Rolf Speetzen
Axel Springer Verlag AG
Hamburg, West Germany

Hans Erdmann Scheler
Arbeitsgemeinschaft Media Analyse
Frankfurt/Main, West Germany

1.6   THE 'NEW' MEDIA ANALYSIS MODEL IN GERMANY

In a couple of months we shall witness the moment of truth. For shortly the 'new' MA will make its debut, showing its paces based on the Partnership Model. The data will be published around the middle of 1987: the MA 87 will be the first in Germany not to be based on the single-source principle.

The following is a brief outline of the methodology, the separate aspects and the reasoning behind the introduction of this new model.

THE LIMITATIONS OF A SINGLE-SOURCE SURVEY AND THE PROBLEMATICAL NATURE OF A COMMON MA

The discussions on the Partnership Model were based on the philosophy that the AG.MA should offer a media research model which gives the user relevant data for a variety of planning situations. Having set the objective, the single-source model ran up against its problems:

- The survey covers too much ground, as the data perceived as essential, constantly increase (such as through new titles)

- The marketing sector development, and changing events in the market-place, require other demands on media strategy and the detailed planning process

- The opportunities with EDP open up new avenues for processing complex databases.

These factors force specific demands which must be taken into account in the survey and co-operation with a new model:

- To provide the media exposure odds, it should be possible to work all media into the necessary questionnaires

- The methods should take into account the growing number of very diverse titles in the consumer magazine field

- For the electronic media in general, and radio in particular, the daily breakdown should be precise and categorised; for TV the data from electronic meters should be integrated

- For daily newspapers, it should be possible to offer impartial market data for planning in large regional units

- Finally, media and media classification groups which are not yet in the MA should be represented impartially as media. Conceivably this could be, for example, the integration of the so-called new media, but also outdoor advertising, the advertising free sheets, etc.

Throughout the endeavours to achieve the best solution to meet the needs of the various media interests, there was an absolute consensus within the Media Analysis Working Party that there could be no place in a Partnership Model for partisan media politics and selfish objectives!

On this basis, the model was welded into a survey, which was impartial to to the media, conducive to questioning, and set into an integrated database.

The specification for the core content calls for individual-related data on general attitudes to the forms of communication, socio-demography, leisure time activities, etc. Individual-related or merged data on media consumption can be extracted from the core data and be linked to media groups and each separate medium. Data related to media exposure prospects, spot exposures, consumer attitudes or

behaviour can be fed into the data system through special data sets. All the special data sets should be connected to the core data, so that central consumption data (eg AIR probabilities) can be used for intermedia comparisons.

In this light, the AG.MA convention emphasised specifically that media exposure probabilities would be the established basis. To qualify this basis, data on the advertising exposure odds are required.

THE PARTNERSHIP MODEL BLUEPRINT

This is not the place for the full account of the whole development and learning process, from the first unveiling of a Satellite System a few years ago, to the current Model blueprint. It is better to delve into the current plan, which has been refined as the best possible through a large number of experiments.

The core issue is FUSION (see also, in Session 6, Scheler/Wiegand: Reports on experiments in fusion in the 'official' German media research). The theoretical basis for fusion was a consequence of the MA Model.

The MA Model rests on the probability theory based on the random selection - the sample model - and the probabilities which were developed with the help of segmentation. The MA Model takes in separate people, therefore, as statistical bearers of characteristics. They are the survey units, ie vectors, moulded by the impression of their variables.

If one takes the variables as co-ordinates in a multi-dimensional space, then each statistical vector has a fixed position therein. As a result, vectors with identical or similar 'fixes' can be determined and can be located for the transfer process, the fusion. The following graph for the Partnership Model was constructed on the foundation of this thinking:

FIGURE 1
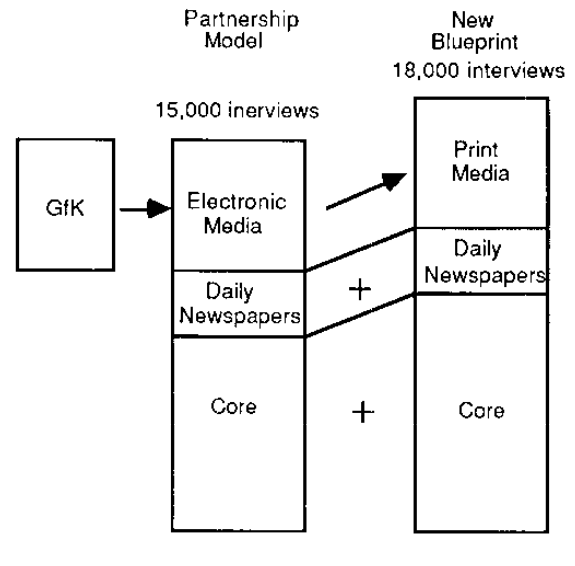
As **Figure 1** shows, we have two different data sets available for detailed planning. One contains the detailed material for the electronic media, and the other is equally comprehensive for the print media. The daily newspapers, nevertheless, feature in both data sets.

In addition, the TV viewing values are available from the metering system. Therefore there is a total of four data sets, including daily newspapers, fused into an intermedia data set.

The Wendt process operates with the assistance of a cluster analysis (refer again to Scheler/Wiegand). By this analysis, the respondents were deployed in a multi-dimensional space, and the transfer partner sought in the other sample by position-finding in this multi-dimensional space.

The following ground rule was set for the fusion experiments: Fused databases may not deviate from databases derived by single-source research by a greater amount than the deviation of various databases derived by various sample surveys (single-source). This requirement is met by the Wendt process.

This is enough on the fusion process, for this subject will be covered in depth in the session on Intermedia Research.

THE MA 87 PARTNERSHIP MODEL

The Partnership Model, which will go into action in a few weeks for the MA 87, requires 15,000 interviews for the broadcast media tranche (T.15), where the sample will be spread in varying proportions across the Federal States. The Technical Commission agreed, with this process, that the smaller Federal States should also be given a representative coverage. The print media tranche (T.18) will be covered by 18,000 interviews. This is the current sample size.

The survey of daily newspapers will be carried out in both tranches. We have a total of 33,000 interviews for daily newspaper planning, therefore, in the integrated data set (T.33).

The data from T.15 and T.18, together with TV data from the meter panels, will be fused to give the integrated data set Ti.18.

The various experiments to link TV data from the meter panels, and the radio data from T.15, showed the following route as the safest and most methodologically precise: The TV data will be inserted in the broadcast media tranche T.15. The relationship between radio and TV will be established in T.15, before the total is transferred to T.18. This means that a total database of all intermedia data will be in place in Ti.18.

It would also be conceivable to provide a direct route for the metered data into T.18. The case for the diversion via T.15 is based on the premise that the links available for the TV data in T.15 are more comprehensive, more suitable and more effective. For T.15 gives the whole spectrum of survey data for broadcast media attitudes with times, stations, etc. This data

spectrum from T.15 gives equal representation, for TV and radio data, after transfer to T.18.

Experiments using current TV data from the GfK metering, and the first wave of the MA 87, will give full certainty at the beginning of next year.

Particular weight will be given to the part played by common characteristics in the design of both questionnaires, for the print and the broadcast media tranches, to ensure the quality of the fusion. The lead-in questions to establish attitudes and leisure time activities were especially structured and kept in the same form in both questionnaires, so that common characteristics remain in focus, even in fringe areas. This is significant in view of the fact that the observed smoothing effect should be eliminated, that is, it has been noted that fusion tends to smooth the statistical values.

Questions regarding appliances in the household, according to ownership or intention to acquire electronic equipment, are kept the same in both versions of the questionnaire. In addition, a number of questions qualifying the media will be taken in to give common characteristics in both questionnaires. Statistically they are less important, but they give additional linking criteria for the fusion.

The integrated data set Ti.18, derived by fusion, will accordingly contain the following blocks of information:

- All surveyed magazine consumption data of the print tranche

- All the surveyed 'core data' of the print tranche as fusion bridges for the definition of the target groups

- *For TV*
The viewing probabilities for an average 30 minutes per station

The viewing probabilities for the separate 30 minutes bands per station

- *For radio*
The listening probabilities for the average commercial hour

The listening probabilities for separate time slots

- *For daily newspapers*
Reading probabilities (AIR) per title, condensed from both tranches.

To round off this precis of the methodological course of action, a few figures give the scope of the German Media Analysis:

The following will be surveyed in the MA 87:

* 120 magazines
*   4 supplements
* 565 daily newspapers, regional split

* 20 religious journals, with another regional split
* 47 radio stations
* 21 TV stations/programmes

Rules for the use of the media data were specified in detail, to avoid confusion:

Fine planning, intramedia, should use the databases derived from the single-source surveys.

The Ti.18 data set is available for intermedia planning.

With these conditions, in future there will be a comprehensive database, accessible for all media planning questions, whether intra- or inter-media, in an impartial form.