

MRCC Symposium: Field of Media Research Dreams



Ken Wollenberg
President/General Manager



Experian Simmons

Experian Simmons is the leading source of *high quality research and single-source measurement of the brand preferences, lifestyle, attitudes and media usage behaviors of the American consumer.*

Insights from our *syndicated and customized data solutions* are used by leading advertisers, agencies and media companies to *guide strategic planning, measure performance and drive new business development on the national and local level.*

Experian Simmons - Single Source

Delivering 360 Degree Insight on the American Consumer



Experian Simmons

Simmons National & Hispanic Consumer Studies

National Consumer Study

- 25,000 adults annually
- Continuous measurement
- Quarterly Release
- 60,000 personal and household measures
- 500 categories
- 8,000 brands & products
- 700+ attitudes and opinions
- All forms of media
- Syndicated and specialty segmentations



Hispanic Study

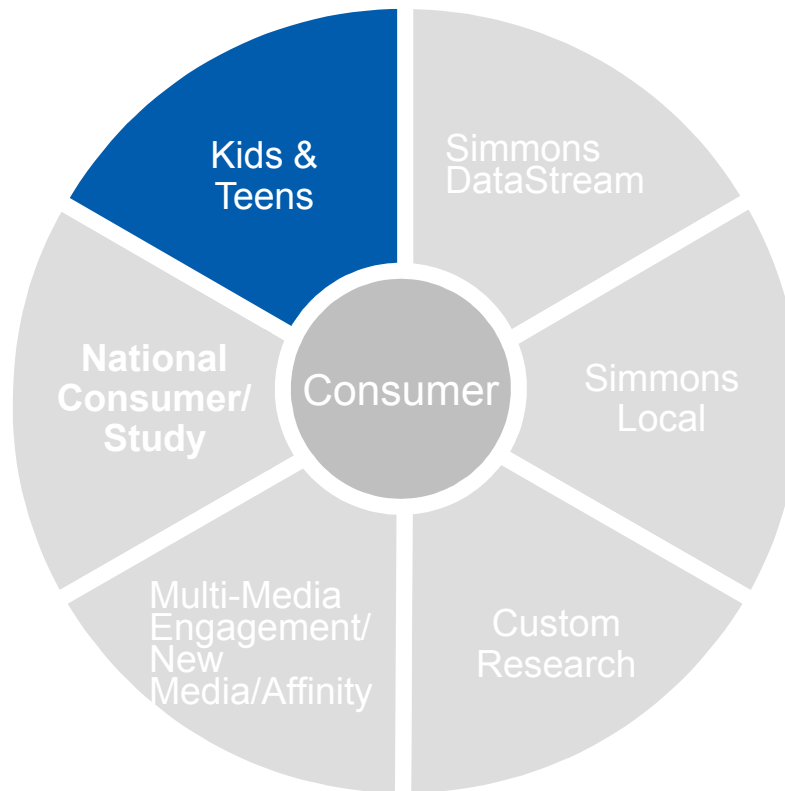
- All NCS measures
- Over 7,000 Hispanic adults living in the U.S.
- Heritage
- Language preferences
- Spanish-language media
- Hispanic specific lifestyle / psychographic attributes

Experian Simmons

From Adults to Simmons Kids and Teens

Kids

- Over 2,000 kids ages 6 to 11
- Media, product consumption, brands and product usage
- Psychographic questions about fashion, multiple media channels, money, parents, friends, self-image, the Internet, media usage
- Released twice a year, on a rolling 12-month sample



Teens

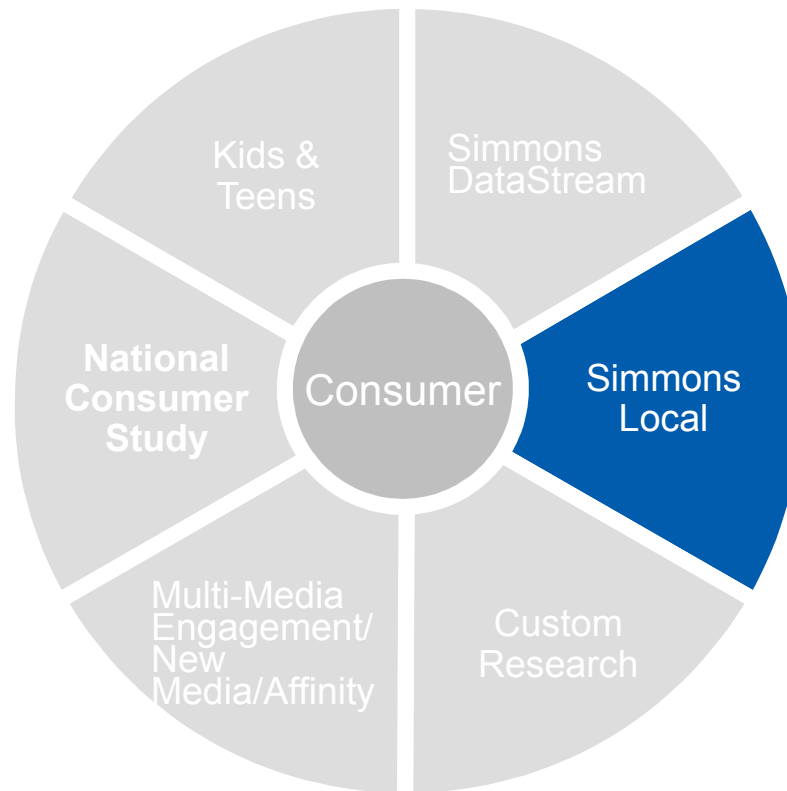
- Over 2,000 teens ages 12 to 17
- Media, product and brand consumption, services ownership, purchase and usage
- In-depth demographics
- Lifestyle/ psychographics
- Released twice a year, on a rolling 12-month sample

Experian Simmons

From National to SimmonsLOCAL

SimmonsLOCAL

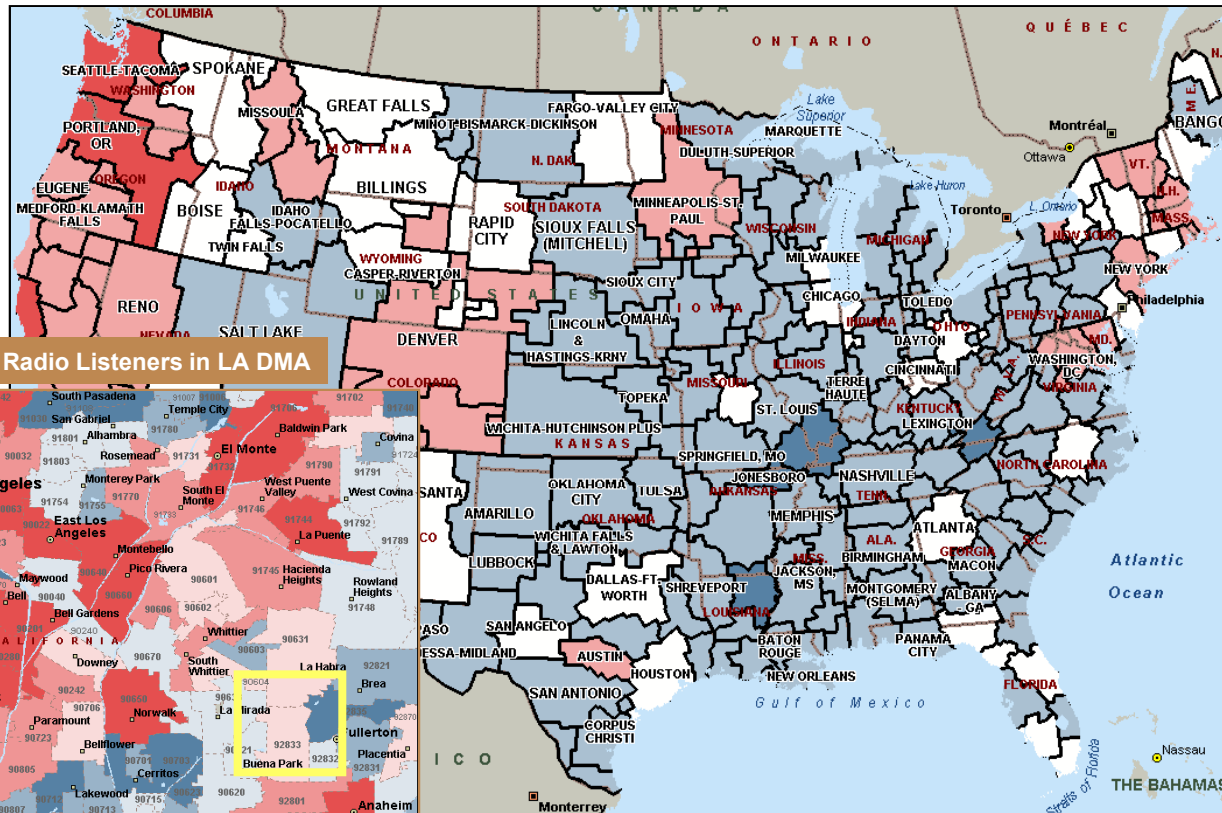
- 209 DMAs
- Insight down to ZIP5 level
- Largest local analysis database available
- County and ZIP code mapping
- Complete media consumption data for each market, including broadcast TV, cable, newspaper, magazine, radio and Internet



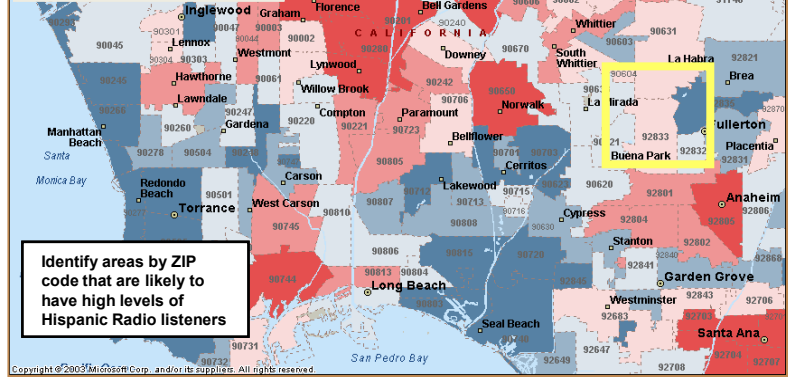
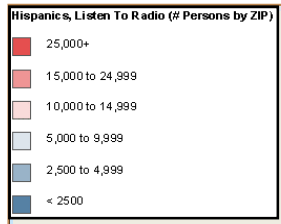
- Unprecedented in-tabs of up to 50,000 per DMA
- 60,000 personal and household measures
- Product purchase behavior across over 500 categories
- Brand preference on 8,000 brands & products
- 600+ attitudes and opinions

Experian Simmons

SimmonsLOCAL



Location Of Hispanic Radio Listeners in LA DMA



Identify areas by ZIP code that are likely to have high levels of Hispanic Radio listeners

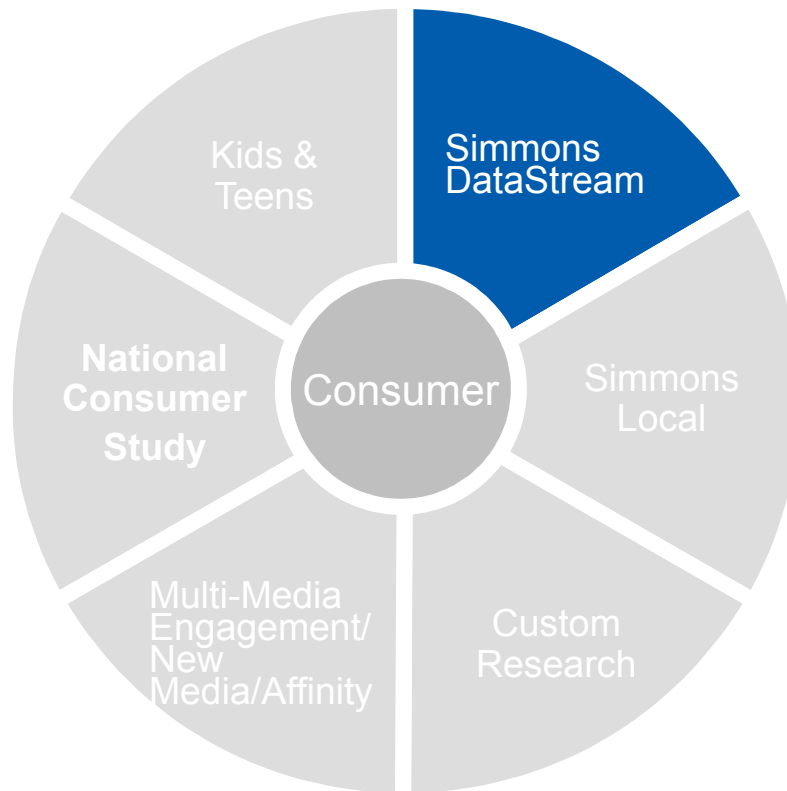
Evolving Marketplace Needs

- Economic recession put pressure on companies at unprecedented levels
- Consumer insight can not be had quickly enough
 - To guide business decisions, companies must understand the rapidly changing consumer environment and what it means for their brands
- Pressure to show accountability continues to mount
- Race is on to understand consumers and brand interaction across traditional and emerging media delivery channels

Experian Simmons DataStreamSM

Single source of weekly consumer insights

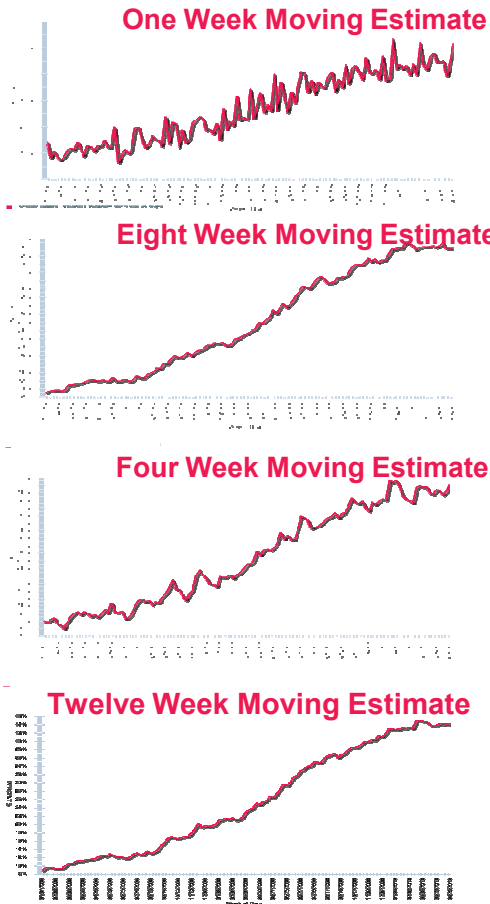
- Over 40,000 NCS measures updated weekly
- Advertising effectiveness analysis
- Demonstrate accountability for marketing spend
- Track brand performance
 - Brand health for products or media properties
 - Competitive brands



- Monitor consumer trends
 - Shifts in consumer behaviors, opinions and lifestyle
 - Detect critical market movements sooner

Experian Simmons DataStreamSM

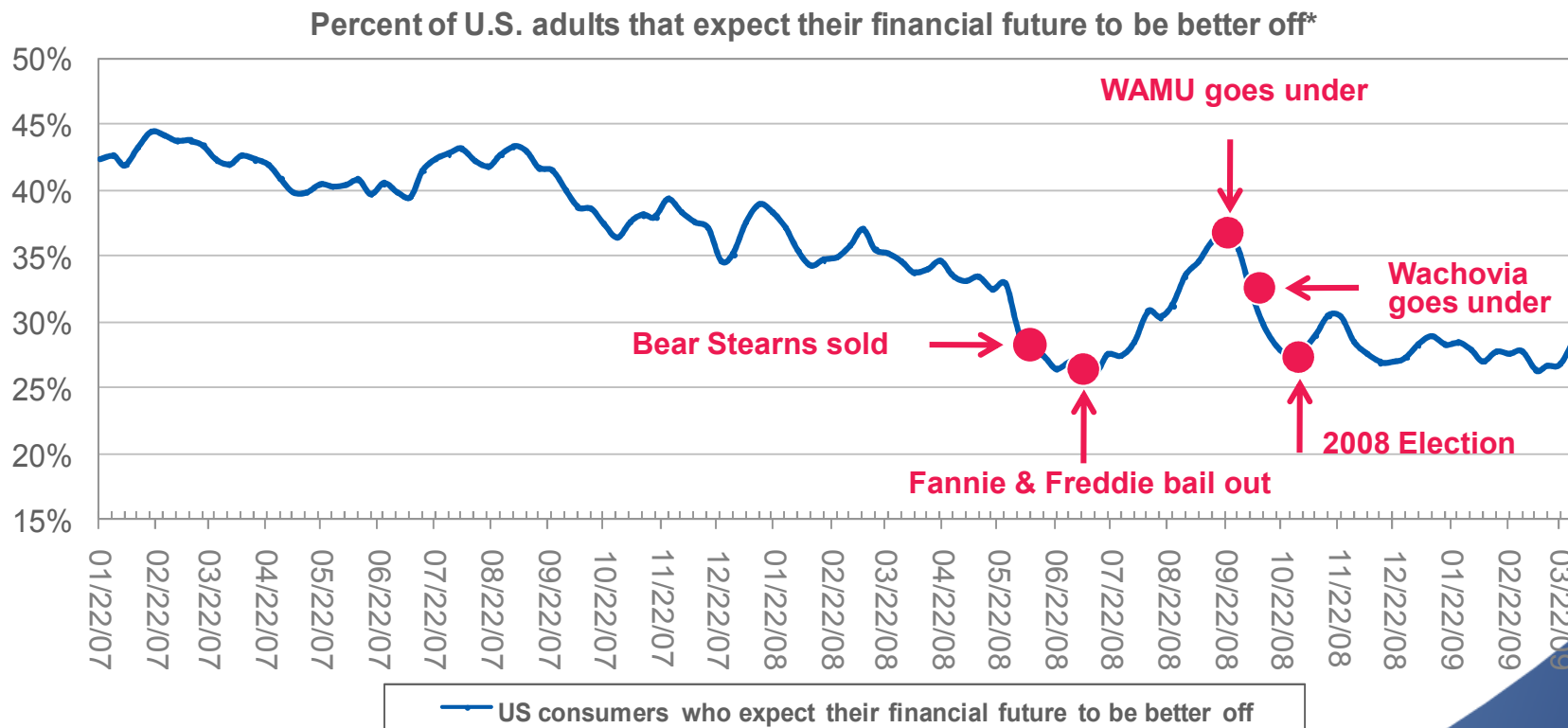
Weekly Insights for Consumer Trends and Advertising effectiveness



- Estimates updated every week with the most recent data six weeks prior to the current date
- Analyze 1-week estimates or aggregated 4-week, 8-week or 12-week moving estimates
- Two years of historical data for examining multi-year trends and seasonality

Experian Simmons DataStreamSM

Track Impact of Marketplace Events



Target: US adults who think that their personal financial situation will be better off within the next 12 months

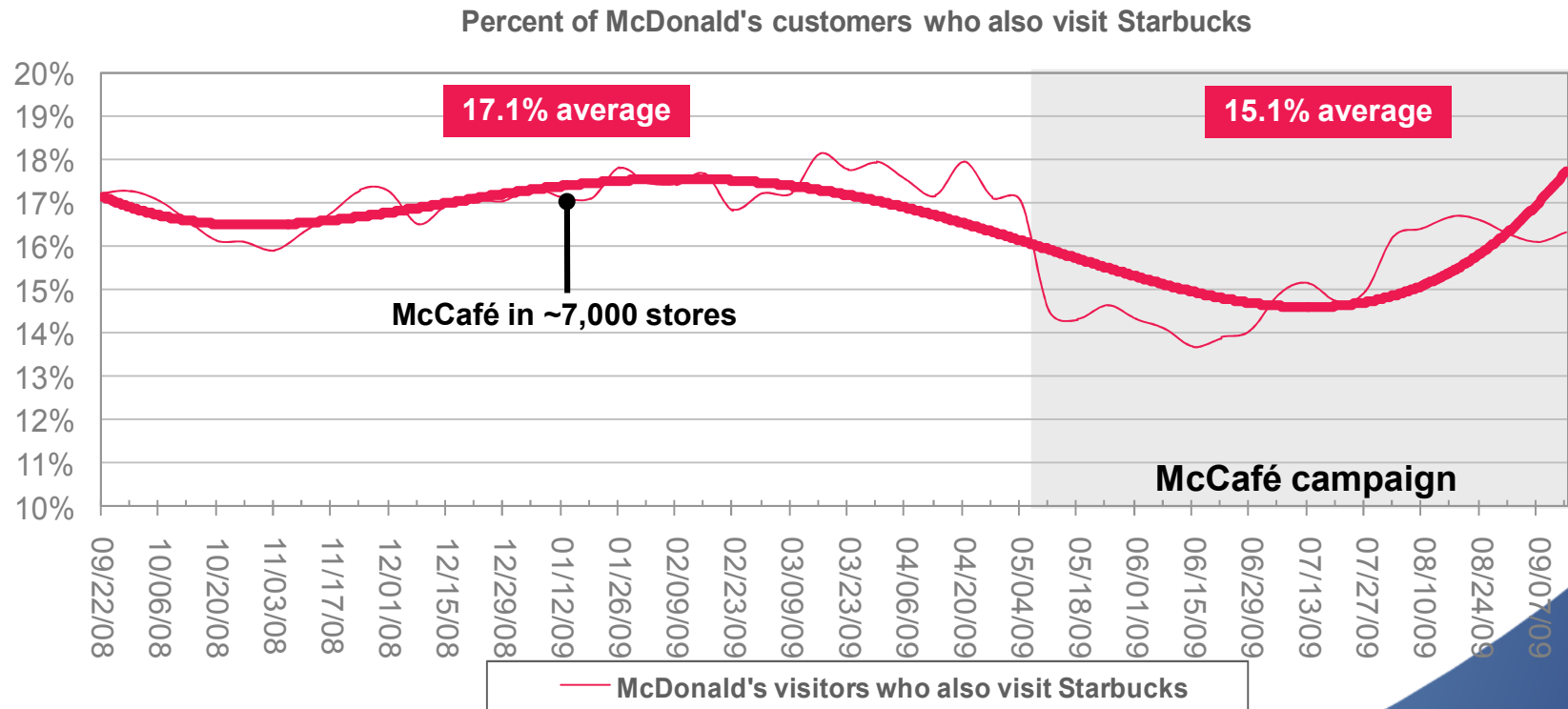
Base: All US adults

Source: Experian Simmons DataStreamSM
4-week moving estimate

Measure advertising effectiveness

Demonstrate customer retention from advertising

McCafé campaign helps McDonald's retain customers they would have otherwise lost to Starbucks



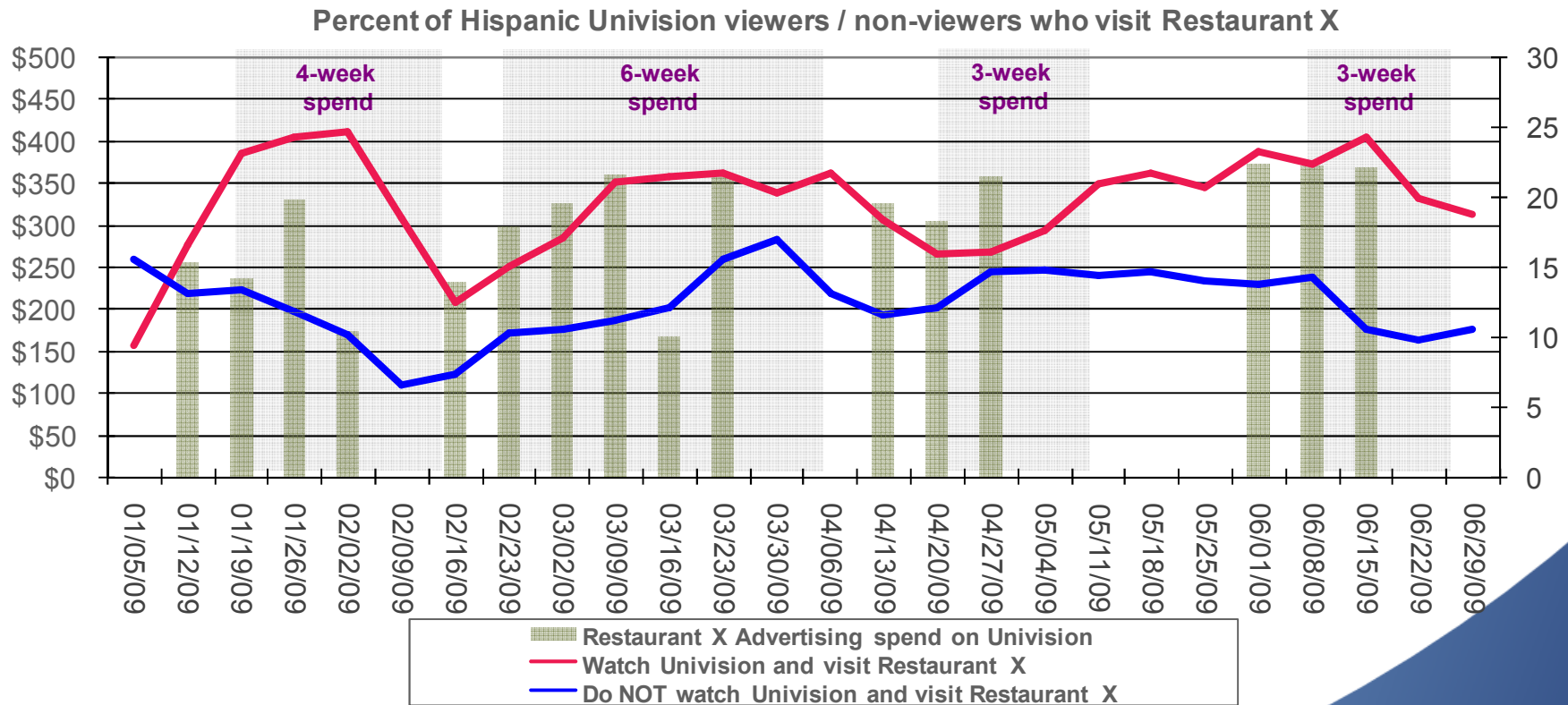
Target: Adults that made any visit to Starbucks in the last 30 days
Base: Adults that made any visit to McDonald's in the last 30 days

Source: Experian Simmons DataStreamSM
8-week moving estimate

Experian Simmons DataStreamSM

Measure ad effectiveness among audiences exposed to advertising

Restaurant X advertising investment to Hispanics pays off on Univision television network



Base1: Univision viewers in the last 7 days
Base2: Univision NON-viewers in the last 7 days
Target: Visited Restaurant X in the last 30 days



Source: Experian Simmons DataStreamSM
4-week moving estimate

Multi-Media Measurements

Multi-Media Engagement Study

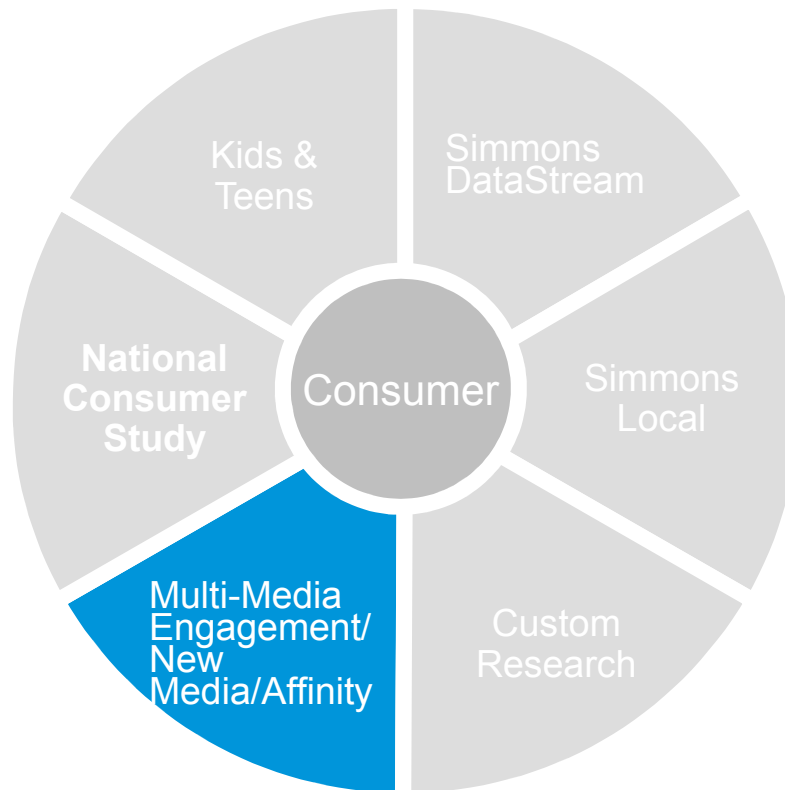
- Create a tool for buying, planning and selling that moves beyond measuring eyeballs and click-streams.
- **Why focus on the Media Environment?**
 - *Media has the ability to greatly impact an audience's attention and receptivity to advertising messages*
- **Surrogates for Engagement...Click streams, Loyalty, Length/Depth of Use, Recall, etc.?**
 - *None answer "why"*

Experian Simmons

Multi-Media Engagement and New Media

Multi-Media Engagement

- Syndicated, cross-channel engagement measurement
- Multi-dimensional engagement measures
- Tracks 800 media vehicles
- Magazines, TV programs / networks and websites in English and Spanish
- Advertisers and media can select media that best align with brand objectives



New Media Study

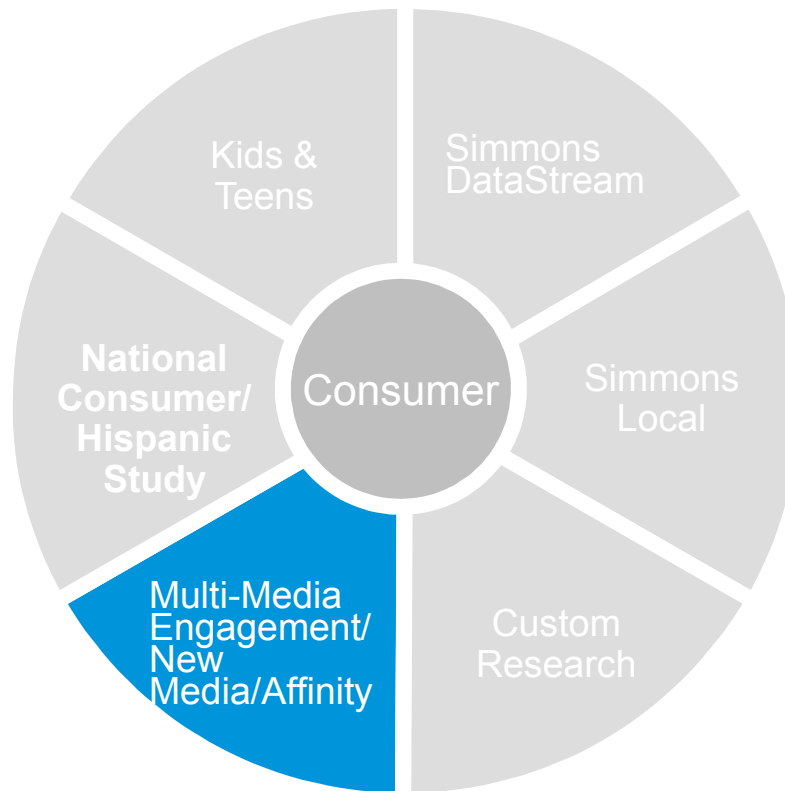
- Combine insights about usage of new and emerging media channels with in-depth knowledge of their consumer behavior and attitudes.
- Includes expanded coverage of mobile phone usage; time spent using media and media multi-tasking
- Linked to 60,000+ data variables in Simmons NCS

Experian Simmons

Affinity AMS | Experian Simmons

Affinity AMS | Experian Simmons

- Magazine audience estimates for over 130 leading publications
- Location of readership and other attributes for each publication
- Consumer product information: 500+ categories, 8,000+ brands and products
- Behavioral motivations / more than 600 psychographic measures
- In-depth demographics and lifestyle characteristics
- Detailed (non-magazine) media usage (e.g. TV, Web, Radio)



Vista Views in MagPlan

- Issue-specific ad effectiveness scores from Affinity's Vista offering integrated with...
- Consumer information from Experian Simmons National Consumer Study and...
- Average Issue magazine estimates from Affinity's American Magazine Study (AMS)

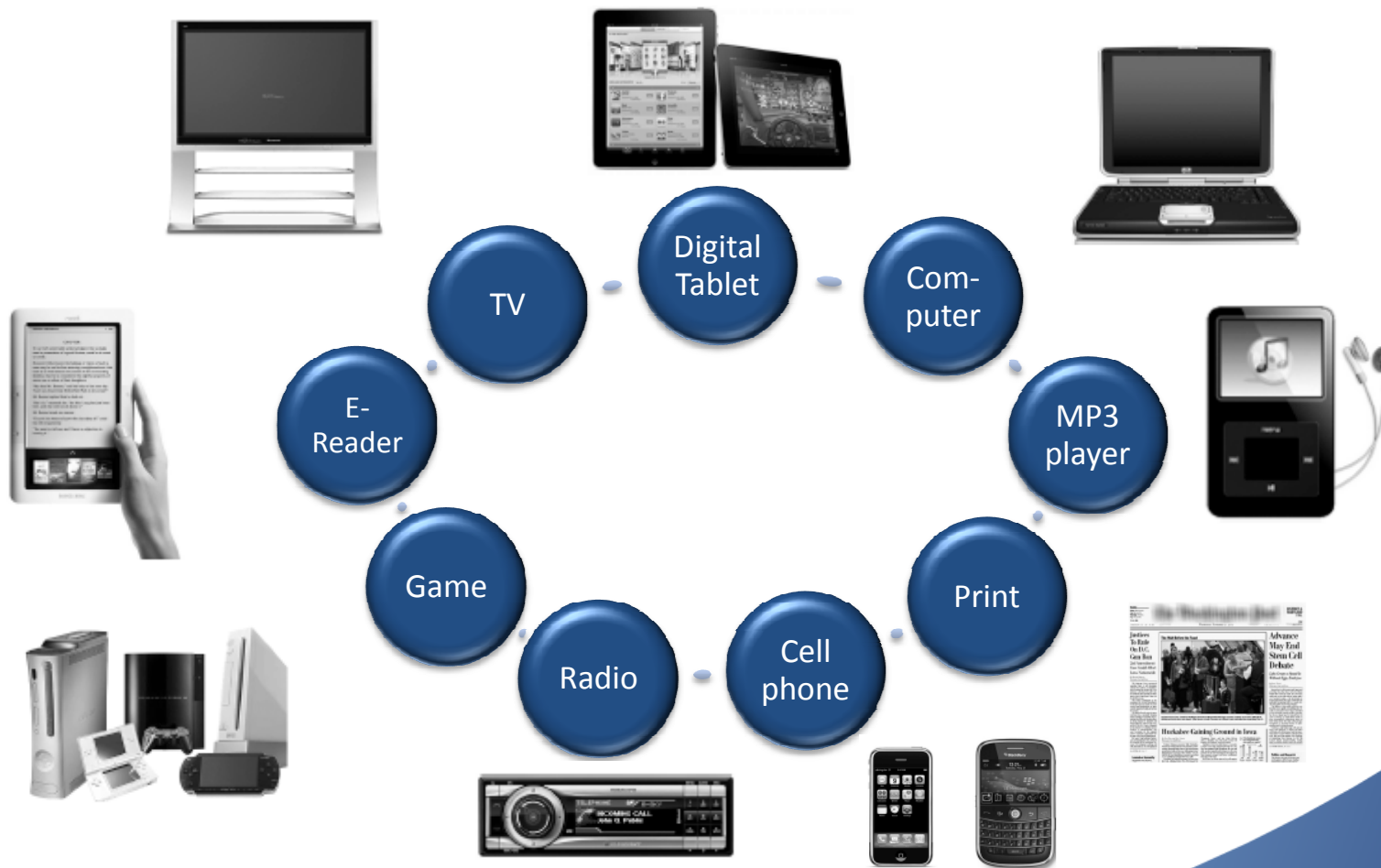
Experian Simmons

NCS Cross-Platform Media Measurement

- Develop a unique, single-source measurement of media consumption across multiple channels.
- Enable vivid analysis of cross-media audiences against brand buying behaviors, attitudes and lifestyles.
- Create a scalable and cost-effective means of delivering this information.

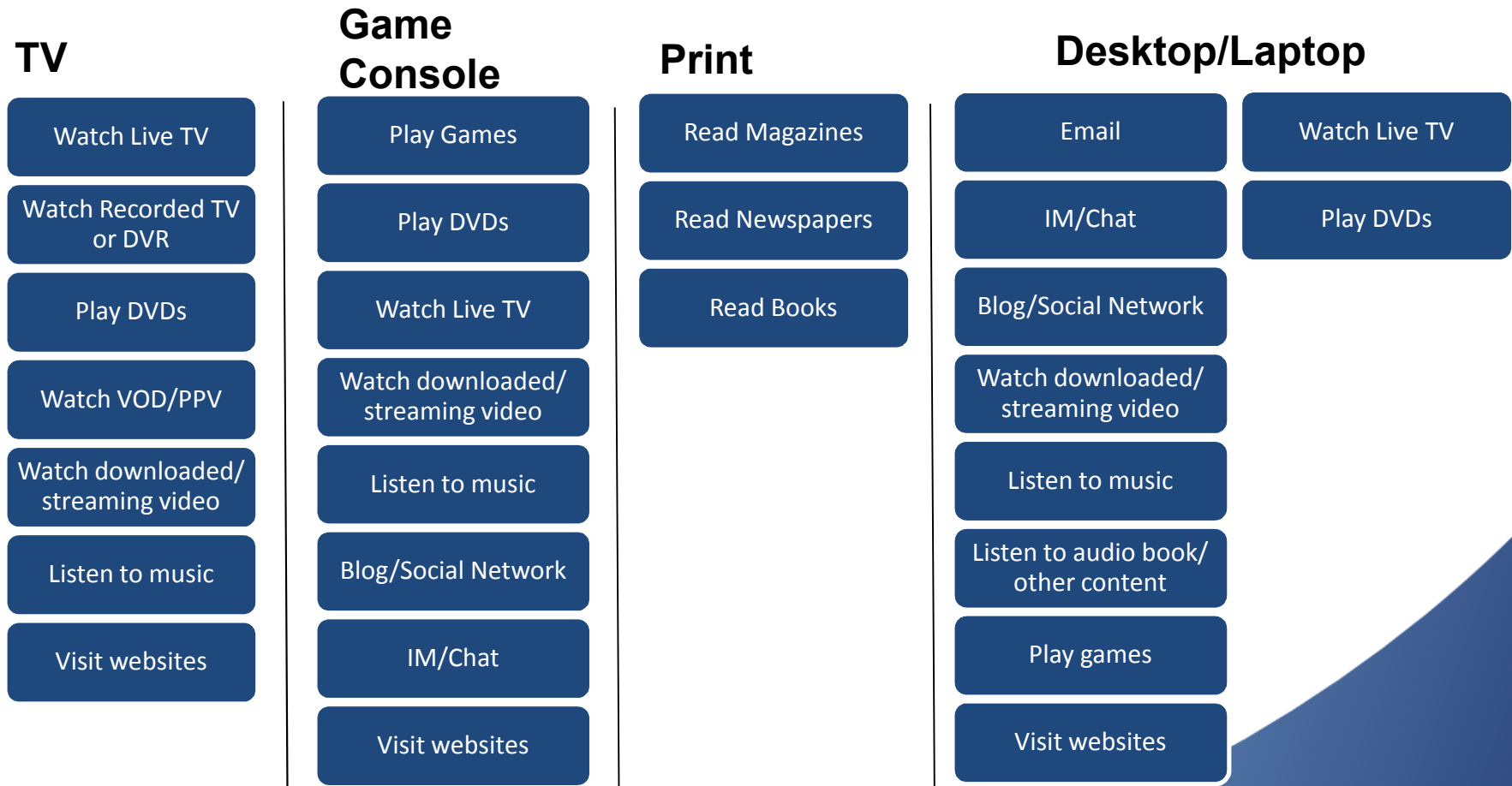
Experian Simmons

NCS Cross-Platform Media Measurement



Experian Simmons

NCS Cross-Platform Media Activities/Content Source by Device



Experian Simmons

NCS Cross-Platform Media Activities/Content Source by Device

E-reader

Read books

Read Magazines

Read Newspapers

Listen to audio books

Listen to other audio content

Play games

Visit websites

Listen to music

Radio

Listen to AM/FM radio

Listen to satellite radio

Listen to HD radio

MP3 Player

Listen to music

Listen to audio books

Listen to other audio content

Watch downloaded/streaming video

Play games

Use Apps

Digital Tablet

Email

IM/Chat

Blog/Social Network

Watch downloaded/streaming video

Listen to music

Listen to audio book/other content

Play games

Visit websites

Read books, mags, newspaper

Use Apps

Experian Simmons

NCS Cross-Platform Media Activities/Content Source by Device

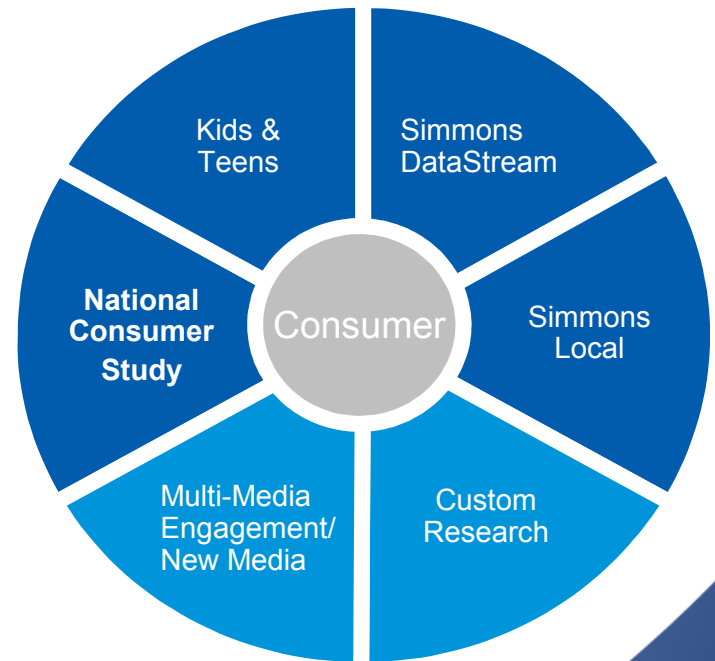
Cell phone

Talk	Watch Downloaded/ Streaming video
Text	Play Games
Picture/Video message	Visit Websites
Email	Read books, mags, newspapers
IM/Chat	Use Apps
Blog/Social Networking	
Listen to Music	
Watch Live TV	

Experian Simmons

Delivering 360 Degree Insight on the American Consumer

- High quality syndicated research solutions
- Vivid and complete consumer profiles
- National to local insights
- Multi-cultural populations
- Proprietary solutions for customization
- Innovative research to keep pace with U.S. consumers



Thank you!



Ken Wollenberg

President/General Manager

212.471.2871

ken.wollenberg@experian.com

