

# best for planning 2018

Basic Presentation

     **NEWSPAPER** 

00000000

CELEBRATE GOOD NEWS. BECOME GOOD NEWS.

ISSUE 01



# Agenda

1. Basics
2. Methodology
3. People
4. Markets
5. Media

# 1

## Basics





## ***Market data bundled under one roof***

The „Gesellschaft für integrierte Kommunikationsforschung“, shortly GIK, is a **joint venture of 5 big media companies**: Axel Springer SE, Bauer Media Group, Funke Mediengruppe, Gruner + Jahr GmbH and Hubert Burda Media. They jointly set up **market-media-studies**, to allocate **data for advertising planning** for clients and market partners.

The GIK provides **two cross media market and media studies** to evaluate the use of advertisements: **best for planning (b4p)** helps to choose the right communication channel in advance.

**best for tracking (b4t)** proves afterwards the efficiency thereof.

**5**  
media  
companies

axel springer



MEDIA GROUP

**FUNKE**  
»»» MEDIEN  
GRUPPE



**Hubert Burda Media**





**2,400**  
brands



Since 2013 b4p analyzes media usage and the consumers' behavior comprehensively. For brand managers best for planning is a valuable data source, enabling strategic planning.



### Markets

With its survey on about 2,400 brands in approx. 120 market segments, b4p remains the most comprehensive market media study in Germany.



### Media

b4p pictures all major media channels:

Including 185 magazines, 60 booking units of daily newspapers, 10 TV channels, radio as well as online audio, posters and cinema, 783 websites, 390 mobile offers and 198 apps.



### People

b4p captures various demographic data and discloses what often is hidden behind hard facts: interests, motivation, attitudes and needs

# 2

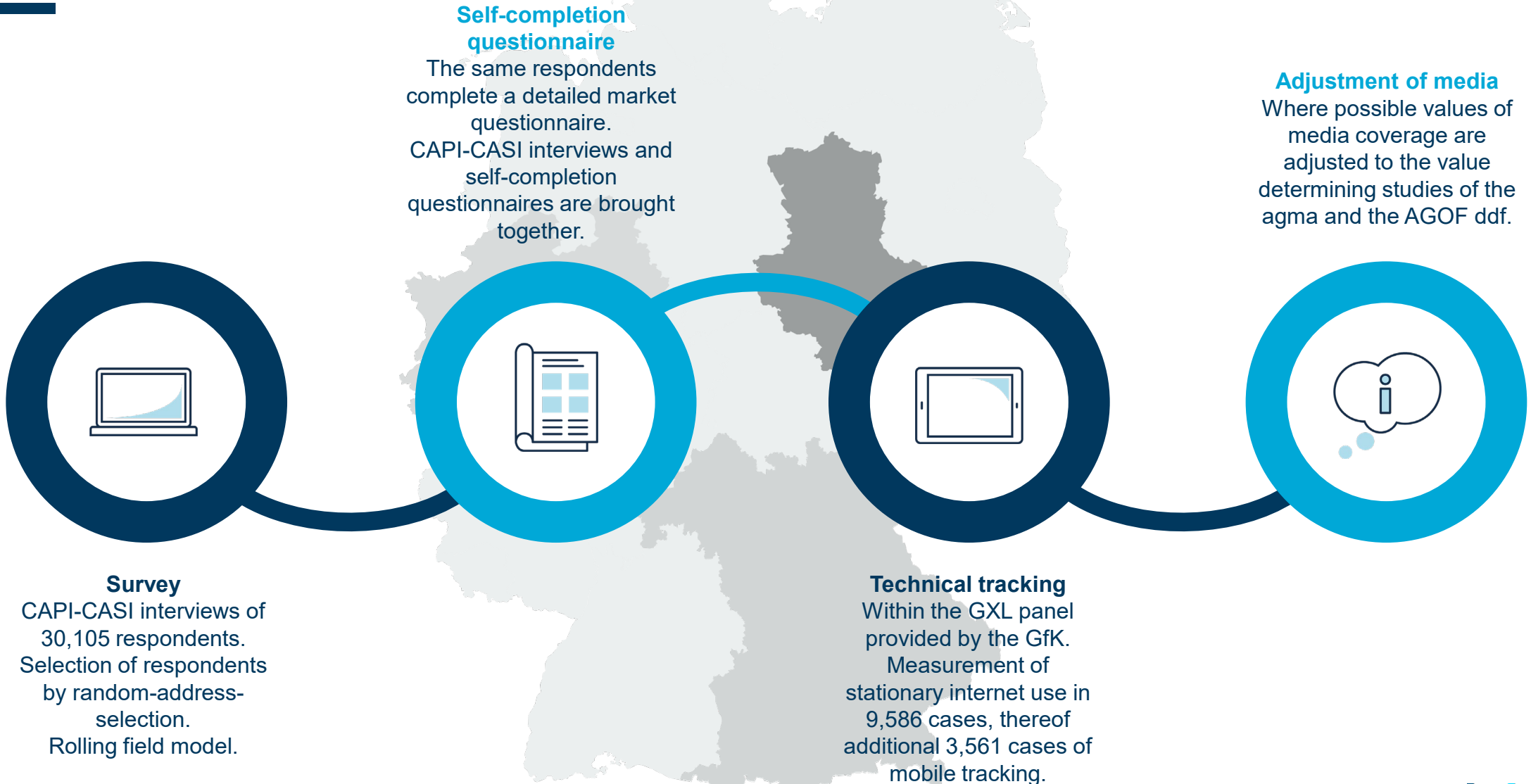
## Methodology

6



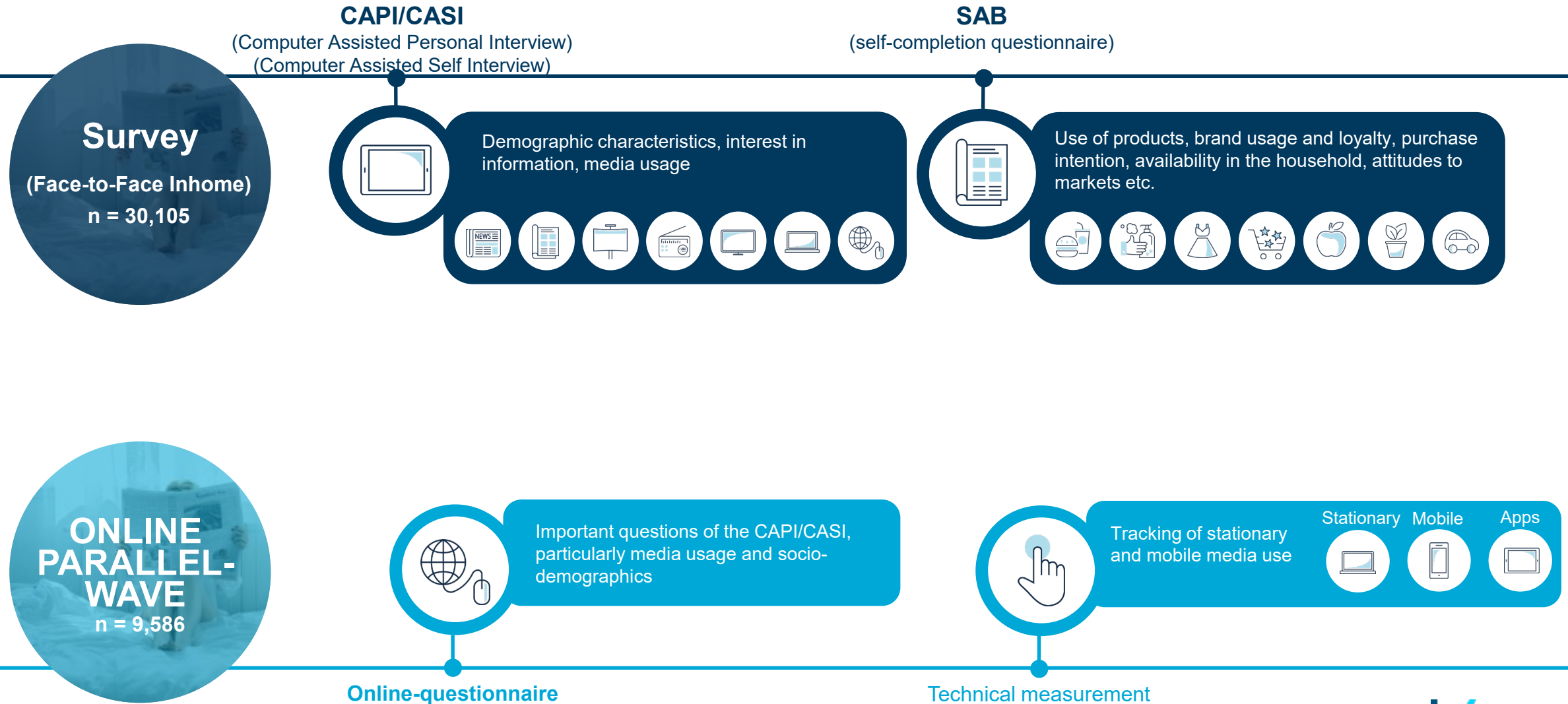
# What is the origin of the data?

## Multi-Source-Survey



# Multi-Source Approach

b4p provides outstanding quality





# Methodology profile

First-class quality standards

	SAB & CAPI/CASI	Online parallel wave
Universe	German-speaking resident population over 14 years of age in Germany (70.45 Mio.)	German-speaking resident population over 14 years of age in Germany (70.45 Mio.)
Sampling	ADM sampling, random address selection	Stationary and mobile online user
Number of cases	30,105 cases	Stationary user: 9,586 cases Mobile website user: 3,561 cases App user: 4,564 case
Institutes	GfK MCR, IFAK, Ipsos	GfK SE (GfK Crossmedia Link Panel)
Survey Period	September 2016 until April 2017 September 2017 until April 2018	January 2017 until March 2017 January 2018 until March 2018
Field model	Approx. 15,000 cases/year Rolling system: consolidation of two years Outcomes into one edition	Rolling system: consolidation of two years Outcomes into one edition

# 3

# People





# People

## Demography

### Household

Household size  
Main income earner  
Household management  
Children/grand children in household  
Family members in need of care  
Net household income  
Real disposable income

### Respondent

Age  
Sex  
Nationality  
Religious affiliation  
Marital status  
BMI, height, weight

### Life situation

Stage of life  
Life cycles

### Occupation

School-leaving qualification/  
occupational training  
Occupation  
Professional status  
Personal income  
Commercial sector

### Residential area

Size of village, town or city  
Nielsen areas  
Nielsen metropolitan areas  
Government districts  
Federal states  
Urban/Administrative districts

### Mobility

Away from home  
Use of transportation  
Public transport  
Commuting

# Psychographic Characteristics

What is behind the demographics?

## Statements on change

10 Items

I am about to change my job  
I will become self-employed  
I will marry  
I will move house  
...

## Aspects of life

18 Items

Large circle of friends  
Professional success  
Sound environment  
Individuality  
Fun and joy  
...

## Spheres of life

42 Items

Luxury makes life better  
I try to stay fit by doing sports regularly  
I gladly take on responsibility  
...

## Leisure

62 Items

Visiting stadium association football matches  
Engaging with animals  
Cycling, mountain biking  
Reading magazines  
...



# Psychography

## What is behind the demographics?

In addition to the individual characteristics a number of compressed target group models is provided such as typologies, personality factors, construct types, social class characteristics, stage of life and social milieus. Thus a number of familiar as well as innovative approaches is available for market analysis and target group planning.

### Psychographic Target Groups

- SIGMA-Milieus®
- Sinus-Milieus®
- Limbic®-Types
- The Lohas (Lifestyle of Health and Sustainability)
- The New Alphas
- Personality Factors
- Interest Horizons
- Big Five

New

New



# Personality factors

## Personal goals and motivations

- The personality factors are based on the respondents assessment regarding their **personal goals and motivations**. Applying a factor analysis the statements were compressed to **six evaluable factors** (graphic on the right). For each person an individual point value of the factor loadings and the related statements was calculated.
- An individual **point value** was calculated per personality factor and person from the factor results of the pertaining statement. The distribution per factor resulting from values, was divided into four categories as far as possible (1 very high, 2 high, 3 medium, 4 low).
- The personality factors were set up for the first time in b4p 2013 and since then updated annually till b4p 2017. A **fundamental revision and recalculation** was made in b4p 2018, which will be updated in coming b4p publications.



# The BIG FIVE Model of personality

## A model to describe personality

- The Big Five or the five-factor model is a model for personality traits. Accordingly **five main dimensions of the personality** exist and every person can be classified to this dimensions (right graphic).
- The Big Five model has been proven by various studies and is nowadays considered internationally as the **universal standard model** for personality research. Starting point of the model is the psycho-lexical approach of Allport & Odbert<sup>1</sup>.
- In order to apply the lengthy Big Five instrument in large scale surveys, it has been reduced into a short scale, called BFI-10, assessing the five dimensions with only ten items.<sup>2</sup> However, the correlations between personality traits and demographics that were identified in other surveys were also corroborated in best for planning.
- Thus, b4p is enriched by a further **dimension of target group description**, which opens up new possibilities for planning and marketing.



<sup>1</sup> Allport, G.W. & Odbert, H.S. (1936): Trait-names: A psycho-lexical study.

<sup>2</sup> Rammstedt, B., Kemper, C.J., Klein, M.C., Beierlein, C. & Kovaleva, A. (2012). Eine kurze Skala zur Messung der fünf Dimensionen der Persönlichkeit: Big-Five-Inventory-10 (BFI-10)



# 4

## Markets



# Markets in b4p

b4p represents all markets relevant for advertising

## Consumer Goods



Food & Beverage



Beauty



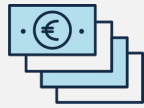
Health

Frequency of usage

Purchase

Usage of brands

## Services



Finance &  
Insurance



Retail



Traveling

Available/concluded in household

Purchase intention

Provider preference

Place of purchase

## Durable Goods



Home & Living



Fashion



Consumer  
Electronics



Car & Mobility

Available in household/personal ownership

Purchase intention

Brand ownership



# Features

Consumer behavior in Germany

## Statements

105 Items

I choose regional products as far as possible  
I read about fashion news in magazines  
A car must have character, it should not be perceived as boring and ordinary  
...

## Interest in Product Information

45 Items

Decorative cosmetics  
Bags, travel bags, leather goods  
Apps/applications for mobile phones  
Furniture and furnishing  
Short trips  
...

## Purchasing Decisions

22 Items

Tablets  
Pay TV subscription  
Second car in the household  
Planning/booking holiday trips  
Financial investment  
...

## Role as Advisor

14 Items

Consumer electronics  
Fashion  
Cosmetics  
Food  
...

## Brand/Price Awareness

55 Items

Non-alcoholic beverages  
Confectionery, snack items  
Perfumes/scents/eau de toilette/aftershave  
Mobile phones, smartphones  
Household appliances  
...

18



# Illustration of brands

Annual update of brands

New in  
b4p 2018

## New brands for...

- Mobile phones/Smartphones
- Streaming providers
- Jewelry
- Fashion
- Shoes
- Electrical appliances
- Kitchen appliances
- Travel operators
- Painkiller
- Mineral-/Table water

... and many more



familotel®



Ludwig Götz  
SINCE 1875



FOSSIL

NEODOLOR

# Market-Related Target Group Models

Who is the consumer? b4p provide answers.

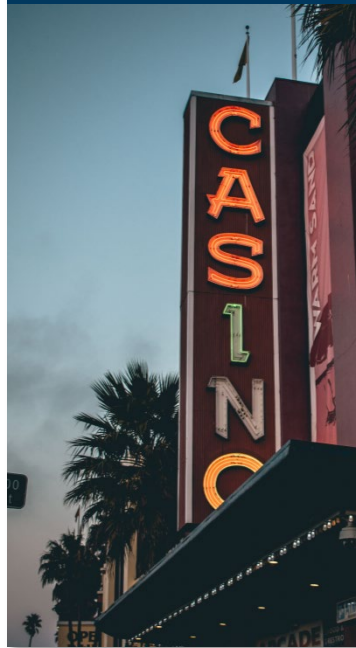
Brand Orientation



Brand Loyalty



Gambling



Smart Shopper



Industry Typologies



New

Luxury affinity





# Industry Typologies

b4p enables various target group and lifestyle analysis

New in  
b4p 2018



Finance



Health



Living



Traveling



Fashion Woman



Fashion Man



Beauty Woman



Beauty Man



Food



Car & Mobility

All exclusively created typologies for b4p were developed by b4p research community of the GIK, partly with support of other service providers.

The industry typologies were first developed in b4p 2013 and updated annually until b4p 2017. A fundamental revision and recalculation was made in b4p 2018, which will be updated in coming b4p publications.



# Media



# Media in b4p 2018

b4p presents the most important media channels

b4p presents the most important media channels based on the model of the “Arbeitsgemeinschaft Media-Analyse” (agma) and “Arbeitsgemeinschaft Online Forschung” (AGOF) study. The diversity enables the calculation of cross media brand coverage and in order to that proceeding insights and detailed planning possibilities.



## Print

185 Magazines,  
Reader circle

60 Booking units of daily  
newspapers

Advertising papers

New



## Online

783 Websites,  
732 Booking units

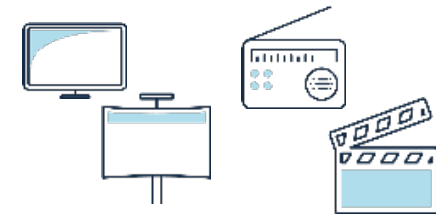
390 Mobile Sites/MEWs,  
587 Mobile booking units

198 Apps

165 End-to-end digital offers

New

New



## More

10 TV stations

Radio and Online-Audio

Posters

Cinema



# Qualitative Media-Insights

Media use, advertising, magazines and newspapers

## Media in general

16 Items

### Media use:

- I use media primarily to obtain information
- It is important to have reliable sources of information
- I use media primary to relax and unwind
- I try to stay up-to-date by checking the news serval times per day
- ...

## Advertisement

### Attitudes towards ads:

Ads in ... (magazines, newspapers, TV etc.)

- ...are informative
- ...encourage to buy
- ...are credible
- ...are entertaining
- ...

11 Items

### Statements on advertisement:

- I actually consider ads to be relatively useful.
- Product samples, discount tickets or coupons have encouraged me to buy a product a least once.
- ...

6 Items

## Magazines and newspapers

### Thematic interests:

- Garden and plants
- Food, cooking, recipes
- Partnership
- Stars, celebrities
- ...

31 Items

### Reading venues:

- At home
- When the waiting rooms
- At the hairdresser's
- At work/in the office
- ...

8 Items

# Qualitative Media-Insights

Internet use, Social Media and Second Screen

## TV

68 Items

### Popular TV Genres:

- News
- Entertainment shows
- Quiz shows
- German crime series/thriller
- Football
- Formula 1
- Reality-Shows
- Action
- Daily Soaps
- Cooking shows
- ...

## Internet & Social Media

### Activities:

- Accessing news and other information via media pages
- Sending and receiving emails
- Maintenance of business contacts
- ...

16 Items

### Statements:

- I have often reported on internet about my experience with products and services and written comments for valuation websites or similar websites.
- I use social networks when I need to contact someone immediately.
- ...

13 Items

## Second Screen

5 Items

### Internet use while watching TV:

- I mainly use my smartphone, tablet, laptop or desktop computer during commercials
- I use these devices to divert myself if the programme is temporarily boring
- When watching TV I usually use the smartphone or tablet computer for things which have something to do with the current programme (e.g. look for background information, talk about current programme with friends)
- ...

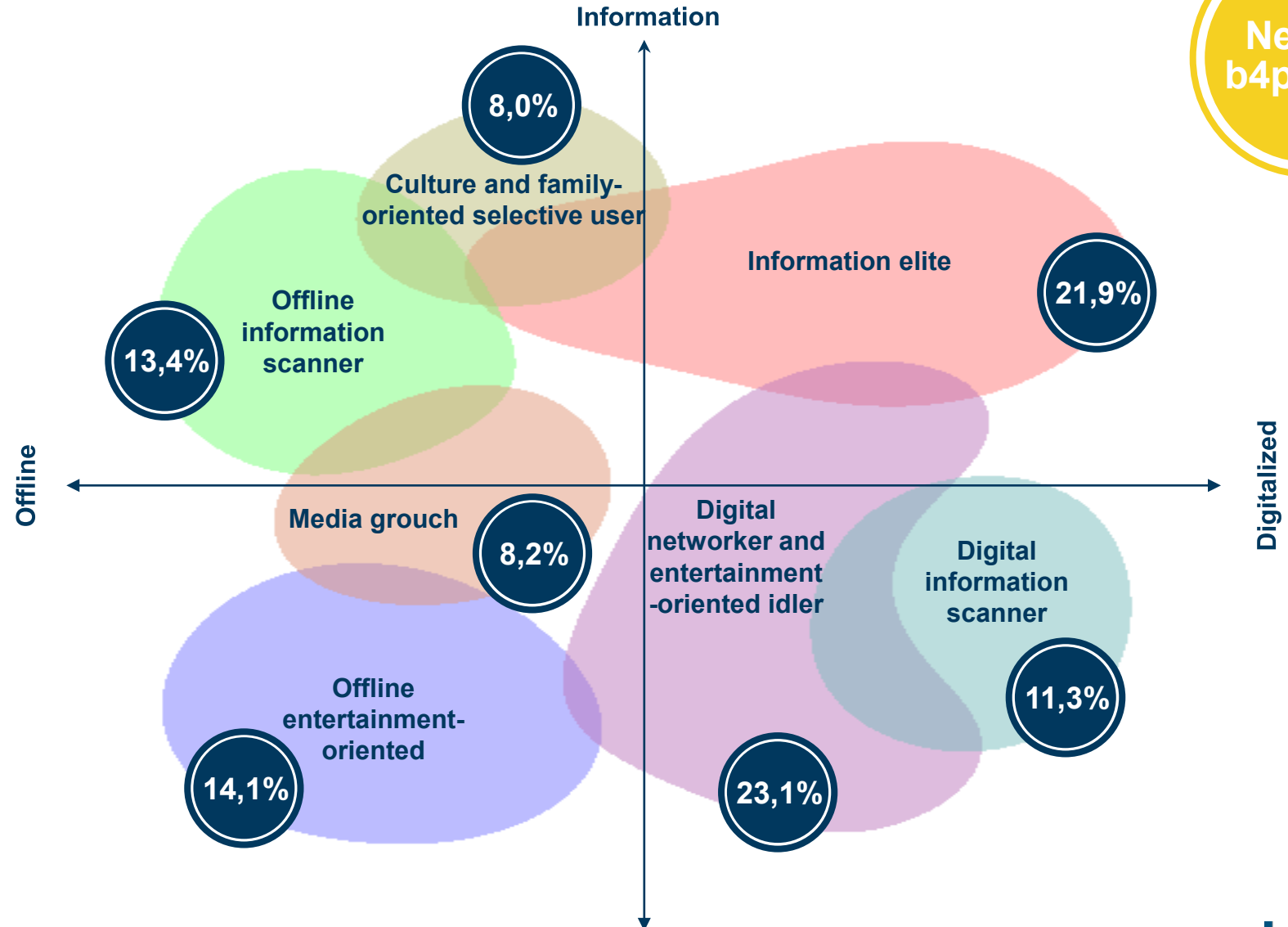
25

# Media User Typology

Definition of the types since b4p 2018

The **media user typology** is based on a cluster analysis on active media usage and different preferences. In a two-stage process, the characteristics were firstly subjected to several factor analyses; in the second step, a cluster analysis was calculated with the factors (Kohonen typology).

The media user typology was first developed in b4p 2013 and updated annually until b4p 2017. A fundamental revision and recalculation was made in b4p 2018, which will be updated in coming b4p publications.



New in  
b4p 2018

26



# Media User Typology

## Outline 1/2

### Digital networker and entertainment-oriented idler (potential: 23%)

They are the youngest type and often still in training. Media provide them first and foremost with entertainment, but also with relaxation and escape and serves as a source of information. Social networks is their magic word and they enjoy the fast communication. Mobile networkers are interested in topics like music and film streaming, but also computer games, shopping, fashion and environmental topics.

### Offline entertainment-oriented (potential: 14%)

This is the oldest (over the age of 50), mainly female type with low education and low income who favors primarily popular magazines and TV, above all seeking relaxation and entertainment. Online and mobile activities do not play a significant role. There is great interest in celebrities, stories about individual fates and needlework.

### Information elite (potential: 22%)

This highly educated, high-income type, mainly male and middle aged attaches great importance to in-depth, reliable news from economy, politics and science and primarily relies on proven print publications respectively their online offers. Ownership of tablet computers and smartphones as well as usage of social networks are below average.

### Offline information scanner (potential: 13%)

Regional daily newspapers, magazines, program guides – print is the favorite medium of this mainly male type. Often already in the retirement offline information oriented - mainly over the age of 50 with a normal education and income - are interested in topics like sports, politics, cars as well as garden. They are not very interested in digital offers and often watching TV.

# Media User Typology

## Outline 2/2

### Digital information scanner (potential: 11%)

Digital info-scanners are between the age of 20 and 49, high educated and having a professional carrier. This type is permanently in contact with some type of media and enjoys the timely and spatial independence of media usage. Varied interested, this type likes lifestyle as well as economic topics. They use social networks keenly and often in job-related context as well.

### Media grouch (potential: 8%)

The poorly educated and low income media grouch is neither fond of classical nor digital media types. In his target group midday magazines, folk music shows, watched on TV, are popular. Especially people over the age of 60 but also under the age of 20 are mostly represented in this type.

### Culture and family-oriented selective user (potential: 8%)

This mainly female, very well educated type with a big high income uses magazines and daily newspapers disproportionate. They are reserved towards the internet and especially interested in reading about health, garden, food creative design and family topics. Even if the children moved out for this target group family is very important.

# Media User Groups and Media Compass

Compression of variables for better planning

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## The construct of media user groups and media compass

- The media user groups provide an initial categorization of the users of different forms of media (e.g. newspapers, magazines, posters, TV, radio and internet, mobile and apps)
- The media compass is a tool that illustrates in which media categories or subgroups certain target groups are concentrated in order to effectively support strategic planning. The tool should be as simple as possible and provide the relevant information in a single value, yet still supply the required depth. The media compass now provides this type of information.
- Both constructs, media user groups and media compass, are based on the frequency of contacts with each media type or their subtypes (Basis: advertising vehicle contact).
- The media user groups are slightly rougher divided in 4 groups and partly non-users. There is no differentiation in subgroups. They are a first note whether a target group uses a media type (or media mix) often or not and any combination is possible e.g. TV++/Magazines++/Online++ etc.
- The media compass also says something about the under or over proportional usage of media types, but in a single value. The analysis allows differentiation by subgroups though due to its construct combinations are not possible – each value score stands for itself. Crucial for the target group analysis is the relative difference between target group and the reference group (index).

# Media User Group

For initial orientation

## Implementation Media User Groups

Media user groups provide a rough categorization of the media affinity of certain target groups. They are divided into four groups representing their use intensity. Thus it can be analyzed whether the target group is under or over represented within a media type.

The frequency of contact with a media type, for example with magazines, indicates which of the four groups a user belongs to. The frequency of contact data is summed up and, depending on the amount of the sum, the interviewee will belong to one of the four categories.

The median principle is applied on this process:

Consequently the statistic distribution is cut into four parts.

The upper, most contact-intensive quarter is referred to as “++”, the lowest, contact-weakest, as “--”.

(Basis for this division is the distribution of the weighted total random sample or the subpopulations, in which the respective media use can take place in principle.)

	Basis			Deciders financial investments	
	Mio.	% vert.	Index	% vert.	Index
Basis	70.45	100	100	100	100
<b>Media User Groups Magazines</b>					
Magazines ++	17.60	25	100	25	101
Magazines +	17.55	25	100	26	103
Magazines -	17.65	25	100	25	101
Magazines --	17.65	25	100	24	95
<b>Media User Groups Newspapers</b>					
Newspapers ++	18.04	26	100	30	117
Newspapers +	17.10	24	100	25	102
Newspapers -	17.67	25	100	26	102
Newspapers --	17.64	25	100	20	79
<b>Media User Groups Online (Internet)</b>					
Online (Internet) ++	14.75	21	100	24	115
Online (Internet) +	14.76	21	100	22	106
Online (Internet) -	14.73	21	100	21	100
Online (Internet) --	14.75	21	100	18	85
Online (Internet) not-users	11.45	16	100	15	93
<b>Media User Groups Online (Mobile)</b>					
Online (Mobile) ++	13.57	19	100	22	113
Online (Mobile) +	13.57	19	100	20	102
Online (Mobile) -	13.56	19	100	19	98
Online (Mobile) --	13.57	19	100	18	95
Online (Mobile) not-users	16.18	23	100	22	94
<b>Media User Groups Online (Apps)</b>					
Online (Apps) ++	12.26	17	100	16	93
Online (Apps) +	12.28	17	100	17	99
Online (Apps) -	12.27	17	100	19	108
Online (Apps) --	12.26	17	100	19	107
Online (Apps) not-users	21.38	30	100	29	96
<b>Media User Groups TV</b>					
TV ++	17.61	25	100	27	108
TV +	17.60	25	100	24	95
TV -	17.62	25	100	25	101
TV --	17.61	25	100	24	95
<b>Media User Groups Radio</b>					
Radio ++	17.60	25	100	25	102
Radio +	17.67	25	100	24	97
Radio -	17.58	25	100	25	101
Radio --	17.59	25	100	25	100
<b>Media User Groups Posters</b>					
Posters ++	17.61	25	100	27	106
Posters +	17.62	25	100	25	102
Posters -	17.61	25	100	25	99
Posters --	17,60	25	100	23	92

Example analysis

Defined reference and target group

Affinity by index per user group viewable

30

Source: b4p 2018 I, total population 70.45 Mio. (30,105 cases)



# Media Compass

How can I reach my target group?

## The Media Compass provides quick insights

The media compass is a tool to support strategic planning. It provides relevant information for media types and their subcategories in a single measured value. All media types are equally treated.

## Construction method & interpretation:

For each survey participant, the likelihood of contact with each media type or subgroup is firstly added in groups. All participants with contact to the media type are sorted in an ascending order by its contact sum and additionally divided in 100 equal parts. The hundredth of all survey participants with the least contact individually receives the compass value 1, the next hundredth of all survey participants with the second-lowest category contact receives the value 2 etc. This means less contact of a participant with a media type leads to a low score. High contact of a participant with a media type leads to a high score (The hundredth of all survey participants with the most contact individually receives the compass value 100). The average score of a target group is the 'compass value' (shown in the %-column). Comparing the 'compass value' of the reference group and the target group by an index, shows the relative affinity of the target group towards a media type or media subtype. The higher the index, the more often the media type is used.

**Attention:** The 'compass value' must not be used as a percentage of media usage, as it is a constructed mean value.

**b4p 2018 I - Gesamt - Potenzial: 100,0 %, 30.105 Fälle, 70,45 Mio.**

Studienauswahl | Zielgruppen-Definition | Gebiets-Definition

WTK | Gesamt

b4p 2018 I -- Strukturanalyse  
Basis: Deutschsprachige Bevölkerung 14+ - Potenzial: 100,0 %, 30.105 Fälle, 70,45 M  
ZG: Reisefreudige (Mind. 2 längere Urlaubsreisen und mind. 2 Kurzreisen gemacht) - P  
Werbeträger

	Basis Kompass- kennzahl	Zielgruppen Kompass- kennzahl	Index
<b>Mediakompass</b>			
Zeitschriften gesamt	49,9	59,6	119
Tageszeitungen gesamt	40,1	48,5	121
Radio gesamt	44,6	44,1	99
Fernsehen gesamt	48,3	45,9	95
Plakat gesamt	49,4	52,2	106
Online (Internet) gesamt	42,3	50,9	120
Online (Mobile) gesamt	38,9	46,0	118
Online (Apps) gesamt	35,2	37,9	108
<b>Mediakompass Radio</b>			
Radio gesamt	44,6	44,1	99
Radio: Adult Contemporary (AC)	37,7	37,4	99
Radio: Contemporary Hit Radio (CHR), Urban Co	19,0	18,3	96
Radio: Infos, Jazz, Klassik	8,6	11,3	131
Radio: Oldie based AC	21,4	22,3	104
Radio: Melodie/Schlager	10,3	10,7	104

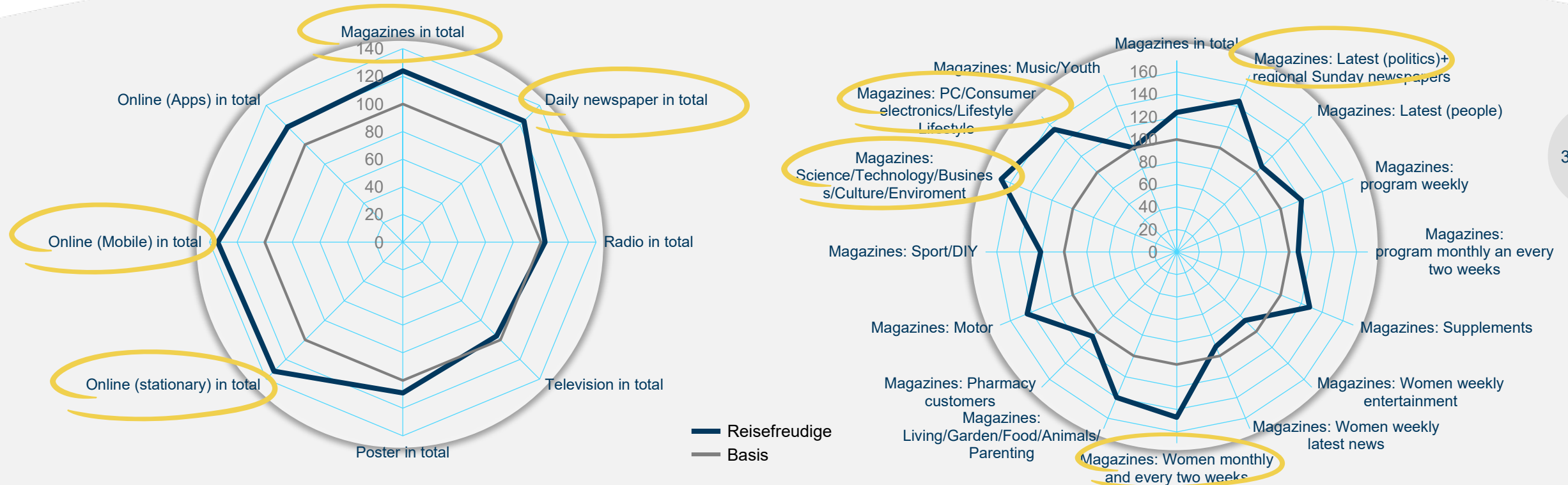
Defined  
reference  
and target  
group

Affinity by  
index per  
media type

31

# Insights Media Use

Example media compass for “extensive travelers” (overview and in detail)



Source: best for planning 2017 I (age of 14 +) ZG-potential: 5,7 %, 1,711 cases, 3.98 Mio.

# Insight Media Use

## Example Media Compass for “extensive travelers “ (reading example)

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The **target group of extensive travelers** is disproportional large within the group of online magazines and daily newspaper users (Index>120). They have often contact to this media channels. In detail regarding the magazines extensive travelers prefer political magazines, every two week / monthly women magazines as well as magazines about science, technology, economy, culture, environment, PC , entertainment technology and lifestyle.

# Questions?

A hand is pointing upwards towards a glowing lightbulb. The lightbulb is surrounded by a network of white dots and lines, suggesting a digital or interconnected theme. The background is split into a dark blue left side and a warm, orange-toned right side. There are faint outlines of other lightbulbs in the background.

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# 6

## Appendix Back up



# Cross Media Brand Reach

## Representation of cross media brand reaches

All published components of media brand, as far as they are represented in the survey, are merged into a “cross media brand reach”

## Requirements for the evaluation:

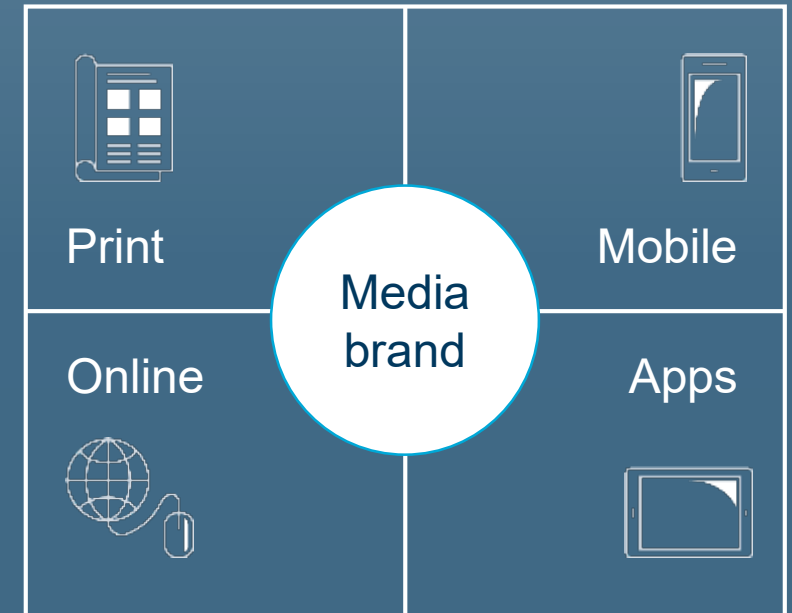
- Print coverage + additional media type (Online, Mobile, App)
- Perceivable brand image from consumer's point of view

## Performance date:

- User per day for daily newspapers
- User per week for daily newspapers and weekly magazines
- User per month for all magazines published at least once a month

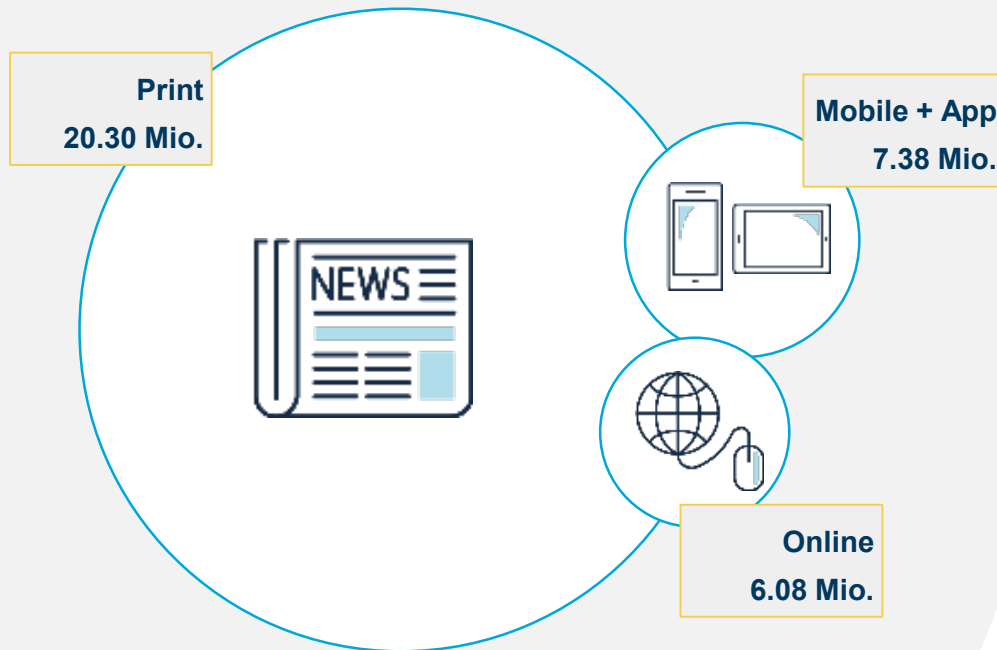
## Defined time horizon:

Brand reach is presented in b4p for a defined time horizon (daily, weekly, monthly). In this process, the reach of included brands are converted into the respective time horizon. The standard for the shortest unit of time is the publication frequency of the print media. For print media, the reach of all items which are allocatable to the respective period apply.





# Evaluate Overlaps of Media Channels and Total Reach with b4p



**Net reach Bild: 28.28 million**

(time horizon: week)

## Overlaps

(on weekly basis)

	in Mio.
○ BILD Print / BILD.de (Internet)*	1.27
○ BILD Print / BILD (Mobile + App)*	1.74
○ BILD.de (Internet) / BILD (Mobile + App)*	1.13
○ BILD Print / BILD.de (Internet) / BILD (Mobile + App)	0.67

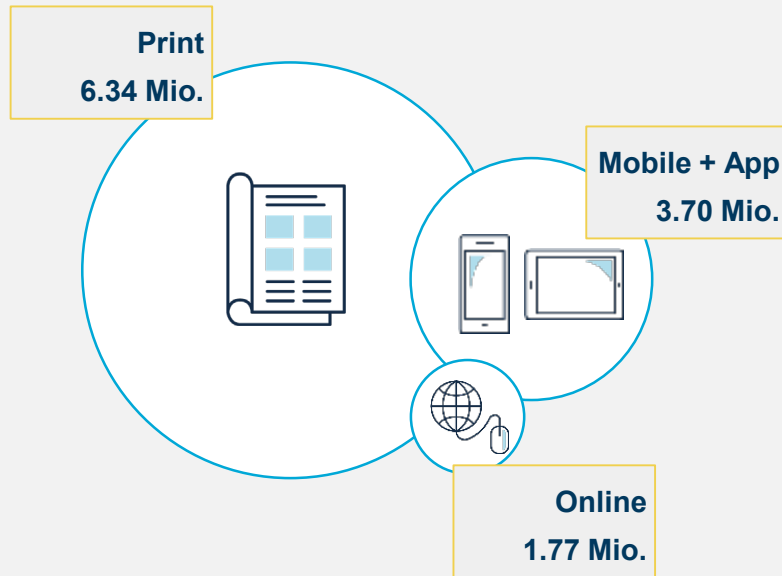
Source: b4p 2018 II; BILD Print: LpA BILD DEUTSCHLAND GESAMT (6x) + BILD am SONNTAG

BILD.de (Internet): stationary online usage (Big Screen)

BILD (Mobile+App): mobile usage bild.de/MEW as well as via Apps

\*user of two offers, not the third media channel

# Evaluate Overlaps of Media Channels and Total Reach with b4p



**Net reach stern: 10.89 million**

(time horizon: week)

## Overlapping

(on weekly basis)

	in Mio.
• stern (Print) / stern.de (Internet)*	0.17
• stern (Print) / STERN (Mobile + App)*	0.39
• stern.de (Internet) / STERN (Mobile + App)*	0.26
• stern (Print) / stern.de (Internet) / STERN (Mobile + App)	0.05

Source: b4p 2018 II; stern Print: LpA stern

stern.de: stationary online usage (Big Screen)

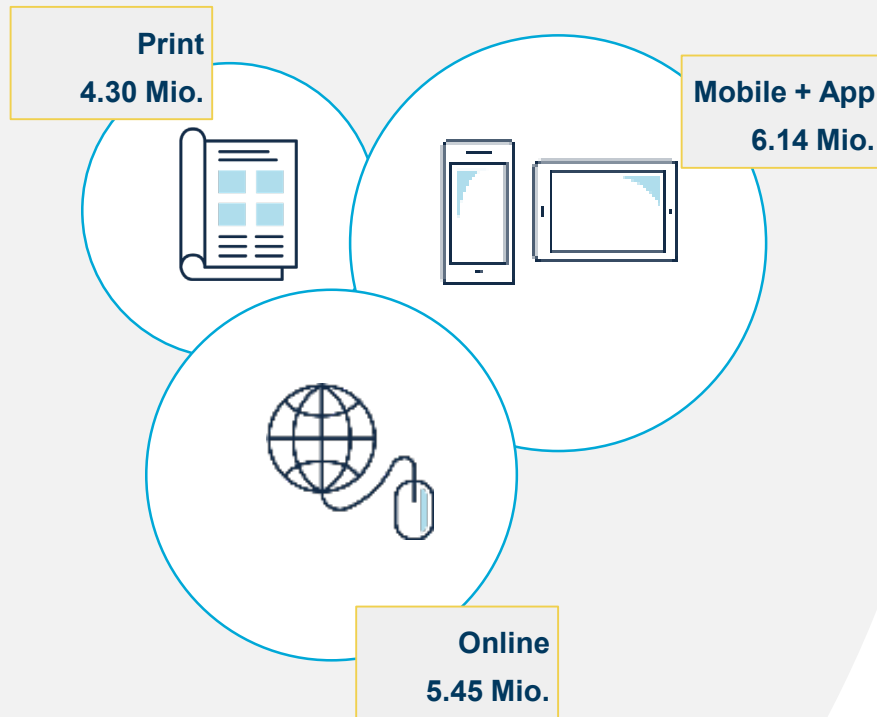
STERN (Mobile + App): mobile usage stern.de/MEW as well as via apps

\*user of two offers, not the third media channel





# Evaluate Overlaps of Media Channels and Total Reach with b4p



**Net reach FOCUS: 13.78 million**

(time horizon: week)

## Overlapping

(on weekly basis)

- FOCUS (Print) / FOCUS Online (Internet)\*
- FOCUS (Print) / FOCUS (Mobile + App)\*
- FOCUS Online (Internet) / FOCUS (Mobile + App)\*
- FOCUS (Print) / FOCUS Online (Internet) / FOCUS (Mobile + App)

in Mio.

0.35

0.41

1.07

0.13

Source: b4p 2018 II; FOCUS Print: LpA

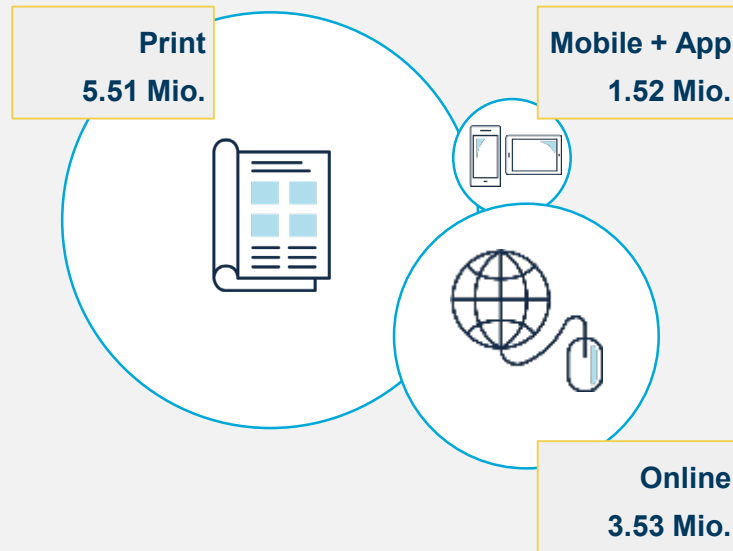
FOCUS Online: stationary online usage (Big Screen)

FOCUS (Mobile + App): mobile usage/MEW as well as via Apps

\*user of two offers, not the third media channel



# Evaluate Overlaps of Media Channels and Total Reach with b4p



**Net reach TV Movie: 9.66 Mio.**

(Time horizon: month)

## Overlapping

(on monthly basis)

- TV Movie (Print) / tvmovie.de (Internet)\*
- TV Movie (Print) / TV Movie (Mobile + App)\*
- tvmovie.de (Internet) / TV Movie (Mobile + App)\*
- TV Movie (Print) / tvmovie.de (Internet) / TV Movie (Mobile + App)

in Mio.

0.38  
0.19  
0.22  
0.06

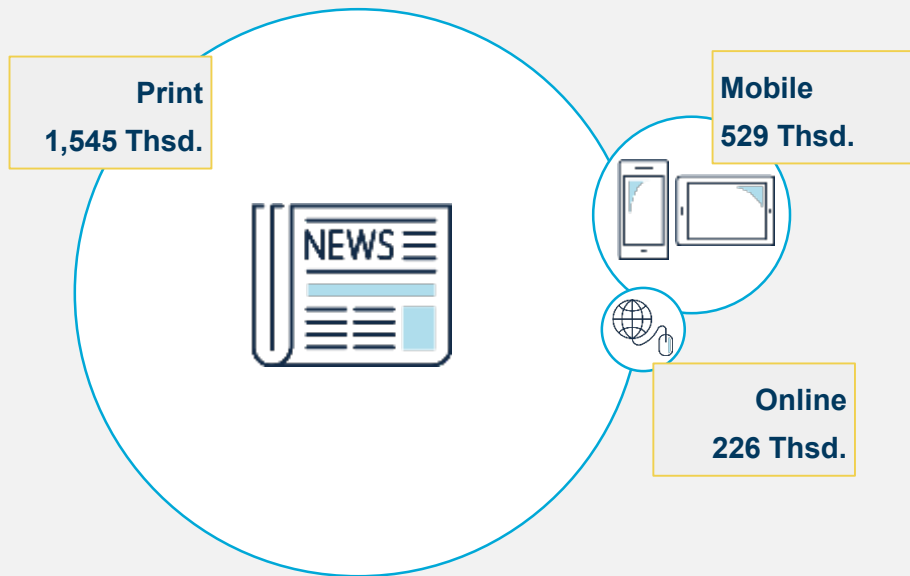
Source: b4p 2018 II; TV Movie Print: LpA TV Movie (2x)

tvmovie.de: stationary online usage (Big Screen)

TV Movie (Mobile + App): mobile usage tvmovie.de/MEW as well as via app

\*user of two offers, not the third media channel

# Evaluate Overlaps of Media Channels and Total Reach with b4p



**Cross media combination Funke NRW (Kombi per day):**  
**2,237 thousand**

(time horizon: day)

## Overlapping

(on daily basis)

	in Thsd.
○ Funke Medien NRW 850 (Print) / Funke Medien NRW OMS (Internet)*	23
○ Funke Medien NRW 850 (Print) / Funke Medien NRW OMS (Mobile)*	32
○ Funke Medien NRW OMS (Internet) / Funke Medien NRW OMS (Mobile)*	6
○ Funke Medien NRW 850 (Print) / Funke Medien NRW OMS (Internet) / Funke Medien NRW OMS (Mobile)	1

Quelle: b4p 2018 II; Funke Medien NRW (Print): LpA Funke Medien NRW 850 Gesamtausgabe inkl. IKZ

Funke Medien NRW (Internet): stationary online usage (Big Screen)

Funke Medien NRW (Mobile): mobile usage Funke Medien NRW/MEW

\*user of two offers, not the third media channel

# Analysis Programs

## Media planning programs



- A media planning program for PCs developed by Axel Springer.
- The user guidance is based on the planning process and guarantees that an effective and fast tool is available to marketing and media experts.

- **Contact:**

Axel Springer SE  
Marktforschung  
Axel-Springer-Platz 1, 20350 Hamburg  
Telephone: 040 34 72 25 07  
Mail: [mds-service@axelspringer.de](mailto:mds-service@axelspringer.de)



- Network-enabled Windows and Online version for individual survey evaluation
- With its easy user guidance throughout, the program provides a very large variety of analysis options for beginners as well as for media planning professionals.

- **Contact:**

COMsulting GmbH  
Höppnerweg 1, 23669 Timmendorfer Strand  
Telephone: 045 03 35 35 0  
Mail: [info@medimach.com](mailto:info@medimach.com)



- A web-based, platform-independent media planning evaluation software (print, radio, TV, online, cinema, posters) to analysis market data and a monitoring tool for content analyses and resonance data.
- With its easy intuitive usage via Drag & Drop, Instant Results and great performance the online software is appealing planning experts as well as occasional users

- **Contact:**

IMMEDIATE GmbH  
Marktforschungsdienstleistungen & Software  
Kleiner Ort 1, 28357 Bremen  
Telephone: 0421 20 71 500  
Mail: [info@immediate.de](mailto:info@immediate.de)



# Next steps

Continuous up-date of reach

## b4p 2018 I



Oct 2018

Adaption to...

Print ma 2018 Press II/AWA 2018  
Online AGOF ddf 2018 Q1

Fusion on the basis of...

TV ma 2017 Intermedia PLuS  
Radio/Audio ma 2018 Audio II  
Poster ma 2017 Poster

## b4p 2018 II



Dec 2018

Fusion on the basis of...

TV ma 2018 Intermedia PLuS  
Radio/Audio ma 2018 Audio II Update  
Poster ma 2018 Poster

## b4p 2018 III



Mar 2019

Anpassung an...

Print ma 2019 Presse I  
Online AGOF ddf 2018 Q4

## b4p 2019



Sep 2019

Adaption to...

Print ma 2019 Presse II / AWA 2019  
Online AGOF ddf 2019 Q1

Fusion on the basis of...

TV ma 2018 Intermedia PLuS  
Radio/Audio ma 2019 Audio II  
Poster ma 2018 Poster



For further information in English please visit: <https://www.gik.media/downloads/>

For data analysis and media planning in English please contact our software partners mds or mediMach.