

## **Morse on the Emergence of Cross-Media Measurement**

One of the hottest topics in the world of audience research is cross-media measurement. Up until recently, the researcher's drill was to access each separate data measurement service and add up the total impressions. Want an unduplicated reach and frequency? Make up a ballpark estimate. It seemed to fly for the past several years. Not so any longer.

Everyone is trying to figure out how to measure TV usage wherever it is watched . . . which has now become just about everywhere. While the capability for comprehensive cross-platform audience measurement is not available today via the currency measurement for television, there are some strong research methods available that can be leveraged by media companies and advertisers.

Several companies have been early out of the gate combining data from two or three electronic platforms with a single sample base. For example, Nielsen is now measuring online and TV usage from the same sample. Customized research panels have created samples for special media venues. All media are measured, but the challenge is in measuring the "interplay" between the media, that is, "only-only-both" (each individually and collectively). At this time, the total media delivery accounting is not complete. In fact, chaos reigns. There are People Meters, Portable People Meters, software meters, set top box data sources, and recall surveys.

Most of the recent innovations for documenting unduplicated reach and frequency employ inference or fusion modeling that connect diverse data streams. There are also experiments underway to use a single source sample to simultaneously measure multiple media usage. It's a daunting task, primarily because of the small numbers of users of certain media such as video viewing on wireless. However, a combination of custom studies using samples that also are metered, show great promise toward the creation of a cross-platform measurement system that can pass muster with the agencies.

There are many issues that need to be resolved and the measurement landscape is rapidly evolving. Most current solutions provide interim disciplines that will be necessary until the creation of a real electronic single source system. Because of the scope that would be required to achieve statistical clarity for multiple media simultaneously, it appears "interim" solutions will be with us for quite some time.

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**Byron Media has reviewed all the available options, sources, and systems regarding cross-media measurement. Take advantage of our complimentary presentation that summarizes current trends and includes an introduction to Byron360, our exclusive strategic solution. Call 212-726-1093 or contact [John@ByronMedia.com](mailto:John@ByronMedia.com) to schedule a presentation in your office or via webinar.**