

READERSHIP ACROSS PLATFORMS

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Abstract

Today print media is read on paper and screens, including computers, cellular phones, palms, etc. Media planning agencies and advertisers need to measure the distribution across platforms, and to measure the audience in terms of: reach, frequency, migration and other considerations per platform.

Some of the questions we will address include: is there any migration of readers from paper to screen or are they new readers? Do they do the same in each platform? What happens when a newspaper has a TV channel; does the reader or the TV viewer identify them as the same media brand?

These questions will be our aim in the analysis of a general media study (EGM).

Background

Magazines and newspaper editors have suffered a loss of audience of the print media. Nevertheless some research has pointed out the benefits of a multiplicity of media, or complementarity among them. Whether this is only a change of platform or is really a new audience we do not know. These are the reasons for carrying out such research in the Mexican market - to examine how the print media interact with the other platforms.

Research questions

- Do readers look for the same things on each platform?
- Is there a migration of readers from paper to screen or are they new readers?
- What happens when a newspaper has a TV channel; does the reader or the TV viewer identify them as the same media brand?

Procedure

Within the philosophy of the EGM, we carried out 3,500 telephone interviews of residents of the three main cities in the country (México City 1500, Guadalajara 1000 and Monterrey 1000), From 13 to 64 years old, all socioeconomical levels and both gender. Fieldwork was carried out from April to June 2009, using a structured questionnaire. The high socioeconomic level, men of middle age are the most difficult to reach, one in three contacts are successful interviews.

Results

- **Each individual has access to different media?**

We use this multiplicity as a framework to understand the development of this study.

Exposure to each media in the last 30 days

Exposure	Newspapers	Magazines	Radio	Open TV	Paid TV	Cinema	Internet
Newspapers	66%	40%	52%	62%	19%	19%	24%
Magazines	40%	53%	43%	50%	17%	18%	23%
Radio	52%	43%	77%	73%	20%	21%	26%
Open TV	62%	50%	73%	94%	22%	24%	29%
Paid TV	19%	17%	20%	22%	26%	10%	13%
Cinema	19%	18%	21%	24%	10%	26%	15%
Internet	24%	23%	26%	29%	13%	15%	32%

Base 100% Population aged 13 to 64

- **Do readers look for the same things on each platform?**

What are the personal goals when we read a magazine or newspaper?

The interviews are searching for:

Search of gossip and jet set

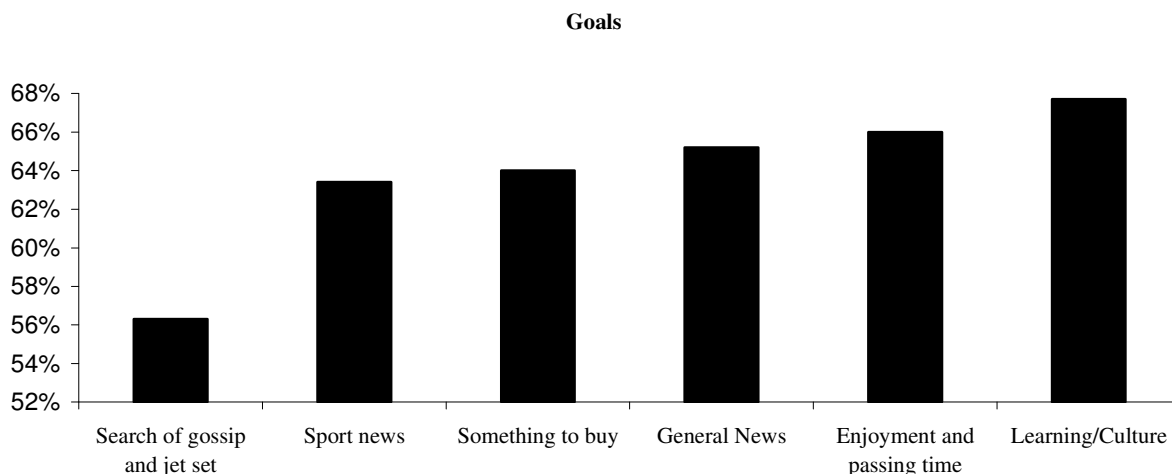
Sport news

Something to buy

General News

Enjoyment and passing time

Learning/Culture



Even the goal “Learning/Culture” has a bias of the “should be”. All the claimed goals are similar, only the “Search of gossip and jet set” is a little bit lower, maybe the counterpart of the same bias of “should be word”.

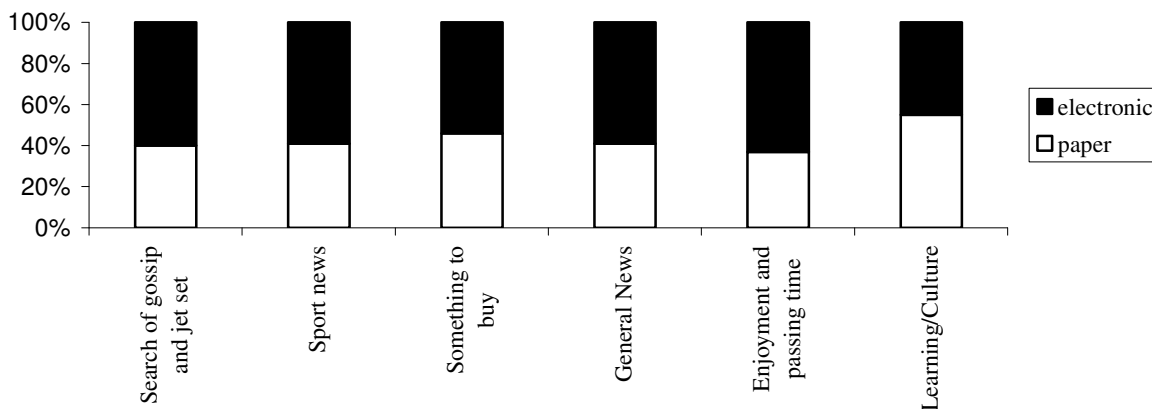
➤ **Electronic or paper way?**

The preference to view a particular magazine or newspaper in electronic form (cell phone, Internet, etc) versus print (paper), depends on the goal we are seeking.

Paper is preferable for “Learning/ Culture”

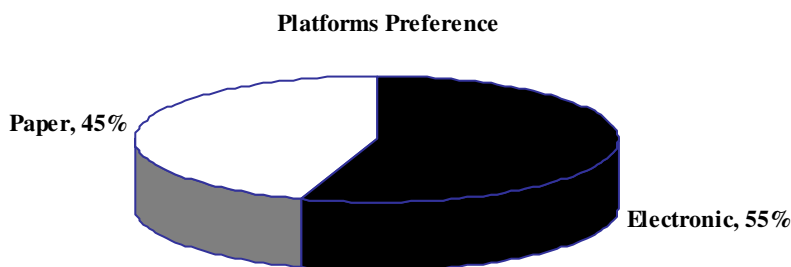
But the electronic form is preferable for “Enjoyment and passing time”.

Preference between electronic platform or paper platform per goal



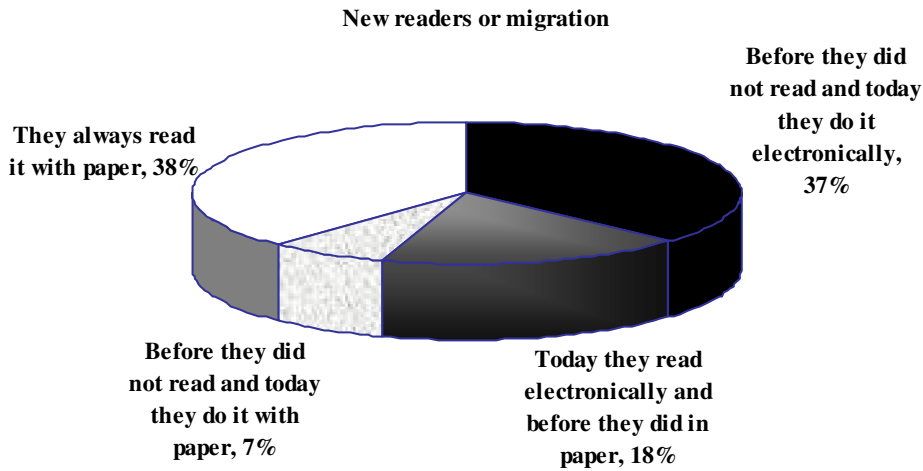
The preferences for paper or electronic form changes with each goal.

Thus we can classify the audience into two main groups depending on the preference. It does not mean that they do not use both forms; it refers only to the most frequent habit.



➤ **These audiences are new readers or those migrating from other platforms?**

The electronic form has such big proportion (55%) because 37% are new readers.
 The paper form has 7% of new readers.
 And the migration is 18%.



➤ **Profiles**

How are those that prefer a paper form?
 They have more affinity with commercial provincial cities like Guadalajara
 They are older people, 36-65 years old.
 And low income level (D+).

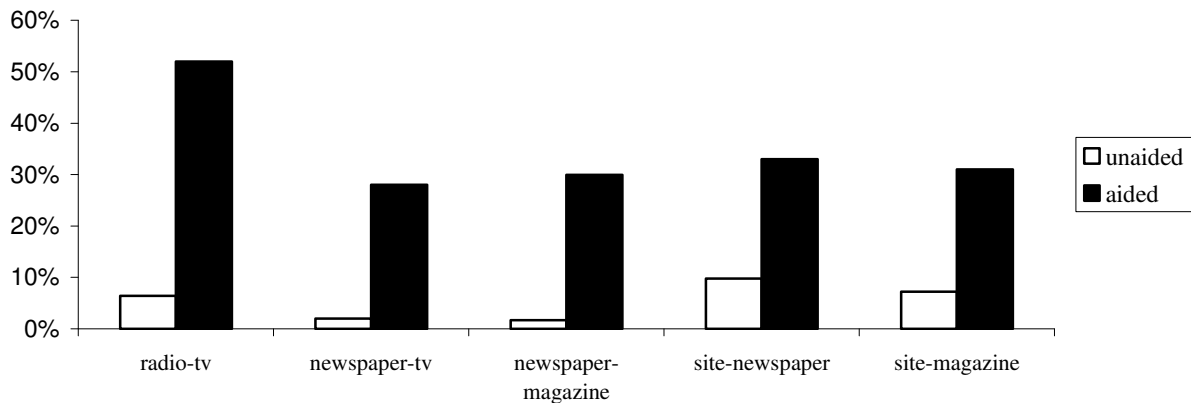
What about those that prefer an electronic form?
 They have more affinity with industrial provincial cities like Monterrey
 They are younger people from 13 to 34 years old.
 And high income level (C+)

➤ **What happens when a newspaper has a TV channel; does the reader or the TV viewer identify them as the same media brand?**

There are some sites on the internet, as well as TV channels, radio stations, magazines and/or newspapers with the same name. They are produced by the same group and contain the same content but on different platforms.

Unaided awareness of this “multi-platform distribution” is very poor, less than 10%. But aided awareness increases significantly.

Awareness across platforms



This means that the audience is not conscious of the same support in different platforms.
 The association of press with their site increases 300 times more than the unaided awareness.

Conclusions

- Do readers look for the same things on each platform?

The audience of the different platforms (electronically and paper) is not the same.

- Is there a migration of readers from paper to screen or are they new readers?

The audience of readers has been boosted by the new platforms, 37% new readers, mainly younger and higher income people.

What the readers search for in paper print and electronic print is similar, the main difference is for:

“Learning”, is preferable on paper

And

“Enjoyment and passing the time”, is preferable on electronic form.

- What happens when a newspaper has a TV channel; does the reader or the TV viewer identify them as the same media brand?

There is no consciousness that a support in two different platforms is the “same support”.