

b4p 2021 - 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. Around 42 licensees are already involved.

Scope & Content

- + **General:** b4p 2021 is based on 31,132 interviews (representative of the population in four survey waves; half from each of the survey waves in 2020 and in 2021) 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. Some of the study participants answered the question exclusively in an online questionnaire. The case numbers are distributed among 24,009 personal and 7,132 online interviews.
- + **Media:** b4p observes a comprehensive range of media throughout all media channels: 195 magazine titles, 62 booking units of daily newspapers, advertising papers, ten TV channels, radio stations as well as online audio, posters, cinema and some smaller media. A technical tracking measures stationary and mobile internet usage. Thus about 820 websites, 529 mobile offers, 244 apps and 138 digital total offers are reported in b4p. If possible online offers in b4p are adapted to the AGOF daily digital facts.
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 2021: Julia Wehrle, Axel Springer SE). 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 DCORE GmbH.

For further information go to: www.gik.media

