + b4p 2015 is based on over 30,000 interviews (a representative average of the population conducted in four waves of data collection; 15,000 from surveying waves in 2014, 15,000 from surveying waves in 2015) with over 500 questions each, topped off by 9,400 digital accompanied Customer Journeys.
- + **Media:** This year b4p examines an even more extensive range of media across all media channels: over 180 newspaper titles, all national daily newspapers as well as 64 booking units of regional daily newspapers, 10 TV channels, all “ma” radio stations, posters, cinema and some smaller media. For the second time already, we comprehensively present the media reach of digital offers in form of all “ma” online content as well as the online booking units of many important media partner websites. In addition to that, b4p lists approximately 200 Apps and 300 mobile websites. This multitude of performance values makes it possible to calculate the cross media market reaches and with that to gain even further cross media insights and planning options. Wherever possible, market reaches are adapted to standard-setting agma studies.
- + **People:** b4p is the navigator to people with similar interests, consumption preferences and life styles. b4p offers comprehensive demographic data and reveals everything which is often concealed by the hard figures: interests, motivation, personal attitudes and needs. Interest in information was surveyed in 41 subject areas as well as 28 points of editorial interest in Print media and 68 TV genres. Over 150 statements to personal attitudes have additionally been condensed into important target group models, construct types and typologies (Sinus, Sigma, Limbic types as well as 10 sector typologies).



- + **Markets:** b4p analyses data of over 2,400 brands in 110 market sectors, making it the most comprehensive market media survey on the German market. The survey covers all advertising-relevant markets. Its outstandingly high number of cases facilitates detailed analyses of the individual sectors. Markets and brands are made transparent by revealing user or consumer characteristics. The new edition of b4p features revised and extended versions of all brand lists.

### Organisation

- + b4p is published by the Gesellschaft für integrierte Kommunikationsforschung mbH + Co. KG (GIK) based in Munich. GIK (founded on October 18, 2012) is a joint venture of the media companies Axel Springer, Bauer Media Group, Gruner + Jahr, Hubert Burda Media and Funke Mediengruppe, with each holding 20 percent of the shares.
- + GIK has a management board consisting of five people (speaker in 2016: Carsten Dorn, Axel Springer). It is supported and advised by a technical committee of five partner representatives (scientists) of the publishing houses.
- + Survey coordination and licensee support is carried out by d.core GmbH.

For further information go to: [www.b4p.media](http://www.b4p.media)

