

Independent audit by CESP endorses the quality of the MediaCell+ measurement

NMO is setting up an innovative cross-media measurement system covering TV, digital, radio, and print measurement for the Dutch media industry. The solution is operated by Ipsos and Kantar Media. Regarding the new radio measurement, Ipsos manages the radio listening collection through the MediaCell+ app, panel management and data processing and Kantar Media is in charge of panel recruitment. NMO commissioned CESP, international media measurement auditor, to evaluate the deployment of this new measurement system.

Innovation for the Dutch media Industry

A summary: the CESP Scientific Committee considers the new radio measurement system to be a genuine innovation for the Dutch media industry. The choice of radio measurement based on personal automatic data collection enables a more granular collection of radio audience (minute vs 15-minute) which opens new opportunities for analysis. CESP concluded that the new measurement is fit-for-purpose and that it delivers a reliable currency that can be used by the Dutch media industry. CESP has commented on the way in which the data from 13–17-year-olds is added to the data from 18+ and asks NMO to consider an alternative method. CESP also provided several recommendations for potential improvements. NMO, Ipsos and Kantar Media will work together to review the recommendations of CESP. Several of the improvements have been applied already.

Given the significant methodological changes, these audience results should not be compared with the previous radio measurement results.

In addition to the audit, CESP conducted a full technical evaluation of the Ipsos MediaCell+ capacity to report radio listening transmitted through FM, DAB+ and IP. Based on 626 tests of radio sessions in different environments (at home, at work, in an open space and in a car) and configurations (levels of sound, types of smartphones, locations of smartphone, radio transmitters, radio stations). The test yielded positive results with a reporting rate of 97% of the radio sessions and 98% of listening time. This test was based solely on audio matching. When encoding is deployed for all stations in 2024, it may be assumed that the reporting rate might be even higher.

CESP considers as satisfactory in particular:

- The single source approach to better measure all live radio consumption, and in a later phase cross-media consumption (listening, viewing and online reading of digital content).
- The combination of proprietary technologies to collect radio listening i.e. the MediaCell and the RealityMine solutions.
- The principle of reconciling the data collection from different automatic measurements to enrich the audience measurement.
- The secure system for audio matching references.
- The combination of different sources to recruit the Multimedia Panel and the numerous actions implemented to improve panel management and survey deployment, which translated into a decrease in panellist churn rate.

Room for further optimizations

The new research is particularly innovative in nature. By definition, this means that there will be room for improvements and optimizations. The CESP auditors pointed out areas for improvement in two methodological aspects:

- Explore an alternative methodology to survey 13-17 y/o or consider excluding them from the survey universe.
- Stop using addresses obtained via a snowballing method, and remove panellists already recruited through snowballing addresses. This optimization has been deployed already.

NMO will keep on working with Ipsos and Kantar Media on the following improvements to perfect the research even further:

- Improve panel representativeness and the recruitment of certain target groups: 18-34 y/o, population with a low level of education, people living in the 3 big cities or in 5+ people households. Investigate which variables to include in recruitment and weighting.
- Improve quality controls, such as checks on the quality of answers given to the recruitment questions.
- Possibly reduce the length of the (recruitment) questionnaires.
- Differentiate incentives and communication.
- Add encoding into the radio currency.
- Further develop the RealityMine measurement.

The audited period ran from January 2022 to March 2023 and the MediaCell technical tests in May 2023. The conclusions were shared with the stakeholders on 14 September and with the board on 25 September.

Patricia Sonius, Director of Research at NMO, about the CESP-audit: *'We thank CESP for the extensive audit they conducted on the new radio audience measurement. The audit once again shows that we have established a sound measurement that meets the international standards. A system to be proud of. We will look carefully at the suggestions that CESP has made to optimize the research. As NMO, we have also identified areas for improvement that are appropriate for this innovative project. Many thanks also to Ipsos and Kantar Media who fully cooperated with this audit and who are working with NMO on further improvements.'*

Olivier Daufresne, Associate Director at CESP, concluded this audit saying: *'The audit shows that the new NMO radio audience measurement is fit-for-purpose and that it delivers a reliable currency that can be used by the Dutch media industry, except the 13-17 y/o measurement that requires a new methodology. CESP shared recommendations that the research agencies could implement for further optimizations.'*

About NMO

Nationaal Media Onderzoek (NMO) is an initiative of the four organizations for media audience measurement in the Netherlands: Stichting KijkOnderzoek (SKO), Nationaal Luister Onderzoek (NLO), Nationaal Onderzoek Multimedia (NOM) and Verenigde Internet Exploitanten (VINEX). All major Dutch media operators, publishers and broadcasters are involved through these organizations, as well as the association of advertisers (bVA) and the representative organization of media agencies 'Platform Media Adviesbureaus' (PMA).

In combining audience viewing, listening, reading and browsing through a single, integrated system, NMO will deliver deeper insights to better understand Dutch audiences and enable richer trading currencies for all media. The new approach will enable advertisers and agencies to optimise the performance of media channels – both in isolation and when combined in a cross-media campaign.

Ipsos and Kantar Media were appointed to design an integrated measurement system that fuels the TV, radio, print and internet trading currencies. The single system will meet the highest standards for design, data collection and processing, and will replace the existing media currencies in the market.

Stichting Buitenreclame Onderzoek (BRO) announced its collaboration with NMO. (Digital) Out of Home advertising will become a full-fledged part of NMO.

About CESP

CESP is the non-profit industry body for advertising and media industry players with an interest in measuring audiences and the effectiveness of media campaigns. CESP audits all currency measurement systems on behalf of its members across every type of media: the Internet, TV, printed media, out-of-home, radio and cinema.

A genuine laboratory of ideas, CESP is a neutral and independent forum for discussing innovations as well as the conventions that the various industry players are called upon to define collectively. Being a widely trusted third-party organization, CESP also offers certification and consultancy services in France and internationally.

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