

Media Monitoring in a New Age

Presenter: Tom Mzungu
Ipsos Synovate

- June 2013



Broadcast Media ; Electronic Monitoring

GfK Media Watch (audio matching)



Arbitron PPM (encoding)



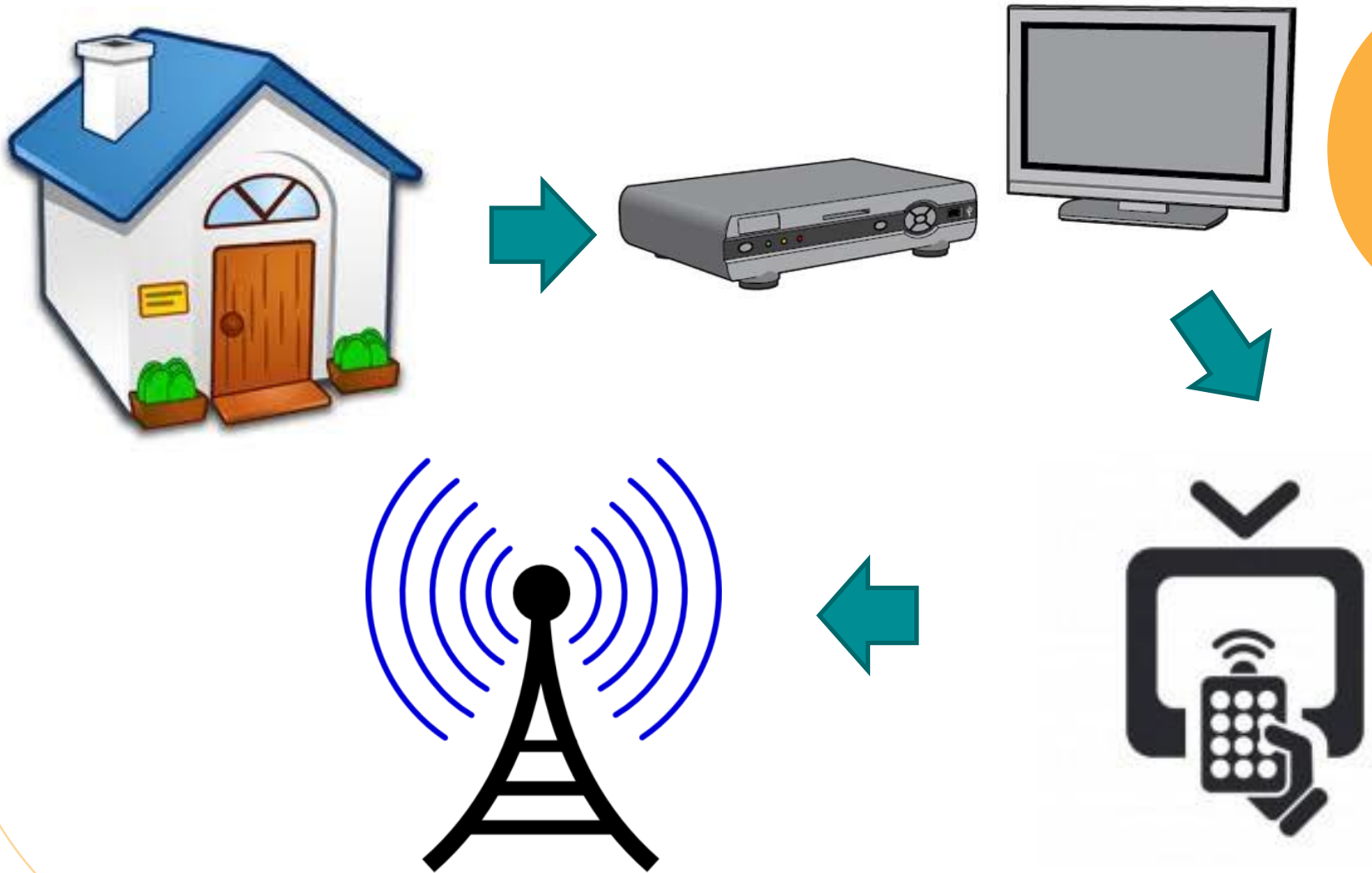
Eurisko Media Monitor
(audio matching)



MediaCell (encoding)

Other “passive” measures employed in broadcast monitoring...

Use of Return Path Data



Media of Interest....



The Stats!....



- ✓ 665 million Daily active users
- ✓ Monthly active users have passed 1.1 billion for the first time
- ✓ 751 million mobile users access monthly
- ✓ 189 million active users use Mobile only
- ✓ Mobile now generates 30% of its ad revenue up from 23% at the end of 2012



- ✓ 1 billion unique monthly visitors
- ✓ 6 billion hours of videos are watched every month - 50% increase compared to Aug'12
- ✓ Every minute, 72 hours of video are uploaded to YouTube



- ✓ 44% growth from June '12 to March '13
- ✓ That means that 21% of the world's internet population are using it monthly
- ✓ Over 500 million registered accounts
- ✓ 53% of people on Twitter recommend products in their tweets
- ✓ Twitter's fastest growing age demographic is 55 to 64 year olds,



- ✓ Second largest social network.
- ✓ 359 million monthly active users according - grew by 33% from June '12 - March '13



- ✓ The largest professional business network
- ✓ Over 200 million users
- ✓ 2 new users join it every second

Survey findings have consistently shown that majority of the internet users in Sub Sahara Africa use Social Media as a platform to air views / opinions or express themselves



Remember this?

Weka Condom Mpangoni





News Programmes Video Blogs Opinion In Depth Business Human Rights
Inside Story Witness Listening Post People & Power 101 East The Stream More



MAR 19 WEB ONLY

Cheaters, use a condom



Government advises Kenyans to use condoms in extramarital affairs.

Weka Condom Mpangoni



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20 March 2013 Last updated at 17:40 GMT 4.6K Share

Kenya condom advert pulled after religious complaints

« Homepage **CNN**

WATCH MORE ► Collections Shows

Does condom use ad promote adultery?

CNN | Added on March 22, 2013

CNN's Nima Elbagir reports on an AIDS ad in Kenya promoting condom use and the scrutiny that has come with it.

Share this Tweet this

What were the sentiments?

change.org Start a petition Browse Search Login or Sign Up

Petitioned PSI Kenya and NASCOP ▾

PSI Kenya and NASCOP: To stop the "Walinde Uwapendao" adverts on TV, radio and social media

Petition by Luci Simiyu Nairobi, Kenya

Victory
with 236 supporters

236 signatures

Supporters are signing:

£53/mk? Prove it 105 **Iain Duncan Smith**
Live on £53 a week for a year

KERUBO™
@With_Kerubo

this advert in #NTV promotes mpango wa kando

I don't like it.

Reply

Chris kimani
@kriskimani

Oh my days! Advert on ktn on mpango wa kando. Jeez what's the world coming to? This is morally wrong!

Reply Retweet Favorite More

8:50 AM - 6 Mar 13

Luci Simiyu
@namulunda

@psikenya: the recent advert okaying mpango wa kando while using protection is WRONG. What message are you sending to spouses/partners?

Reply Retweet Favorite More

10:18 AM - 12 Mar 13 from location

PSI/Kenya @psikenya 12 Mar
@namulunda : the target for this ad are those people who still have mpangos even though they know the risks of having them.
Details

Luci Simiyu @namulunda 13 Mar
@psikenya Unfortunately that is not the message coming across. The previous Mpango Wa Kando sent a clear message and it was a favorite.
Details

Positive

....Online Monitoring

We immerse
ourselves in
digital spaces to
observe
conversation
patterns, social
practices &
create a link
between the
online and
offline worlds



Blogs & Comments

Social Networking
Sites

Microblogs

Mainstream News

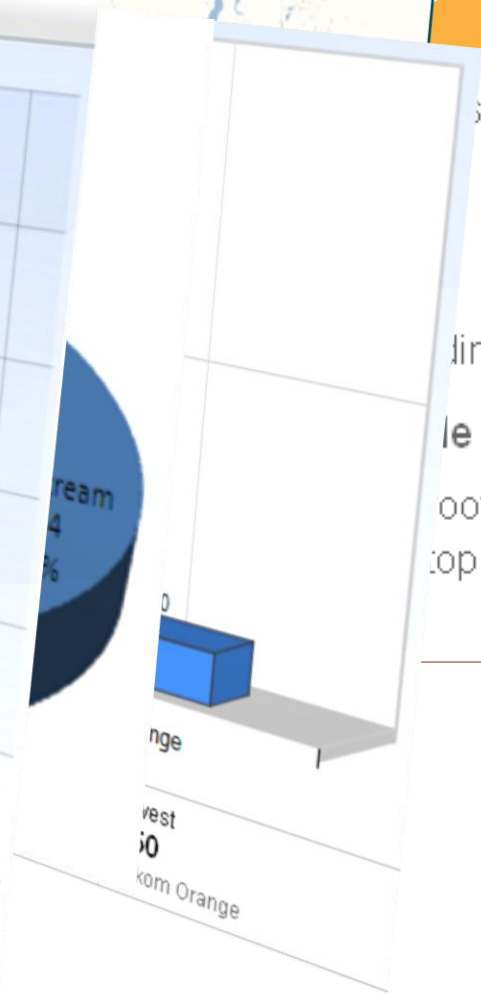
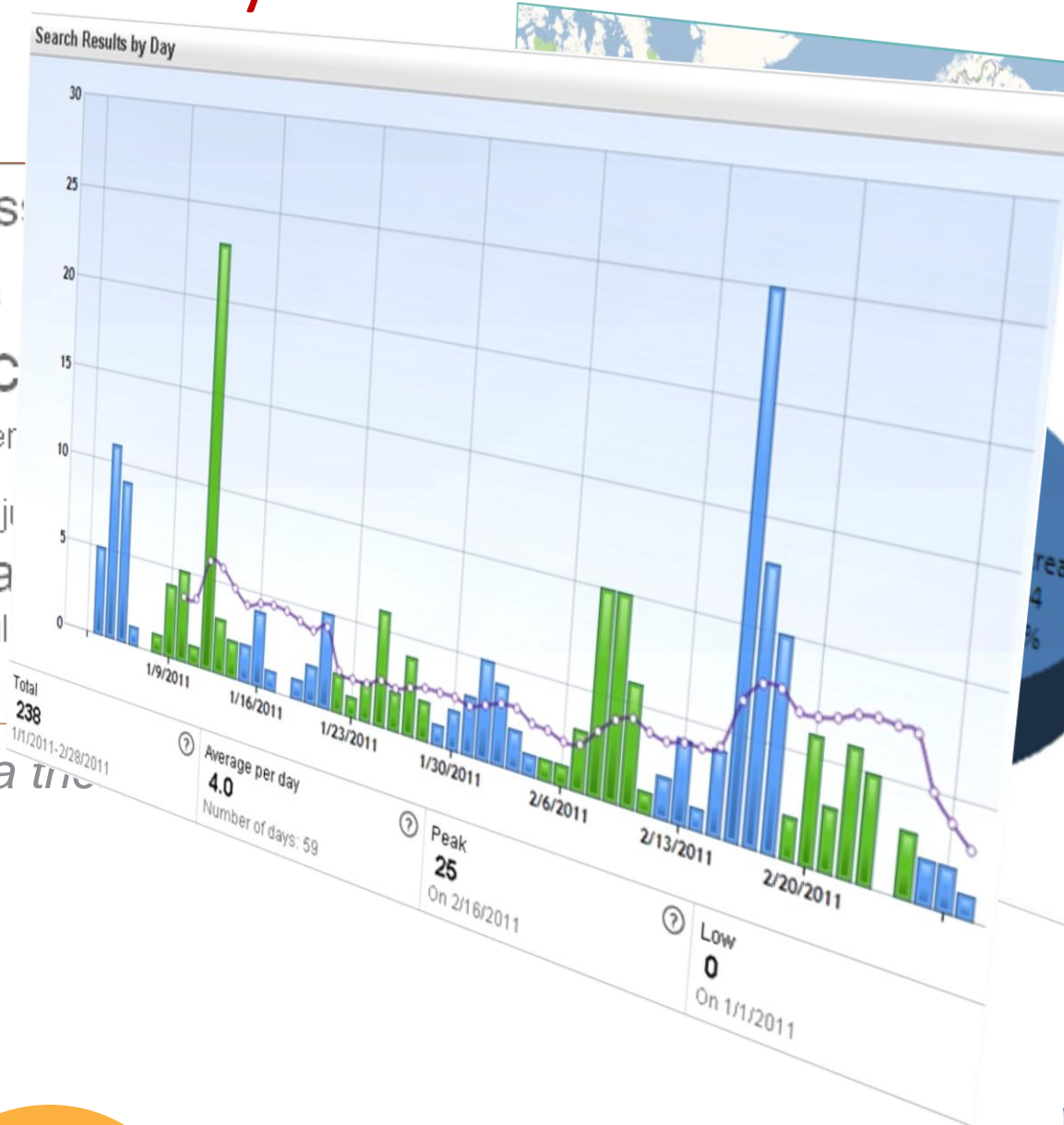
Multimedia Tube

Google Trends &
Insights

Forums

Online monitoring through theme based cloud - search of Key Words

access access
bike bikes
competitors C
entrants entries er
interest jaguar j
motorcycles na
samira schedul



Example of a trend

In conclusion...



Change is the law of life. And those who look only to the past or present are certain to miss the future