

BETTER MEASUREMENT - BETTER DATA FOR TV & RADIO



mediatest

PLAUSIBILITY
AND
PERFORMANCE

PLAUSIBILITY AND PERFORMANCE



BASICS



mediatest carried out a passive field test in the Vienna area and surroundings, with plausibility samples in Upper Austria and Carinthia.

It was clear from the beginning that the pilot test would primarily be of a technical nature and would not be intended as a preliminary demoscopic survey, but rather as a small, partially representative case study. But there was an opportunity to look at how technology works and how the results coincide with the official tests in Austria (Teletest and Radiotest).

This test was started with 138 devices, at the end of the test there were still 117 devices in the field. At first glance, the drop-out rate was 15%, slightly higher than normally. This was because most of the test persons used two or even three devices. When a test person dropped out, the number of devices was sometimes reduced by up to three. The testees were divided into groups. Android watches (4G) and smartphones based on Android and iOS were equipped with the **mediatest** app.

▶ To check the effects of technical (“passive”) measurement, a group was also selected that had to fill out a newly developed online diary.

▶ Some of the participants in Vienna and Upper Austria had three devices available at the same time (watch, cell phone, online diary), others only two or one. We also examined the possible matches.

▶ The online diary is based on memory, since the viewing and listening behavior on the previous day is only to be entered on the next day. Since in countries with an online diary tradition, such as the Netherlands, the measurement precision of the fill-in diary is lower than real-time measurements, we also expected this in our test. This expectation has been confirmed. The online diary is a good control instrument, but less precise than the passive measuring instruments cell phone or watch. It turned out that the watch, which is permanently worn on the wrist, gives the most accurate measurement!



OUR APPROACH

In survey research, it is sometimes usual to pay test persons in order to motivate the panelists. This is a not insignificant cost factor.

- ▶ One of the tasks was to examine whether the amount of the “incentive” had an impact on the usage behavior and the reliability of the test subjects.
- ▶ As a whole, the test persons didn’t care whether they got nothing or the highest rate we paid, namely € 50,- for the test phase.
- ▶ It was also found that the drop-out rate in the pilot project in question corresponded to the international rate of 10% for comparable projects. As mentioned above, since some drop-out people used multiple devices, the device drop-out rate (15%) was higher than that of the test subjects (10%).
- ▶ The daily results delivered were regularly checked over months, checked for plausibility, and improvements were made to software and hardware.

NUMBER OF DEVICES



n=20 on Android



n=10 on IOS



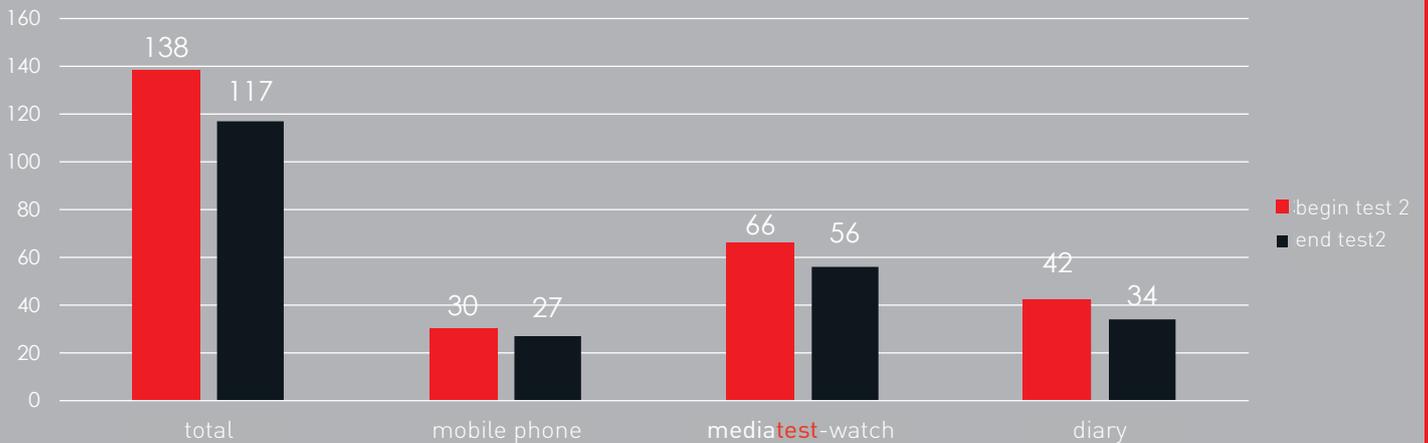
n=66
MediaTest-Watch



n=42 diary

MEDIA TEST FIELD REPORT

Number of devices





PROBLEMS AND SOLUTIONS

After resolving the initial difficulties, the results of the test were very satisfactory. In the beginning it was difficult to locate or fix the problems. This only worked when at least direct telephone contact was made with almost all test subjects. The main problem areas were technically inexperienced test subjects, watch energy, iOS cell phones and iOS apps. The software tests were relatively complex. Some watches did not transmit any data at the beginning. Troubleshooting detected a simple cause. At the beginning we suspected problems in the transmission software or in the hardware. The reason, however, was the simple fact that some watches automatically set themselves to „flight mode“ when there was a shortage of energy and remained in „flight mode“ even when they were fully charged again. After solving this problem, the measurement results for all stations were mostly correct. The results corresponded to the pattern of the official measurements. Overall, the test can be described as highly successful.



MEDIA USE OUT OF HOME (OOH)

The practical possibility of the **mediatest** method to precisely measure media usage „out-of-home“ was one of the focal points of the test phase. The results showed that around 8% of TV viewing on weekdays and around 13% on weekends happens outside the home.

When using the radio, use outside the home is extremely high! On weekdays, 42.8% listen to the radio out of home. At the weekend, the „out of home“ use is lower with 33.8%, because there is no commuting.

OOH consumption is currently not precisely recorded in Austria because of use of traditional methods (Teletest, Radiotest). As a result, users actually reached are not taken into account. This is of great importance for the advertising industry, because accurate measurements may result in around a tenth longer TV ratings and around 30% higher radio ratings.

▶ Ongoing data analysis and daily comparison with official test results (Teletest, Radiotest) showed in the end that our test results largely correspond to the pattern of the official measurements but are higher by including the mobile data. However, the measurement by **mediatest** is more refined and, as was said, brings “out-of-home” ratings.

▶ This applies to the analysis of station ratings, overall daily curves and total annual curves of all radio and television stations.

MEDIA USE OUT OF HOME (OOH)

ATS (min)		Inhome vs. out-of-home (OOH)			
		Mo-Fr	Sa-Sun	% Mo-Fr	% Sa-Sun
TV	total	76,9	77,0	100,0%	100,0%
	InHome	66,0	59,6	85,8%	77,4%
	OOH	6,3	10,3	8,1%	13,3%
Radio	total	67,4	89,7	100,0%	100,0%
	InHome	34,8	54,6	51,6%	60,9%
	OOH	28,8	30,3	42,8%	33,8%

Pilot test





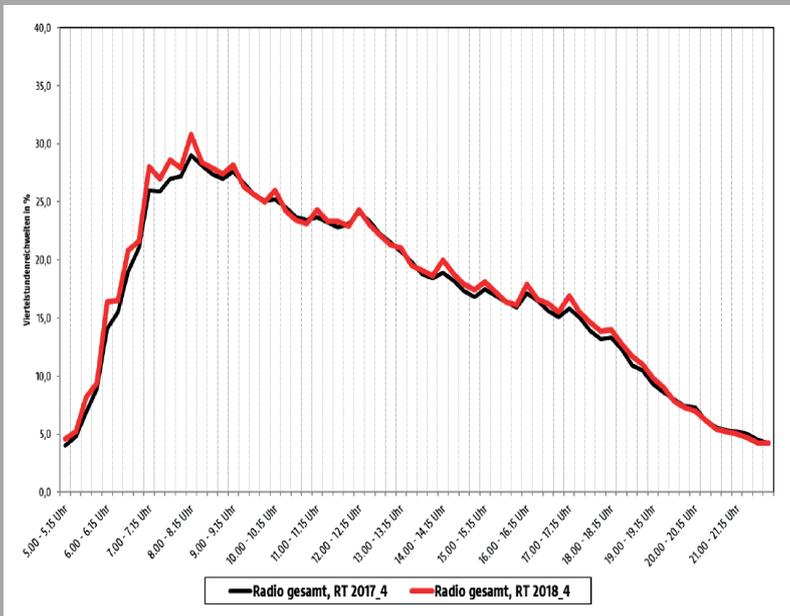
PRECISION MEASUREMENT OF RADIO

▶ Radio use is measured regularly, live, and passively throughout the day by watch and smartphone. With appropriate sample size, minute-by-minute radio ratings can be reported for the first time. The traditional Radiotest cannot do this. It only provides quarter hour results four times a year, and these results are based on telephone interviews.

▶ It could be shown that radio ratings measured by mediatest are considerably higher than those measured by Radiotest. **mediatest** measurement with smartwatch and smartphone is much more refined than measurement by telephone interview. **mediatest** measurement takes mobile radio consumption into account. It is “live” measurement that provides data every day.

The **mediatest** watch shows clear usage peaks, especially during the news times. Comparison with the official Radiotest curve indicates that **mediatest** measurement is expected to have an approximately parallel course as the curve of the Radiotest, but, as shown above, with clearly visible higher peaks.

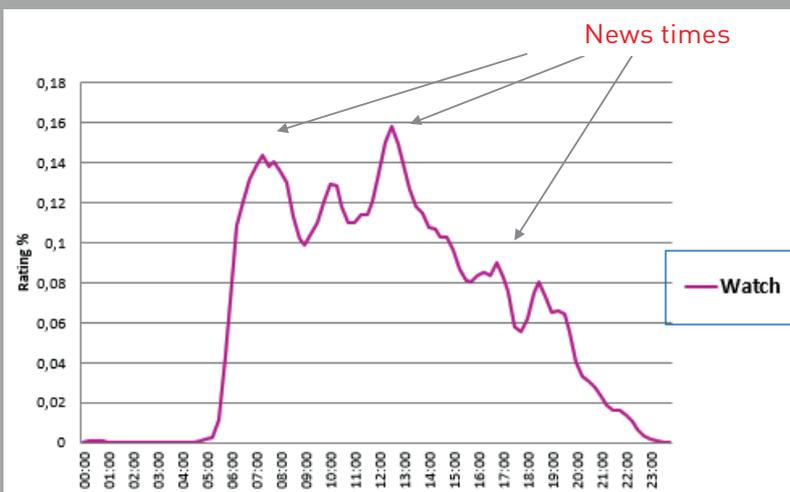
RADIOTEST CURRENTLY



COMPARISON QUARTER HOURS
RADIOTEST AUSTRIA TOTAL,
MON-SUN, ADD. 10 + IN%

Quelle: Radiotest / GfK

NEW MEDIATEST RADIO MEASUREMENT

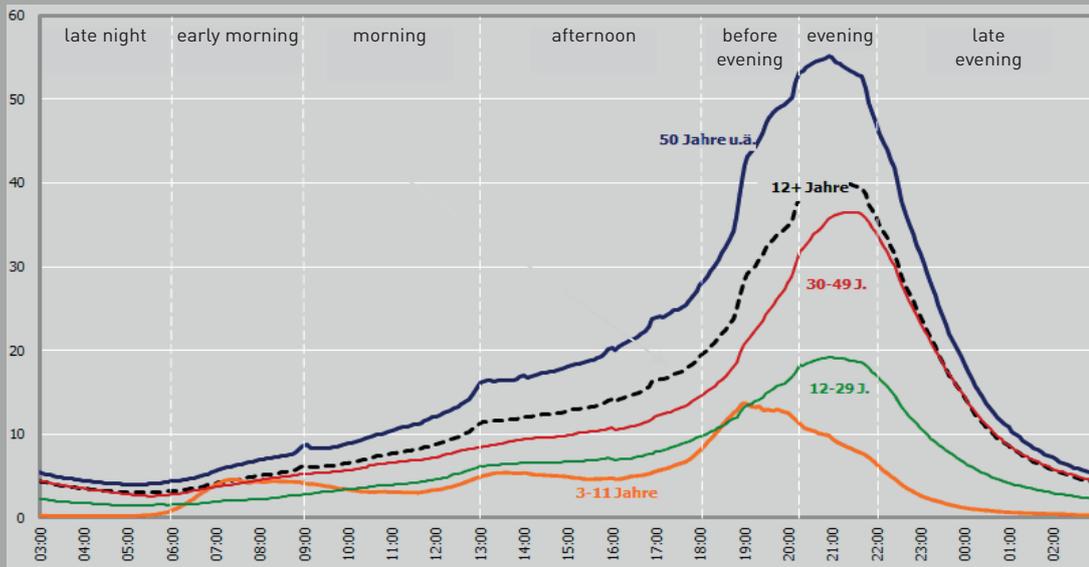


PRECISION MEASUREMENT OF TV



▶ TV usage over the day is measured passively and live as with the radio measurement by **mediatest** with watch and smartphone. Comparison with the official measurement of daily use (Teletest) shows the expected correspondence - but (!) with significantly higher usage peaks in case of measurement by watch. This also shows that evening and late evening ratings are shown more clearly by the watch than by the smartphone and also by traditional measurement. **mediatest** measurement shows an additional „out-of-home“ use of 13% on weekends and 8% on weekdays.

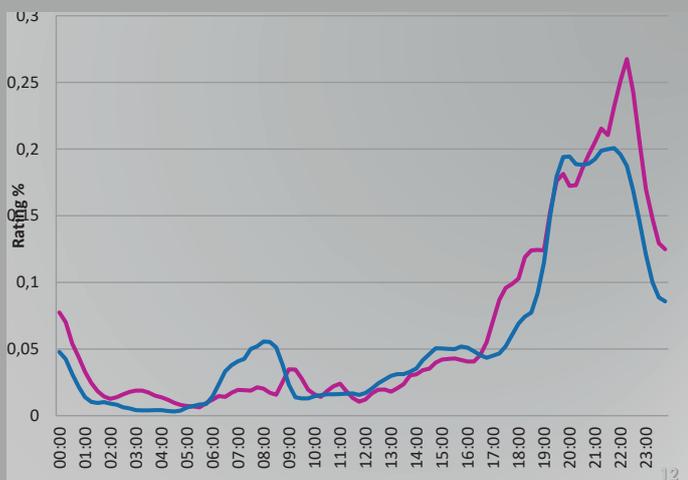
CURRENT TV MEASUREMENT,
TV USE OVER THE DAY (MON-SUN),
BY AGE GROUPS
NET RATINGS IN% (5-MINUTE INTERVALS)



Source: AGTT / GfK TELETEST, Evogenius
Population: Austria. Population from 3 years in TV households

MEDIA RESEARCH **ORF**

NEW MEDIATEST-
TV-MEASUREMENT



■ mediatest-watch
■ Smartphone



SUMMARY AND CONCLUSIONS

▶ Tests comprised panel build-up with different test groups and the use of innovative online research methods. Various options and problems were identified. There were slight differences in the results of the different devices. The **mediatest** watch proved to be the most precise research instrument. Followed by smart-phone and diary. The reason: the diary is a memory-based method, and the cell phone may be left somewhere.

▶ There are no advantages or disadvantages when test persons use both watch and cell phone. The cell phone results are the same, regardless of which cell phone is used for measurement! However, all cell phone results were lower day by day than those recorded by watch.

▶ Training the test persons was time-consuming but necessary. After the training, the testees were reliable and stable.

▶ The specially developed online diary is an effective control instrument.

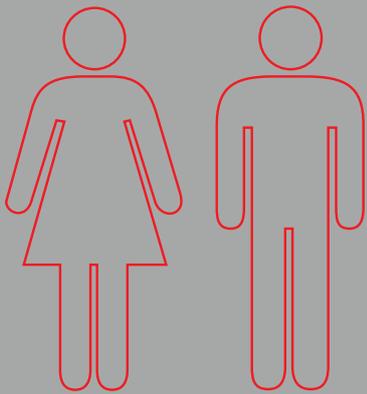
▶ Radio and television ratings could be mapped to the second and more detailed than with traditional measurement.

▶ Considering the experimental character of the project (panel size), the results corresponded to those of the official measurement methods Radiotest and Teletest, but with clearly shown higher peaks.

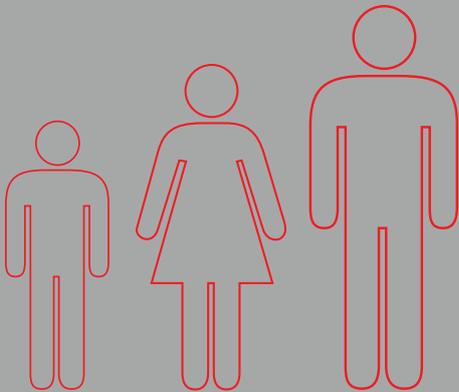
▶ In addition to „home use“, radio and television use „out of home“ could be measured precisely - especially at work and in the car.

MEDIATEST

SOCIODEMOGRAPHY



FEMALE PARTICIPANTS: 52%
MALE PARTICIPANTS: 48%



AGE-GROUP 1 (15-29): 18%
AGE-GROUP 2 (30-65): 52%
AGE-GROUP 3 (65+): 18%



EDUCATION
ACADEMIC: 35%
NON-ACADEMIC: 65%



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