

Proving its worth

Audience measurement and advertising effectiveness

*PwC's audience
measurement team
has developed a range
of award-winning
cross-platform reach
and engagement
metrics*



About PwC

PwC has depth and breadth of experience working globally across the key entertainment and media industry sectors including: advertising, publishing, business information, television, film, music, internet, video games, radio, sports, theme and amusement parks, out-of-home advertising, casino gaming and more.

We have aligned our practice around the issues and challenges that are of utmost importance to our clients in the sector such as digital transformation, lack of clarity over future business models, globalisation, emerging markets, and changing operational dynamics and have made a substantial commitment to understanding the forces that are impacting these issues.

We are developing and delivering global solutions to help our clients achieve their financial, operational and strategic objectives. In addition to providing assurance, tax and advisory services, our industry professionals offer industry-tailored performance improvement and transactional services as well as crisis support.

Audience measurement and advertising effectiveness

An engaged audience delivers value to the advertiser

“Is 50% of my marketing spend really wasted?”

“How can I get more bang for my buck?”



Advertiser

“What tools do I need to plan more effective campaigns?”



Agency buyer

“What information can I provide to help advertisers and agencies?”



Content owner

In today's economic environment, everyone – advertiser, agency, content owner – is looking to prove the value of advertising.

Of course, for any campaign to succeed, you need a creative ad showcasing a quality product. But beyond that, how can a campaign be optimised to provide the best possible value for money?

Advertising effectiveness is critically dependent on who sees the ad and how they react – in other words, the size and engagement of the audience.

We passionately believe that advertising revenues in the future will be based on content owners' ability to offer credible, cross-platform metrics which define and measure audience reach and engagement.

PwC's audience measurement team has developed a range of award-winning cross-platform reach and engagement metrics. These metrics will assist content owners in setting their pricing strategy and help advertisers to plan more effective campaigns.

Knowledge is power

- Do you know the size of your total audience across all your platforms? Can you prove it?

The medium is not the message

- Audiences are platform agnostic... metrics to measure them should be too

Not all eyeballs are equal

- Cross-platform audience metrics are just the start
- It is engagement which drives effective advertising

Why do I care?

- Our metrics can be used to define, measure and assure audience engagement... and show that an engaged audience delivers greater value to advertisers

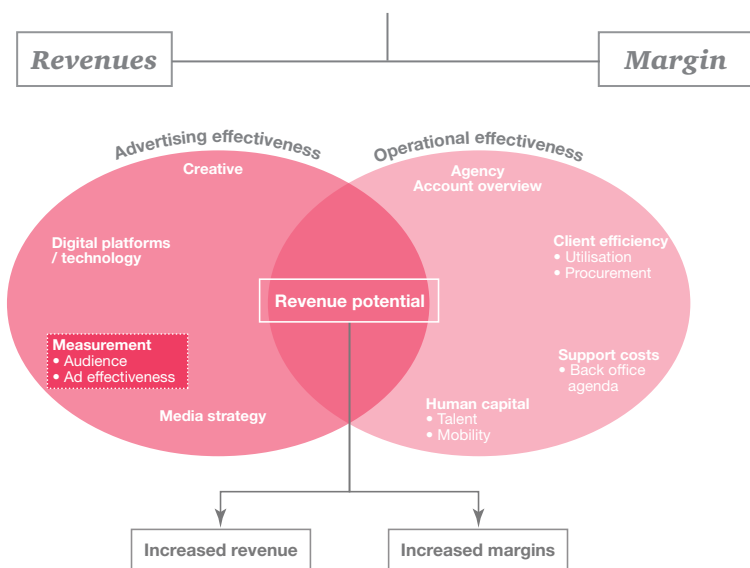
Who benefits? Who wins?

- Content owners with engaging content
- Agencies planning more effective campaigns
- Advertisers improving the return on marketing investment

How PwC can help

- We can work with advertisers, agencies and content owners to develop and assure meaningful metrics on audience measurement and engagement
- We can use these metrics to retrospectively test the impact of audience reach and engagement on the effectiveness of advertising campaigns
- Our metrics can be used to help plan future campaigns, including allocation of marketing spend both across and within media segments
- Clients and business partners include ABC, Cannes Lions, Centaur Media, Channel 4, Financial Times, IAB, News International and United Business Media.
- In 2012 our work with the Financial Times won the Audience Measurement Award from IAB Europe and our work with United Business Media was shortlisted at the British Media Awards.

The business of advertising



Contact us



Sam Tomlinson

t: +44 (0) 20 7804 0726

m: +44 (0) 7811 433111

e: sam.tomlinson@uk.pwc.com



Lisa Chang

t: +44 (0) 20 7213 4103

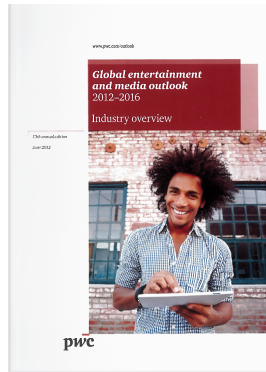
m: +44 (0) 7740 242047

e: lisa.w.chang@uk.pwc.com

Further reading



Reaching the connected consumer



Global entertainment and media outlook

www.pwc.co.uk/proveit

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers LLP, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2013 PricewaterhouseCoopers LLP. All rights reserved. In this document, "PwC" refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.

130206-162647-CM-OS