

b4p 2016 - Factsheet

- + b4p is a joint survey by publishing houses Axel Springer, Bauer Media Group, Funke Mediengruppe, Gruner + Jahr and Hubert Burda Media. They have bundled their research competencies to build a common market standard.
- + b4p has provided continuously substantial insights about people, media and markets since 2013. It is a unique instrument for strategic media planning.
- + b4p takes the interests of their media partners into account during the entire process of content development. A wide range of suggestions and feedback from agencies and advertisers ensure the quality of the questionnaire.
- + b4p appreciates further cooperational partnerships: Publishing houses and media companies can participate in the survey as licensees. More than 30 licensees are already involved.

Scope & Content

- + **General:** b4p 2016 is based on more than 30,000 interviews (representative of the population in four survey waves; 15,000 interviews taken of survey waves in 2015, 15,000 of survey waves in 2016) each with more than 500 questions in an extensive, face-to-face interview for gaining insights about media and people, as well as in a self-completion questionnaire to depict market usage and consumption behavior.
- + **Media:** b4p observes a comprehensive range of media throughout all media channels: 177 magazine titles, 66 booking units of daily newspapers, 11 TV channels, all “ma”-listed radio stations, posters, cinema and some smaller media. A technical tracking based on stationary and mobile internet usage measures the performance of all digital offers, that are included in ma Internet, and of relevant booking units of websites from important media partners. Thus about 784 websites, 316 mobile offers and 181 apps are reported in b4p. Because of this multitude of performance values, cross media brand reach and cross media combinations can be calculated in order to receive deeper cross media insights and planning options. Wherever possible, media reach is adapted to standard-setting agma studies.
- + **People:** b4p is the navigator to people with similar interests, consumption preferences and lifestyles. b4p offers broad demographic data and reveals aspects which are often concealed by hard facts: interests, motivations, personal attitudes and needs. The study interrogates people’s interest in information in about 40 subject areas as well as interest in multiple editorial topics in print media along with TV genres. More than 150 statements about 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 approx. 2,400 brands in more than 120 market sectors, thereby it represents the most comprehensive market media survey in the German market. The survey covers all advertising-relevant markets. Its outstandingly high number of cases enables detailed analyses of each sector. By revealing user or consumer characteristics, markets and brands are transparently uncovered. 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, Funke Mediengruppe, Gruner + Jahr and Hubert Burda Media, 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

