

A close-up photograph of a hand holding a smartphone. The phone's screen displays a vibrant cityscape at sunset or sunrise, with a body of water in the foreground and a dense urban skyline in the background. The sky is a mix of orange, yellow, and blue. The hand holding the phone has dark nail polish. The background is blurred, showing more of the hand and the phone's edges.

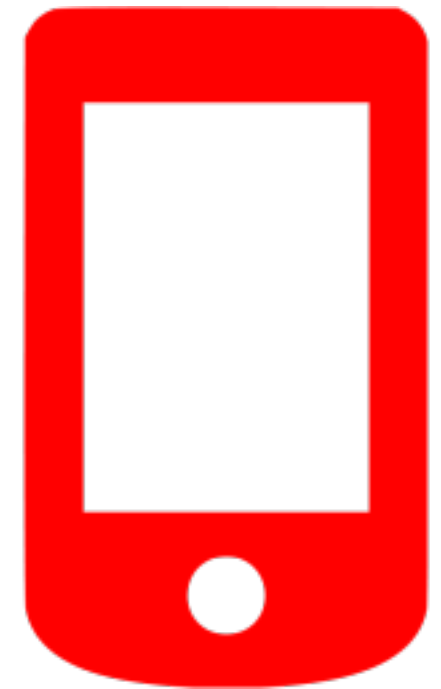
## AUDIENCE MEASUREMENT FOR THE 21ST CENTURY AN UPDATE FOR FIPP

11th May 2016

# AGENDA

- Publishers Audience Measurement Co
- 21st Century Audience Measurement - AMP
- Timelines

# NRS HAD BEGUN TO MEASURE ALL PLATFORMS



# BUT NRS PADD HAD LIMITATIONS



# JOINT INDUSTRY CURRENCY



# AMP WILL BE THE HERO BRAND



pamco 

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# 21ST CENTURY METHODOLOGY



5000 all-device  
digital panel

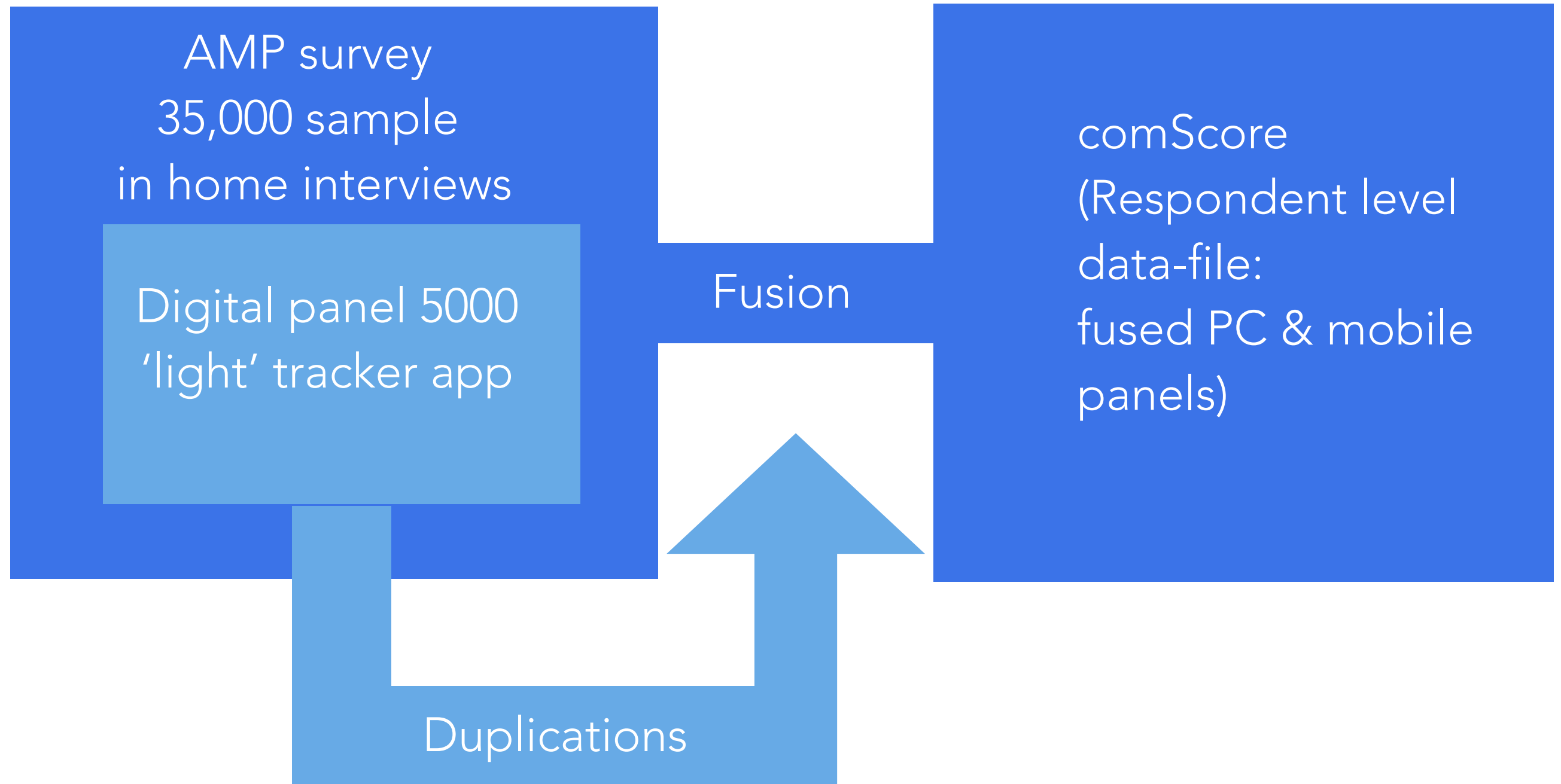












# HIGH QUALITY SAMPLE



# 21ST CENTURY METHODOLOGY



# NRS VS AMP

	NRS	AMP
DE-DUPLICATED R&F FOR ALL PLATFORMS		
SINGLE SOURCE DATA TO UNDERSTAND HOW AUDIENCES MOVE BETWEEN PLATFORMS		
IMPROVED ESTIMATES OF BRAND REACH & DUPLICATION		
REPORTING NEWSBRAND SECTIONS ACROSS PRINT <b>AND</b> DIGITAL		
AUDIENCE ACCUMULATION OVER TIME FOR MAGS		
FUTURE-PROOFED FOR NEW PLATFORMS & DEVICES		
PRINT/PC/MOBILE BRANDS	28	C.90+

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- AMP - Audience Measurement for Publishers
- Timelines

# TIMELINES

Qtr. 1  
2016



New questionnaire piloted

Qtr. 2  
2016



Full pilot analyses: 25 April  
Decision required: 27 May

Qtr. 3  
2016



AMP fieldwork starts  
Last release of 100% NRS data  
(Jul '15- June '16 data)

Qtr. 4  
2016



Qtr. 1  
2017



Release of NRS/AMP blended print  
data and  
NRS PADD style fusion for digital  
estimates audiences

Qtr. 2  
2017



Qtr. 3  
2017



August 2017: Launch of complete AMP print and digital dataset  
(July '16 - June '17 data)

# WHAT WILL PAMCO DELIVER?

1. **New methodology, with our very own digital panel at its heart, will provide improved measurement of overall brand reach**
2. PAMCo will deliver **AMP** audience data which can revolutionise the way published media is marketed, planned and traded
3. **PAMCo will work tirelessly to market and sell the benefits of AMP to the market**





An aerial photograph of London, England, featuring the Tower Bridge in the foreground and the city skyline in the background. The image is overlaid with a semi-transparent blue filter. The word "QUESTIONS" is centered in white, bold, sans-serif capital letters.

QUESTIONS