

The Next Wave In Media Measurement: Multi-Screen Engagement

Multi-Screen Engagement Research Finds Greatest Advertising Value is Among Audiences That Cross Platforms and are the Most Engaged

What's New...

Following-up from its landmark multi-screen engagement case study (MSE) of MTV's popular "The Hills" series, this new MTV Networks and Harris Interactive industry-leading research 'Catch Me Across Platforms: Finding & Measuring the Audience That Matters' provides clear evidence that audiences develop stronger emotional connections to content and advertising messages when they consume and interact with them across multiple platforms.

Level of engagement with the program has critical implications for an advertiser. Viewers with higher engagement are more likely to remember seeing an ad, internalize the message and be motivated by it than those who are less engaged. Advancing technologies, especially Web-based, are altering consumers' relationships with brands, particularly among those whom are most tightly engaged with the program. While television is still the biggest driver of brand awareness, multiplatform media campaigns perform at double to triple the effectiveness of a single platform. Simply said, the value of television advertising grows as viewers connect with marketing messages across screens.

What Was Studied?

This study focused on two key questions:

1. Are there empirical, scalable, predictable metrics of engagement across consumer touch-points that explain, from a consumer-centric point of view, why and how behaviors are what they are?
2. How does this impact content and advertising reception across multiple measures of efficacy?

What Did the Study Find?

The study sparked a transformation in media measurement at MTV Networks, specifically:

- The data identified empirically that measuring the *quality* of an audience is equally important as measuring the *size* of an audience. Traditional measurement treats every viewer as equal, while the study data clearly demonstrates that this is not accurate. **By identifying a new companion metric to audience size, MTVN and Harris Interactive have pioneered a new way of identifying and targeting the most valuable audience.**
- There are viewers who are significantly, and even remarkably, more engaged with the content than others. This is measured across several dimensions including emotional connection and aspirational fit, as well as specific behaviors which result from this tighter connection to the program.
- Both the case study and the broader study suggest that it is *content* that draws the consumer, so some level of emotional connection exists in order to get the viewer to watch. Taking the next step, moving from television to online, not only requires increased emotional connection, but requires an enhanced sense of "fit" with the program for their entertainment needs. The better the fit, the more likely the viewer is to cross platforms and to seek or generate information regarding the program.
- The study identified the most desirable type of viewer, known as 'Generators' - super fans who talk about the show in person and by IM and texting. They read blogs, write in them and create avatars for virtual worlds. The deep-dive on "The Hills" showed that when a viewer crosses platforms + generates information, emotional connection trumps that of a viewer who is solely engaged with the program via traditional TV means. Similarly, perceived "fit" with the program increases two and a half times among the Generators.

- *Level of engagement with the program has critical implications for an advertiser.* Viewers with higher engagement are more likely to remember seeing an ad, internalize the message and be motivated by it than those who are less engaged.
- Purchase interest or consideration of brands among the more engaged viewer is significantly higher, *sometimes more than double*, that of those less engaged. Those who are more engaged with the program are more likely to cross platforms. These respondents respond quite favorably to cross platform advertising, with purchase interest, or consideration, nearly doubling for brands where advertising is recognized across more than just one platform.

What Does the Study Mean for Advertisers?

What this means for advertisers is quite straight-forward:

- The more involved a viewer is with the content, the more effective the advertising is for that viewer.
- The more involved the viewer, the more cross platform activity they engage in, and therefore crossing platforms with advertising campaigns increases the likelihood of targeting the most involved viewers.

This pattern is repeated across virtually every program measured, across roughly two dozen programs. The overriding conclusions drawn are:

- People with higher 'fit' move cross platforms.
- People with higher 'fit' are higher raters of advertising on that program.
- Programs with higher 'fit' provide an audience that is more open to receiving more types of advertising.
- Preference for advertising categories increases significantly when viewers have the tightest 'fit' with the program.
- The degree of consumer 'fit' matters for advertisers!

Why Was the Study Undertaken?

MTV Networks, working with Harris Interactive, was interested in more deeply understanding the dynamic nature of the drivers of engagement as media and advertising touch-points multiply for consumers. The current definitions of engagement had stalled, rendering it a concept lacking: actionable meaning, consensus of thought, an organized way of thinking about it, and consumer-centric input (motivators, drivers and rituals). The hypothesis was that this new field of cross-platform study would help establish it as a complement to the array of quantitative, behavior-based measurement tools and currencies.

How Was the Study Conducted?

In February and March 2008, Harris Interactive conducted a broad study of over 20,000 (HPOL panelists 13 years of age and older) evaluating MTV Network programs, competitive programs, networks and websites. Engagement metrics identified in 2007 study of "The Hills" were used.

In fall 2007, MTV Networks partnered with Harris Interactive (a leader in the understanding of engagement through consumer connections) to initiate a major quantitative study of the dynamics nature of the drivers of engagement. The MTV program "The Hills" was used as a case study. It was an in-market tracking study of 600 cable television viewers, 13 to 24 years old, including viewers and non-viewers of "The Hills" and a sample of virtual world participants. Respondents were queried regarding specific advertising they had seen on "The Hills", television and online, and on multiple behaviors. This included seeking and generating information regarding the program and various online behaviors both on and off MTV properties. The research included a follow-up session of respondents recruited to participate in qualitative online chat sessions.

As Viewers Move From TV Only To TV + Online, Emotional Connection Increases

The data by individual programs, reinforces that the pattern recognized in the Case Study is proven across all measured MTVN properties.

	Target Audience Program Viewers		
	TV Only	TV + Online + Seeks	TV + Online + Generates
	%A	%B	%C
Program A	74	96 A	98 A
Program B	68	87 A	98 AB
Program C	54	83 A	94 A
Program D	52	75 A	91 AB
Program E	51	91 A	93 A
Program F	48	91 A	92 A
Program G	48	57	83 AB
Program H	45	100*	89 A
Program I	44	62 A	85 AB
Program J	37	61A	90 AB
Program K	37	68 A	89 AB
Program L	35	100*	75 A
Program M	26	85 A	81 A

**Low Base Size*

Fit Unlocks Value of Being On More Screens

The same pattern is proven for Aspirational Fit with the program – more screens = tighter engagement.

	Target Audience Program Viewers		
	TV Only	TV + Online + Seeks	TV + Online + Generates
	%A	%B	%C
Program A	36	59 A	86 AB
Program B	27	58 A	69 A
Program C	26	46 A	70 AB
Program D	25	50 A	76 AB
Program E	21	29	50 AB
Program F	19	0*	28
Program G	17	38 A	55 AB
Program H	17	24	63 AB
Program I	16	45 A	65 AB
Program J	14	39 A	62 AB
Program K	13	26 A	67 AB
Program L	9	100*	50 A
Program M	6	31 A	58 AB

**Low Base Size*

Ad Category Preference Increases as Engagement Grows

- Preference for advertising is higher among those who cross platforms.
- Those with high degrees of program engagement are more accepting of more types of advertising categories.
- Even seemingly more mundane categories elicit a much stronger preference among those who move to TV + Online.

	TV Only	TV + Online	% Increase
	%A	%B	
Promotions For Movies In Theatres	23	39	+69%
Promotions For Movies On Dvd	19	33	+74%
Electronics	17	32	+88%
Travel And Vacation	14	24	+71%
Beverages	13	26	+100%
Video Games	13	27	+108%
Restaurants / Fast Food	12	25	+108%
Snack Foods	11	22	+100%
Cars / Trucks	10	19	+90%
Sneakers / Shoes	10	19	+90%
Toys / Games	9	19	+111%
Candy / Gum	7	18	+157%
Cell Phone Equipment / Plan	7	17	+145%
Breakfast Food / Cereal	7	18	+157%
Department Stores	7	18	+157%
Hair Care Products	7	19	+171%
Pet Supplies	7	17	+143%
Auto Supplies	6	15	+150%
Personal Care Products	6	15	+150%
Boxed Or Frozen Food	6	16	+166%
Banks / Credit Cards / Investing	4	10	+150%
Household Cleaners	4	13	+225%
Medicine	4	11	+175%
Feminine Hygiene	3	9	+200%

About Harris Interactive

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About MTV Networks

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