Introducing

Media Imperatives

Publisher Research Council
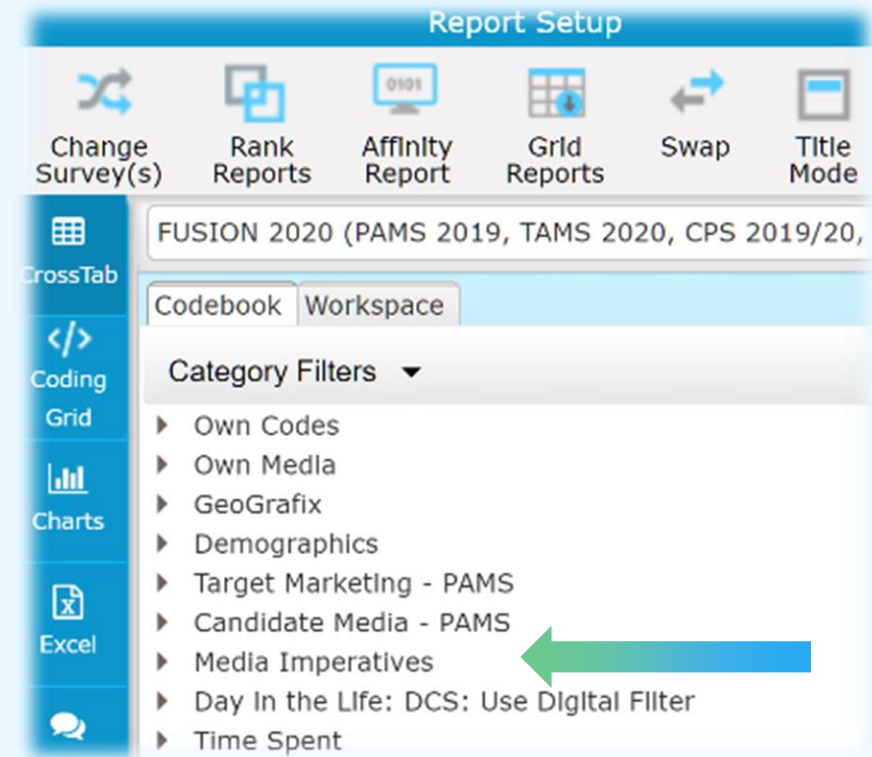
April 2021

Media Imperatives

A core principle of media planning is to balance and assign ratings across the entire Target Market.

Media Imperatives were developed to do just this, they segment a medium's audience into Light, Medium and Heavy users. These are then cross-tabbed with LMH users of a second medium. Target Market consumers are then assigned to a particular imperative segment in the matrix, based on their cross-consumption of the two media types being examined.

This allows planners to see at a glance, whether a TV & Radio plan, or a TV and Reading (Digital and Print) plan is actually reaching all segments of the TM with a similar media weight.
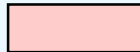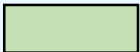
The PRC has pre-coded Media Imperatives (MI) onto the Fusion 2020 survey, so you can quickly and easily check that your campaigns reach all segments of the TM, and subsequently apportion ratings across the entire MI matrix.

More importantly, you can see which combinations of media types, offer the best apportioned media weight to the market.

Report Setup

Change Survey(s) | Rank Reports | Affinity Report | Grid Reports | Swap | Title Mode

CrossTab

FUSION 2020 (PAMS 2019, TAMS 2020, CPS 2019/20,

Codebook | Workspace

Category Filters ▾

Coding Grid

▸ Own Codes
▸ Own Media
▸ GeoGrafix
▸ Demographics
▸ Target Marketing - PAMS
▸ Candidate Media - PAMS
▸ Media Imperatives
▸ Day In the Life: DCS: Use Digital Filter
▸ Time Spent

Charts

Excel

Media Imperatives

Media imperatives split the Target Market into Light, Medium and Heavy users of each medium. This allows planners to identify the size of each segment and balance the media plan to ensure GRP's/ RATINGS (Reach & Frequency) are equalised across all consumers.

	LIGHT TV	MEDIUM TV	HEAVY TV
LIGHT READING	NO	▭	▭
MEDIUM READING	▭	DUAL	▭
HEAVY READING	▭	▭	DUAL

READING IMPERATIVES ▭   **TV IMPERATIVES** ▭

The power is not in the crest,

The inside of the wave drives your message forward.

SEM Employment Profile

TARGET: SA ADULTS

	Supergroup 1 (0-15)	Supergroup 2 (16-30)	Supergroup 3 (31-65)	Supergroup 4 (66-85)	Supergroup 5 (86-100)
NOT WORKING	74%	76%	68%	56%	46% NOT WORKING
WORKING	26%	24%	32%	44%	54% WORKING

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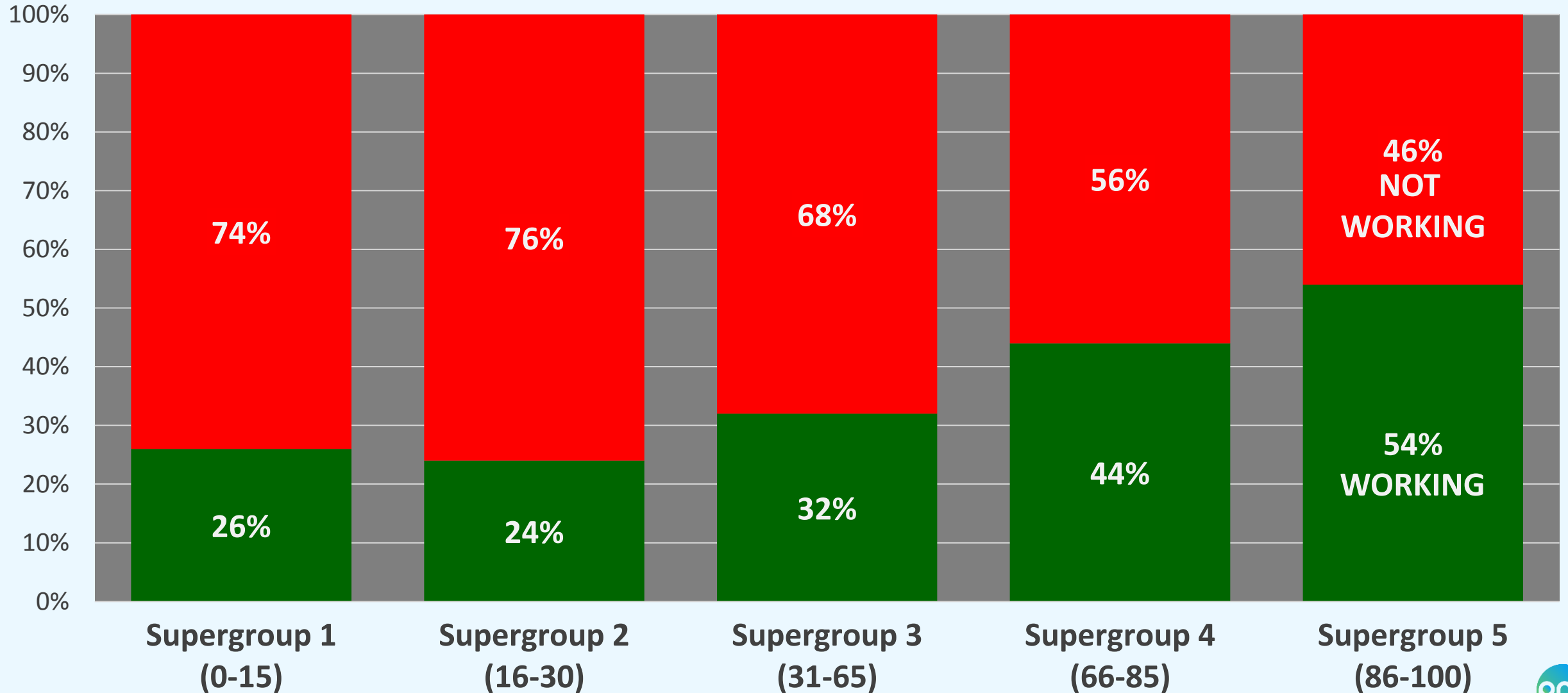
Average Monthly HH Income
SEM SUPERGROUPS

Rand Per Month

R3 768	R5 464	R8 711	R18 146	R37 677
Supergroup 1 (0-15)	Supergroup 2 (16-30)	Supergroup 3 (31-65)	Supergroup 4 (66-85)	Supergroup 5 (86-100)

R40 000
R30 000
R20 000
R10 000
R0
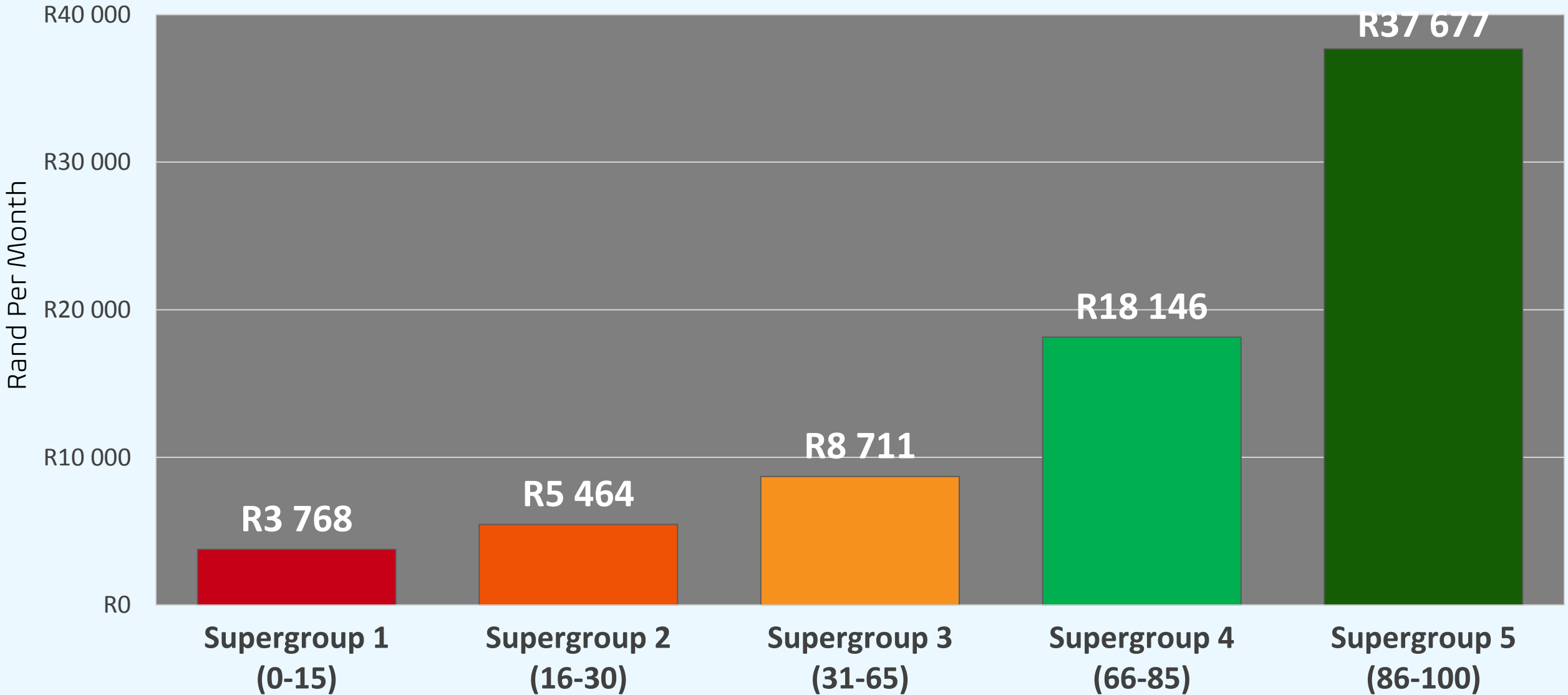
Source: Fusion 2020

Share of **People** vs. **Money**
SEM SUPERGROUPS
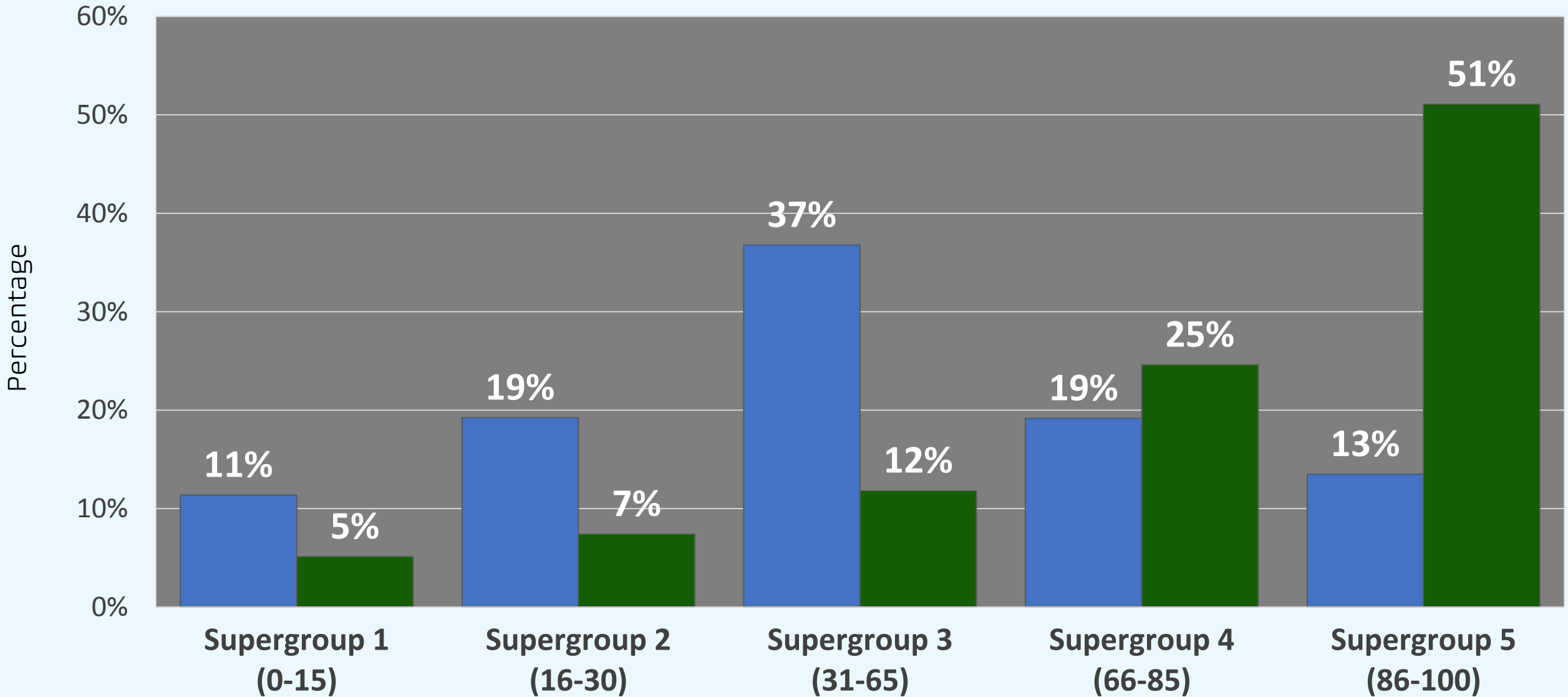
Source: Fusion 2020. Money = Avg HH income x No of HH

Definitions

In terms of Reading and Digital, the PAMS definitions are very specific as seen below:

SECTION B: READING

➤ **READ OUT:**
I am now going to ask you a few questions about your reading of Newspapers, Online News Sites, Magazines or Online Magazine content.

➤ **HAND RESPONDENT THE DEFINITION CARD OF WHAT IS MEANT BY READING AND READ OUT DEFINITION:**
By Reading we mean, that you have personally read, paged through or viewed all or any part of any of these, for one minute or longer.
You could have read a paper version, including any of the separate parts or sections that come with it, OR you could have read these online on your cellphone, computer or tablet.
It does not matter if you paid for them or if they were free. It also does not matter where you read them.

ONLINE

Paper   Cellphone   Desktop / Laptop Computer   Tablet

Website/ App/ Social Media
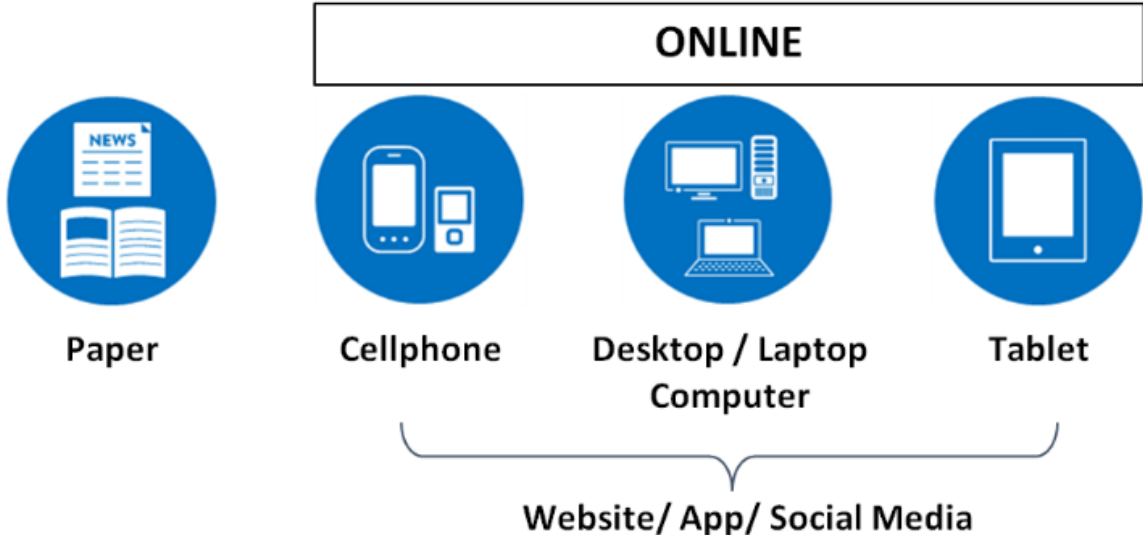
Definitions

In terms of Viewing he definitions are broader and we do not spell out platforms per se.

We will correct this in PAMS 2021, but for present purposes, given the broad nature of the question we would suggest that Television would include Netflix and streaming services but not necessarily You Tube.

SECTION L: VIEWING

L1.   During an average week, on <u>how many days</u> do you personally watch TV?

      7 days (every day)
      6 days
      5 days
----
      4 days
      3 days
      2 days
----
      1 day
      Don't watch TV in an average week

➤ **RECORD ONE ANSWER**

➤ **IF "DON'T WATCH TV IN AN AVERAGE WEEK", SKIP TO INFLUENCER QUESTION**
_____

➤ **IF WATCH TV IN L1, ASK:**

L2.   On average, <u>how many hours per day</u> do you personally watch television?

      Less than one hour
      1-2 hours
      3-4 hours
      More than 4 hours

➤ **RECORD ONE ANSWER**

Definitions

Again with regards to Listening the definitions are broader and we do not spell out devices per se.

We would guess that this broad nature is device agnostic and could include listening to the "radio" on a cell phone.

K1.   During an average week, on <u>how many days</u> do you listen to the **radio**?

        7 days (every day)
        6 days
        5 days
        ----
        4 days
        3 days
        2 days
        ----
        1 days
        Don't listen to radio in an average week

➢   RECORD ONE ANSWER
➢   IF "DON'T LISTEN TO RADIO IN AN AVERAGE WEEK", SKIP TO VIEWING SECTION
_____

➢   IF LISTEN IN K1, ASK:

K2.   On average, <u>how many hours per day</u> do you personally listen to the radio?

        Less than one hour
        1-2 hours
        3-4 hours
        More than 4 hours

➢   RECORD ONE ANSWER

Definitions

TV, Radio and Internet segments are based on average daily time spent with the medium:

	Avg Daily Hours		**Avg Daily Hours**		**Avg Daily Hours**
LIGHT TV	0-2 Hours	**LIGHT RADIO**	0-1 Hours	**LIGHT INTERNET**	0 - 30 Minutes
MEDIUM TV	2-4 Hours	**MEDIUM RADIO**	2-3 Hours	**MEDIUM INTERNET**	30 min - 2 Hours
HEAVY TV	4+ Hours	**HEAVY RADIO**	4+ Hours	**HEAVY INTERNET**	2+ Hours

PRINT and DIGITAL READING segmentation is based on number of titles / sites read:

	No. of Titles Read		**No. of Titles/Sites Read**
LIGHT PRINT	0-1 Titles	**LIGHT READING**	0-1 Titles/Sites
MEDIUM PRINT	2-4 Titles	**MEDIUM READING**	2-4 Titles/ Sites
HEAVY PRINT	5+ Titles	**HEAVY READING**	5+ Titles/Sites

Segment Sizes

The current time spent definitions in Fusion 2020 were not designed with Media Imperatives in mind, so the sizes of the segments differ from the ideal 33/33/33 LMH split.

	Avg Daily Hours	**Universe Split**
LIGHT TV	0-2 Hours	**36%**
MEDIUM TV	2-4 Hours	**27%**
HEAVY TV	4+ Hours	**37%**
LIGHT RADIO	0-1 Hours	**26%**
MEDIUM RADIO	2-3 Hours	**49%**
HEAVY RADIO	4+ Hours	**25%**
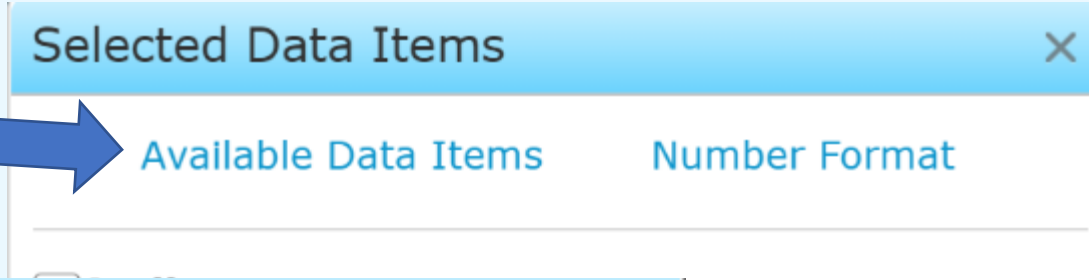
Segment Sizes Cont'd

	Avg Time/Titles		Universe Split
LIGHT INTERNET	**0 - 30**	**Minutes**	**43%**
MEDIUM INTERNET	**30 min - 2 Hours**		**29%**
HEAVY INTERNET	**2+**	**Hours**	**29%**
LIGHT READING	**0-1**	**Titles/Sites**	**35%**
MEDIUM READING	**2-4**	**Titles/ Sites**	**30%**
HEAVY READING	**5+**	**Titles/Sites**	**35%**
LIGHT PRINT	**0-1**	**Titles**	**42%**
MEDIUM PRINT	**2-4**	**Titles**	**30%**
HEAVY PRINT	**5+**	**Titles**	**28%**

Training (Telmar)

To assign the TM segments to add up to 100% you need to use % table.

1. Click on data items
2. Click on available data items
3. Move % table to the right
4. Uncheck everything except % table
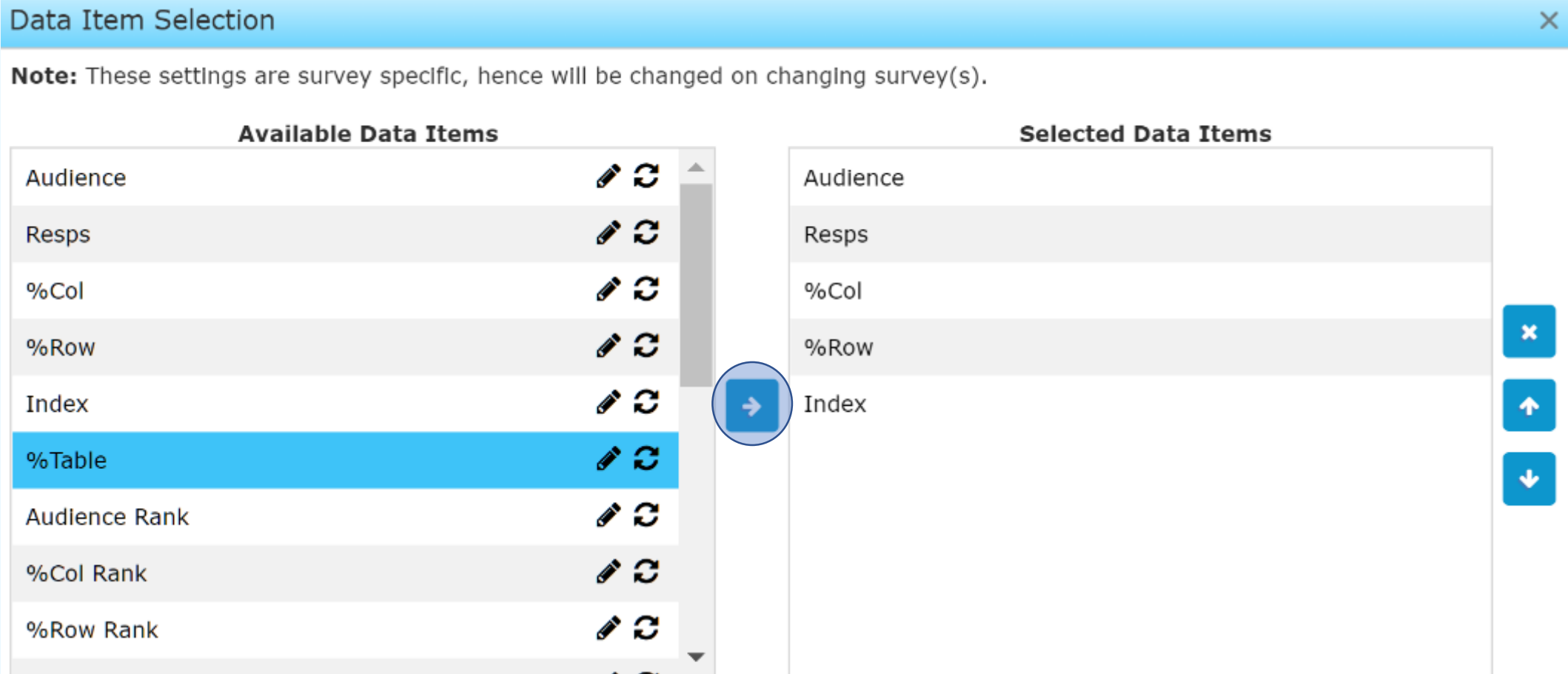
Selected Data Items   ✕

Available Data Items   Number Format

Data Item Selection   ✕

Note: These settings are survey specific, hence will be changed on changing survey(s).

Available Data Items			**Selected Data Items**
Audience	✏	⟳	Audience
Resps	✏	⟳	Resps
%Col	✏	⟳	%Col
%Row	✏	⟳	%Row
Index	✏	⟳	Index
%Table	✏	⟳	
Audience Rank	✏	⟳	
%Col Rank	✏	⟳	
%Row Rank	✏	⟳	

Clear default

as default.

Media Imperatives TV READING

TARGET: SA ADULTS

	LIGHT TV	MEDIUM TV	HEAVY TV
LIGHT READING	15 %	9 %	11 %
MEDIUM READING	10 %	8 %	12%
HEAVY READING	11 %	10 %	14 %
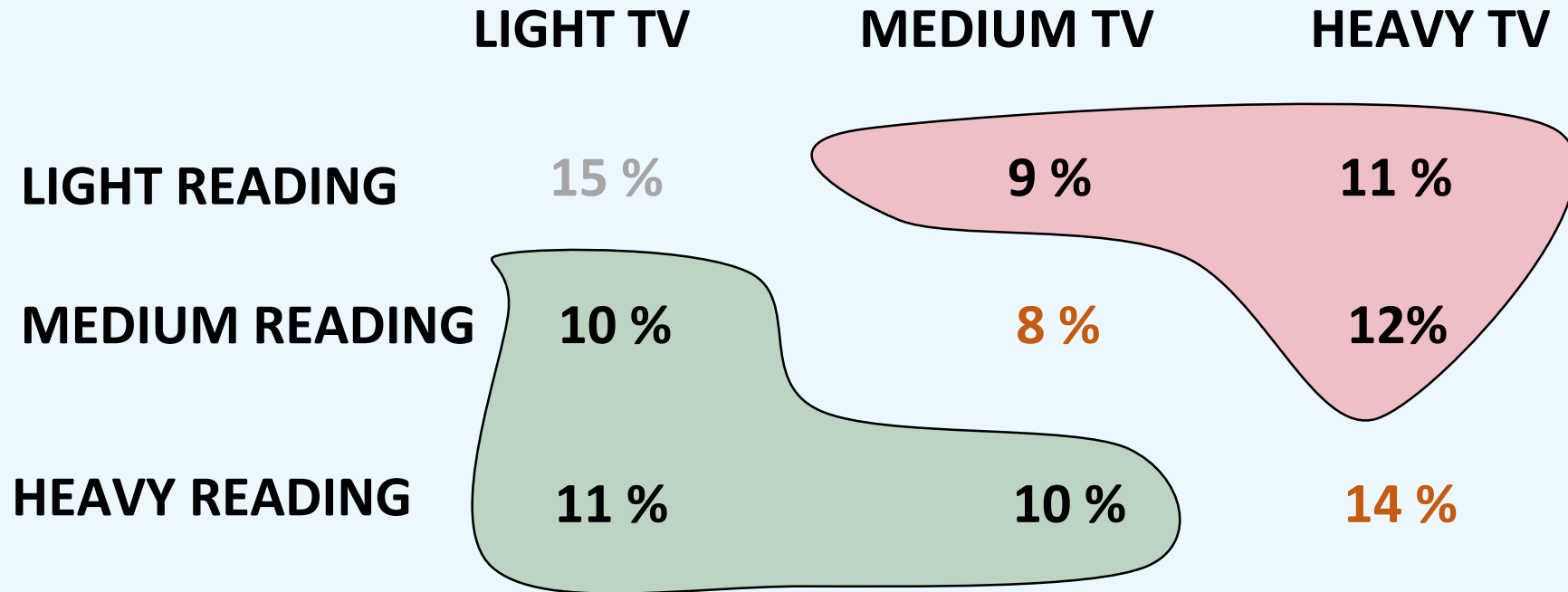
Of the SA Adult Population:

32% are TV imperatives   **22% are Dual [both TV & READING]**

31% are READING imperatives   **15% are light users of TV & READING**

Source: Fusion 2020

prc

Media Imperatives TV READING

TOTAL ADULTS

TOTAL MARKET IMPERATIVES | 32% TV | 31% READING |
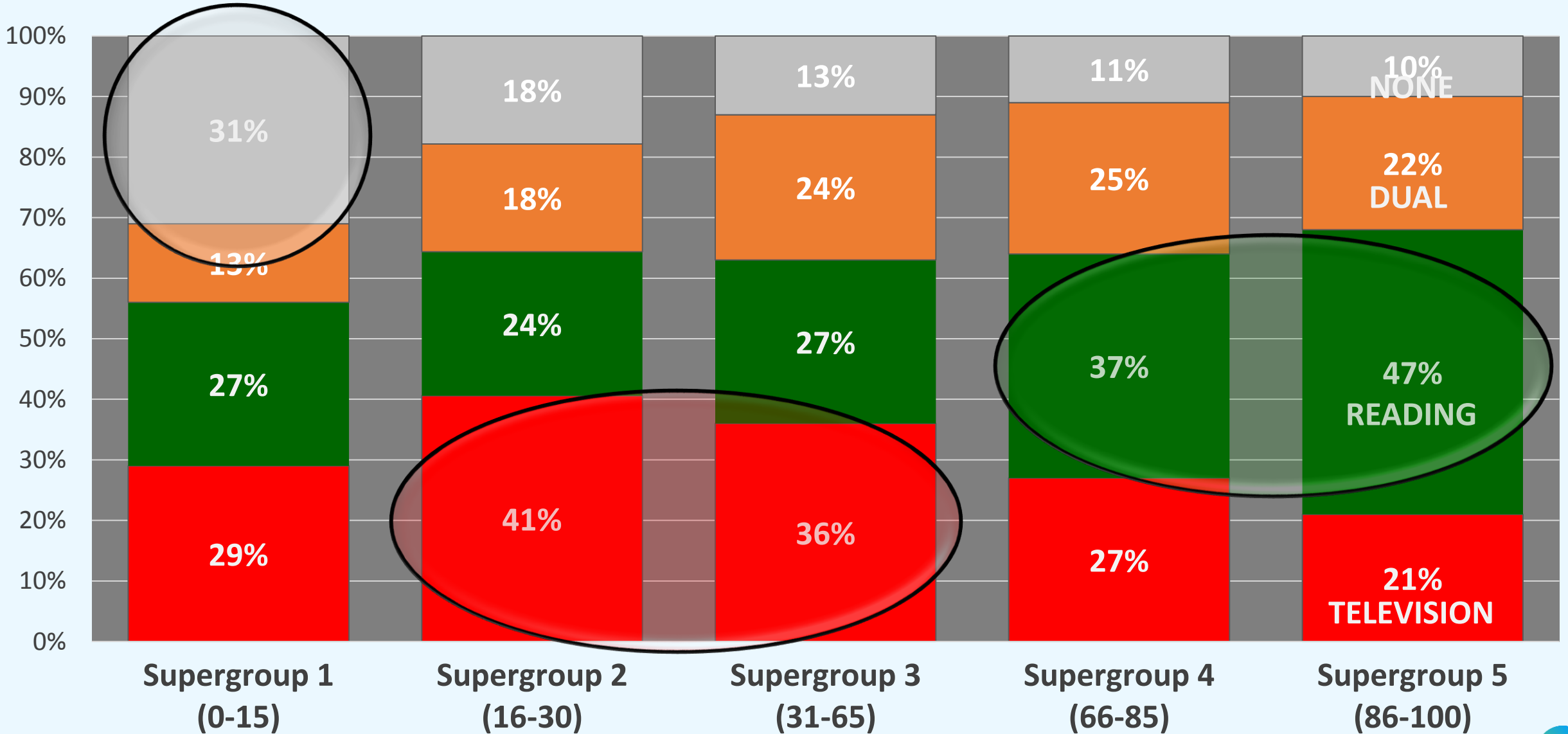
	Supergroup 1 (0-15)	Supergroup 2 (16-30)	Supergroup 3 (31-65)	Supergroup 4 (66-85)	Supergroup 5 (86-100)
NONE	31%	18%	13%	11%	10%
DUAL	13%	18%	24%	25%	22%
READING	27%	24%	27%	37%	47%
TELEVISION	29%	41%	36%	27%	21%

prc
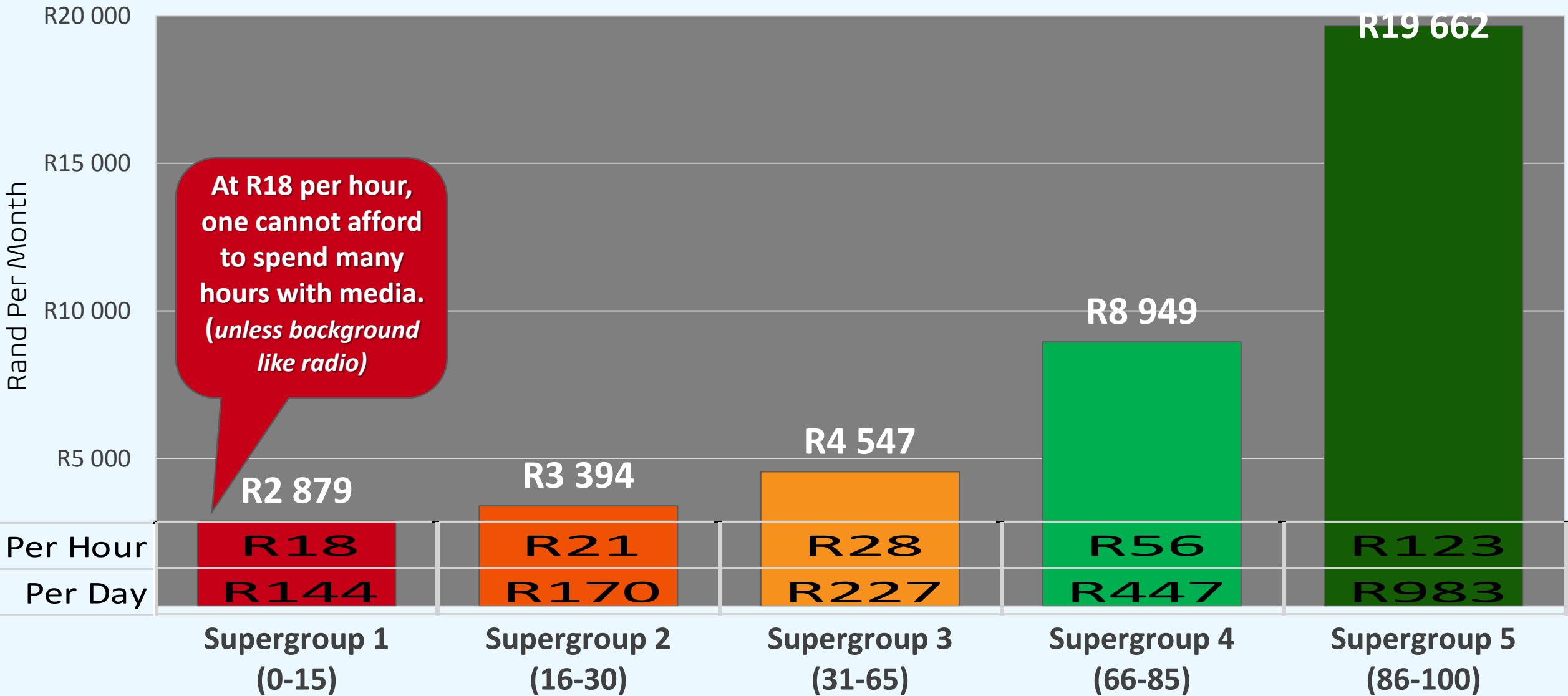
Media Imperatives TV PRINT
TOTAL ADULTS

We then assign 100% of the defined target market to each of the TM segments:

		LIGHT TV	MEDIUM TV	HEAVY TV
DEFINITION				
0,1 TITLE	LIGHT PRINT	17 %	11 %	13 %
2-4 TITLES	MEDIUM PRINT	9 %	8%	12%
5+ TITLES	HEAVY PRINT	9 %	8 %	12%

Of the SA Adult Population:
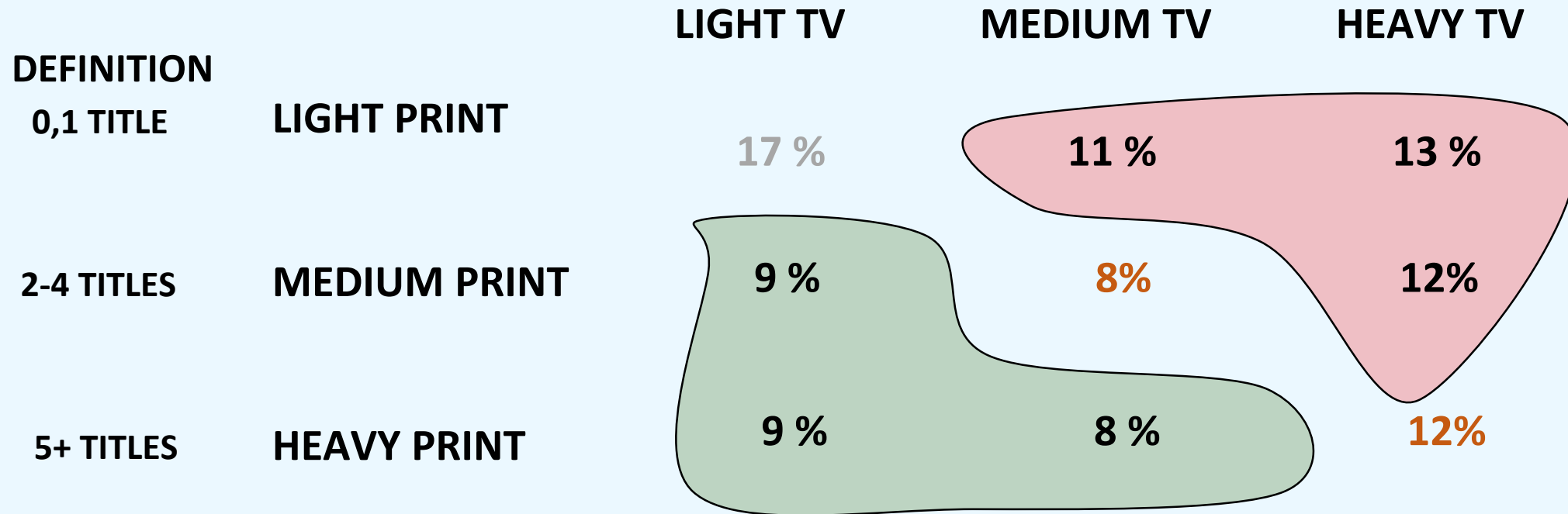
36% are TV imperatives   **20% are Dual [both TV & PRINT]**

26% are PRINT imperatives   **17% are light users of TV & PRINT**

Source: Fusion 2020

Media Imperatives TV PRINT
TOTAL ADULTS

TOTAL MARKET IMPERATIVES — TV 36% — PRINT 26%

	Supergroup 1 (0-15)	Supergroup 2 (16-30)	Supergroup 3 (31-65)	Supergroup 4 (66-85)	Supergroup 5 (86-100)
NONE	31%	19%	14%	14%	17%
DUAL	13%	17%	22%	21%	19%
PRINT	26%	22%	24%	31%	33%
TELEVISION	29%	42%	39%	33%	30%

Media Imperatives RADIO READING
TOTAL ADULTS

	LIGHT RADIO	MEDIUM RADIO	HEAVY RADIO
LIGHT READING	10 %	17 %	8%
			8%
MEDIUM READING	8%	15%	
HEAVY READING	8%	18%	9%
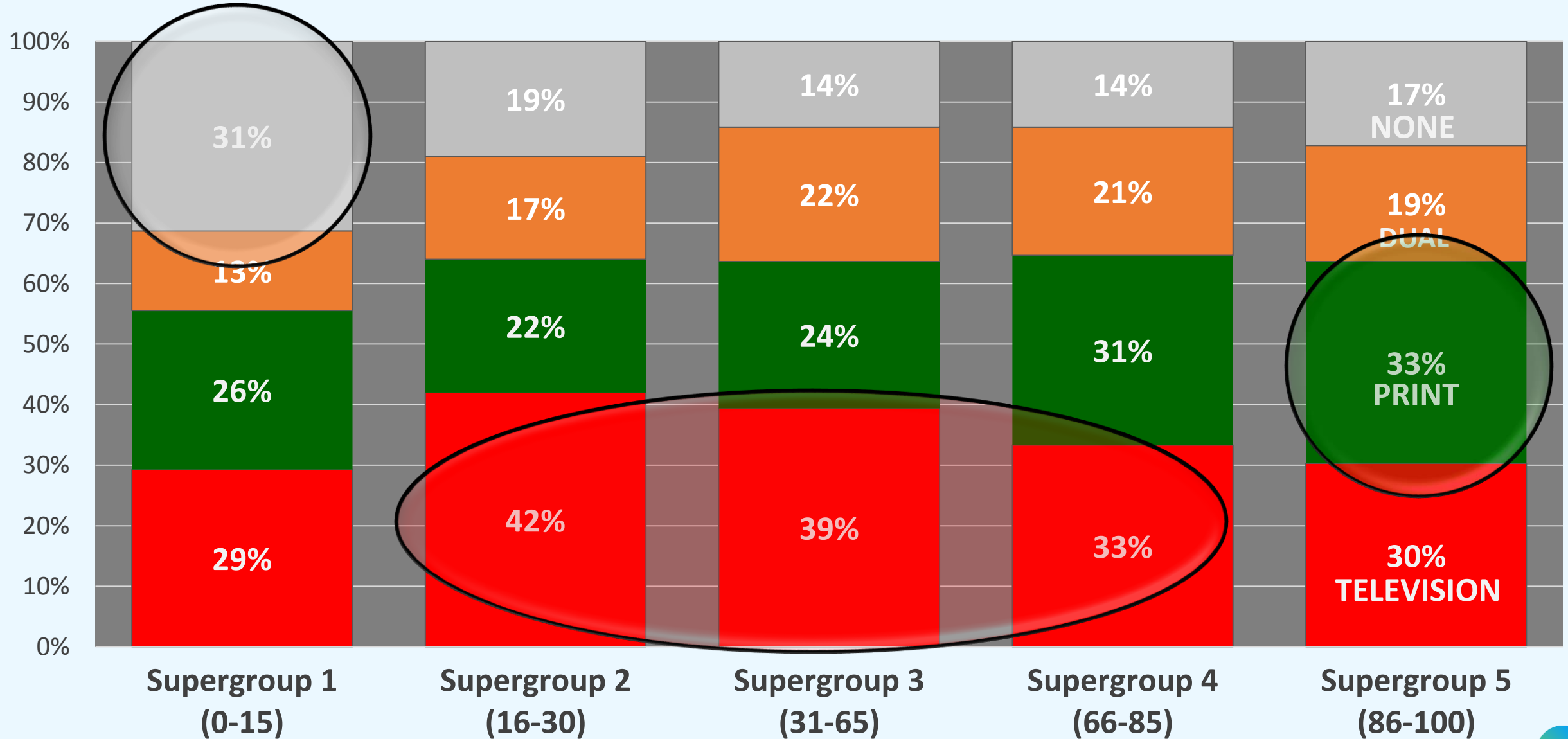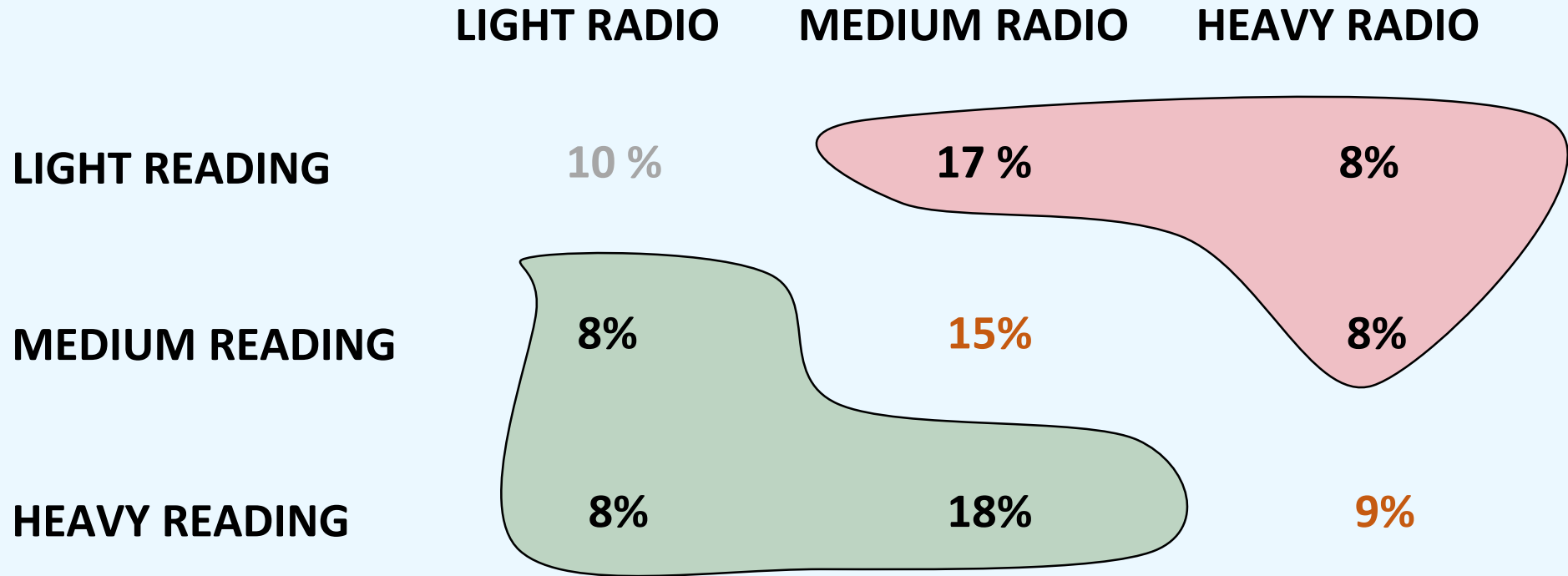
Of the SA Adult Population:

33% are RADIO imperatives   **24% are Dual [both TV & PRINT]**

34% are PRINT imperatives   **10% are light users of TV & PRINT**

Source: Fusion 2020

prc

Media Imperatives RADIO READING
TOTAL ADULTS

TOTAL MARKET IMPERATIVES: RADIO 33% | READING 34%

	Supergroup 1 (0-15)	Supergroup 2 (16-30)	Supergroup 3 (31-65)	Supergroup 4 (66-85)	Supergroup 5 (86-100)
NONE	19%	14%	8%	7%	7%
DUAL	17%	23%	23%	26%	26%
READING	23%	23%	35%	39%	48%
RADIO	41%	40%	35%	26%	20%

Media Imperatives TV RADIO
TOTAL ADULTS

	LIGHT TV	MEDIUM TV	HEAVY TV
LIGHT RADIO	11%	6 %	8 %
MEDIUM RADIO	18%	16%	15%
HEAVY RADIO	6 %	5 %	13%
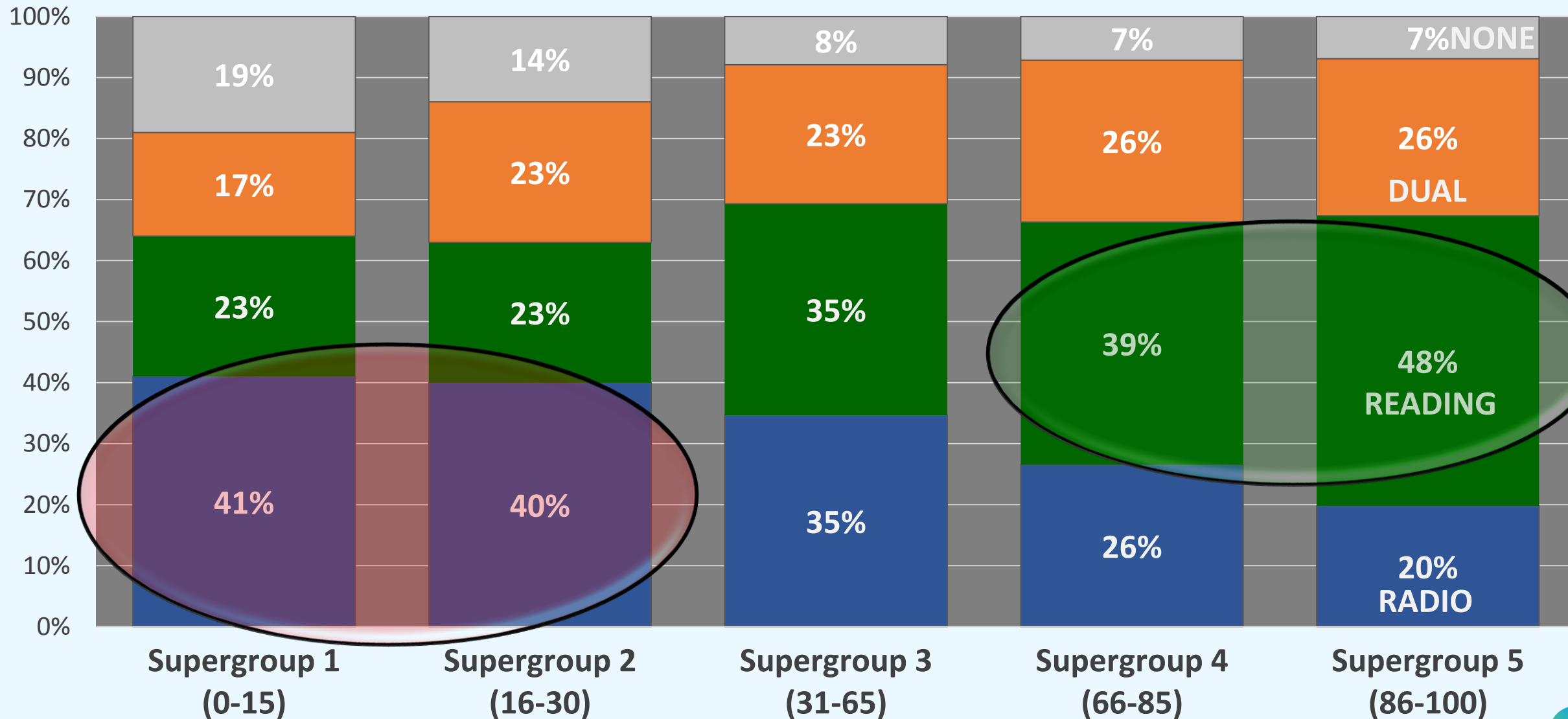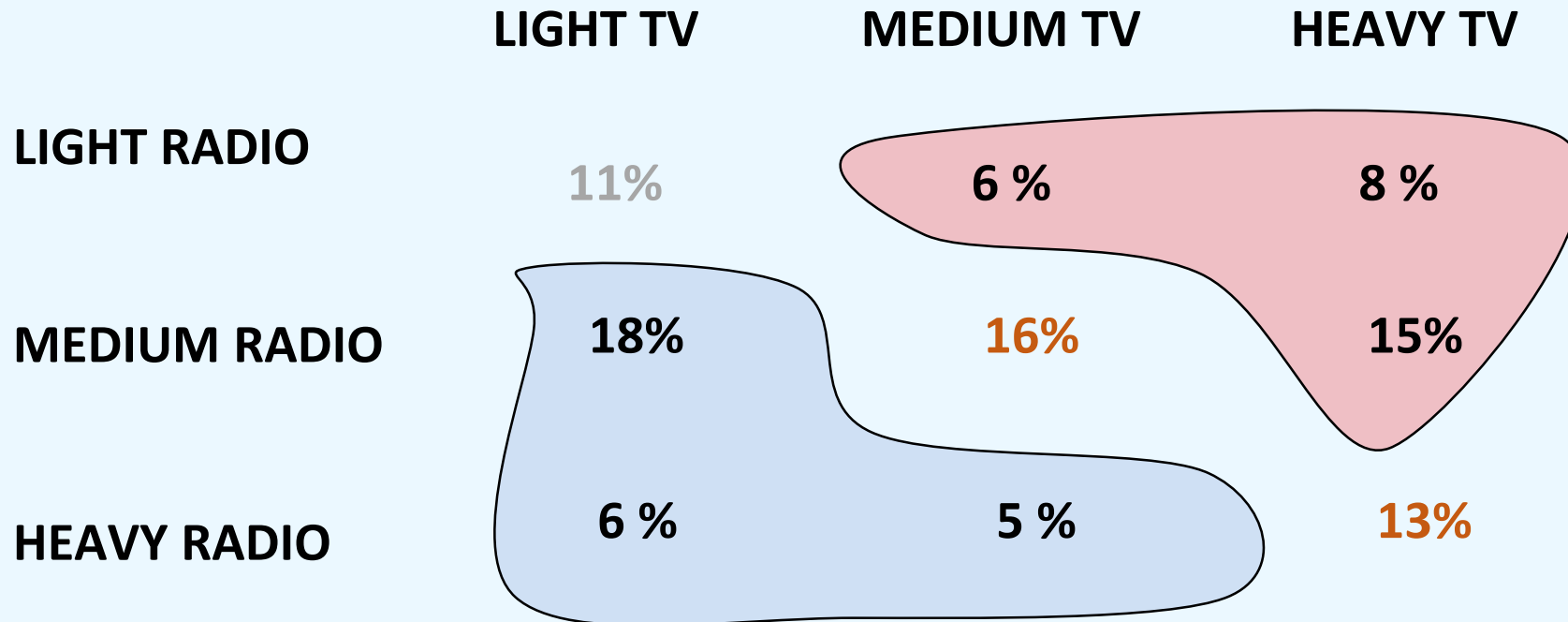
Of the SA Adult Population:

29% are TV imperatives

29% are RADIO imperatives

29% are Dual [both TV & RADIO]

11% are light users of TV & RADIO

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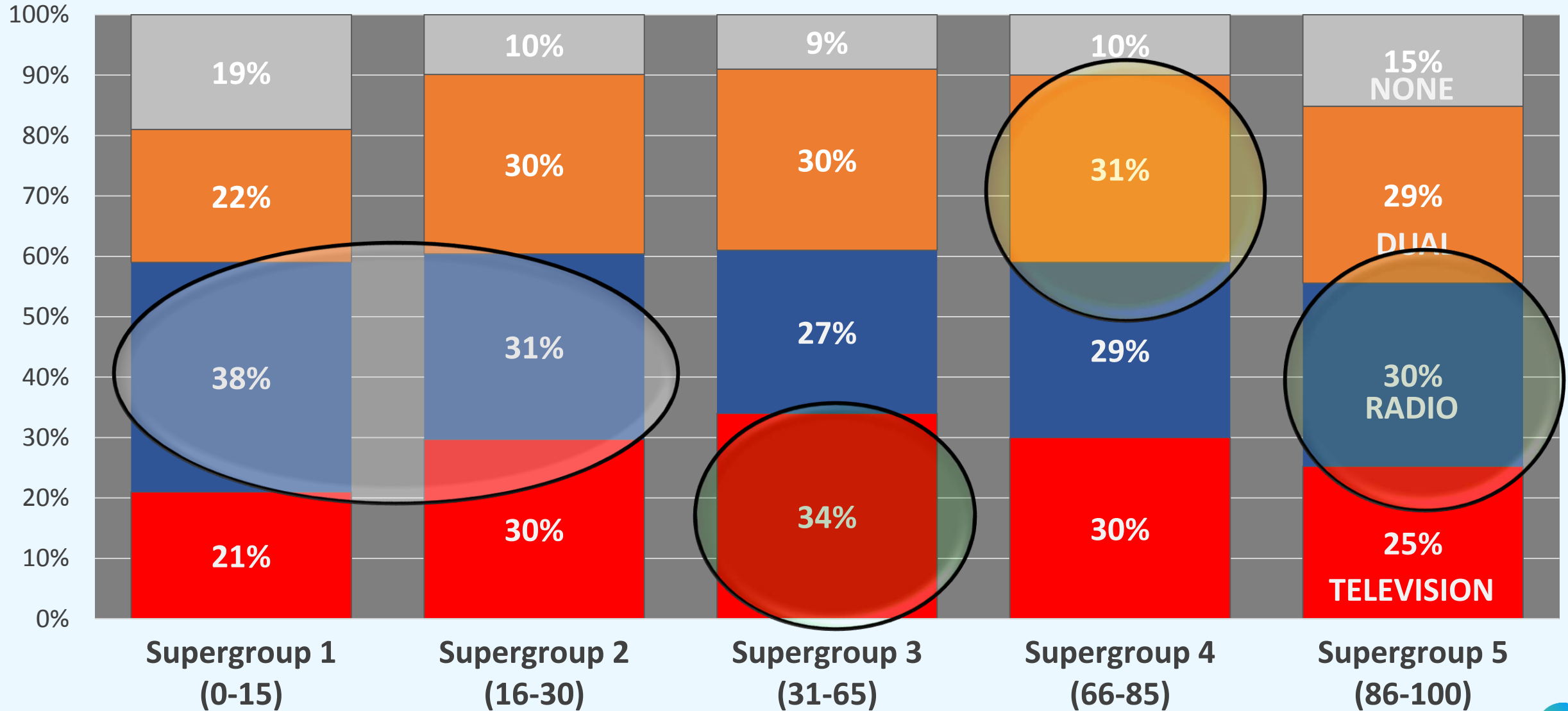# Media Imperatives TV RADIO
TOTAL ADULTS

TOTAL MARKET IMPERATIVES | **29%** TV | **29%** RADIO

	Supergroup 1 (0-15)	Supergroup 2 (16-30)	Supergroup 3 (31-65)	Supergroup 4 (66-85)	Supergroup 5 (86-100)
NONE (grey)	19%	10%	9%	10%	15% NONE
DUAL (orange)	22%	30%	30%	31%	29% DUAL
RADIO (blue)	38%	31%	27%	29%	30% RADIO
TELEVISION (red)	21%	30%	34%	30%	25% TELEVISION

Media Imperatives TV INTERNET
TOTAL ADULTS

	LIGHT TV	MEDIUM TV	HEAVY TV
LIGHT INTERNET	17%	11 %	15 %
MEDIUM INTERNET	11%	8 %	10%
HEAVY INTERNET	8%	8 %	12%

Of the SA Adult Population:
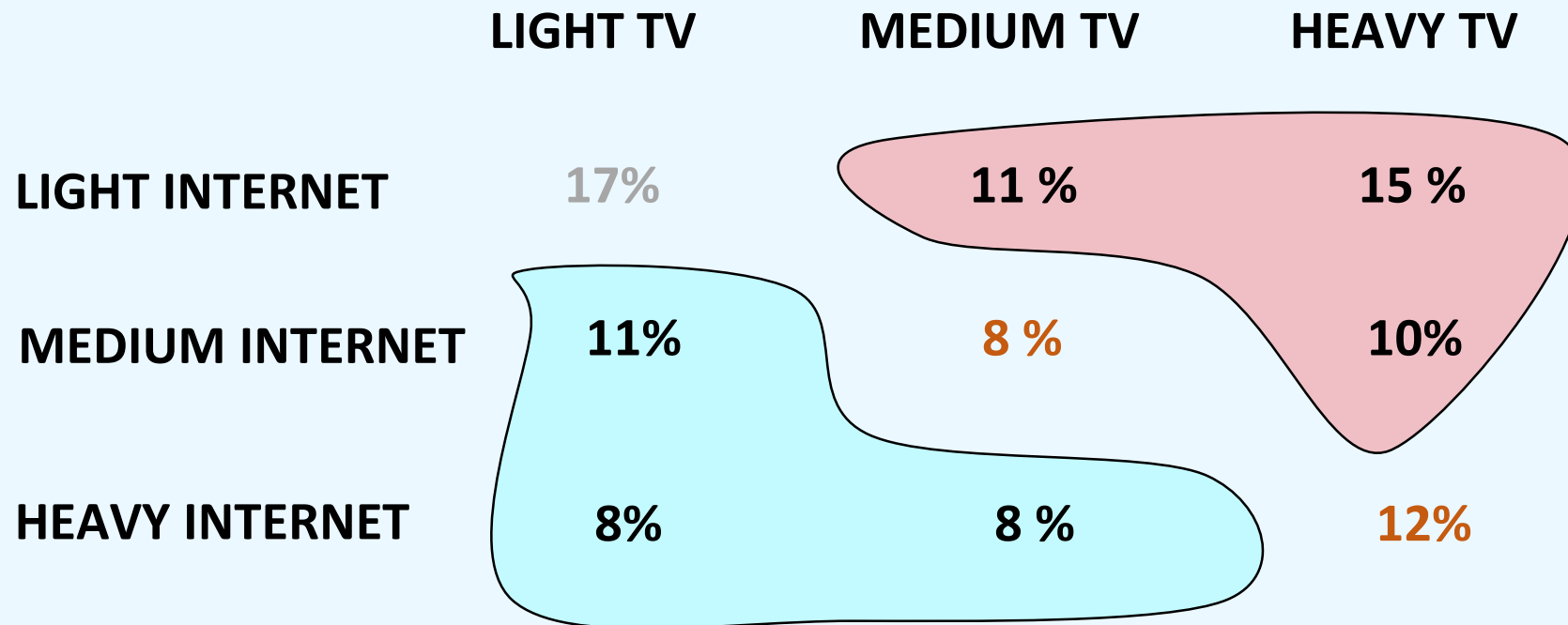
36% are TV imperatives

20% are Dual [both TV & INTERNET]

27% are INTERNET imperatives

17% are light users of TV & INTERNET

prc
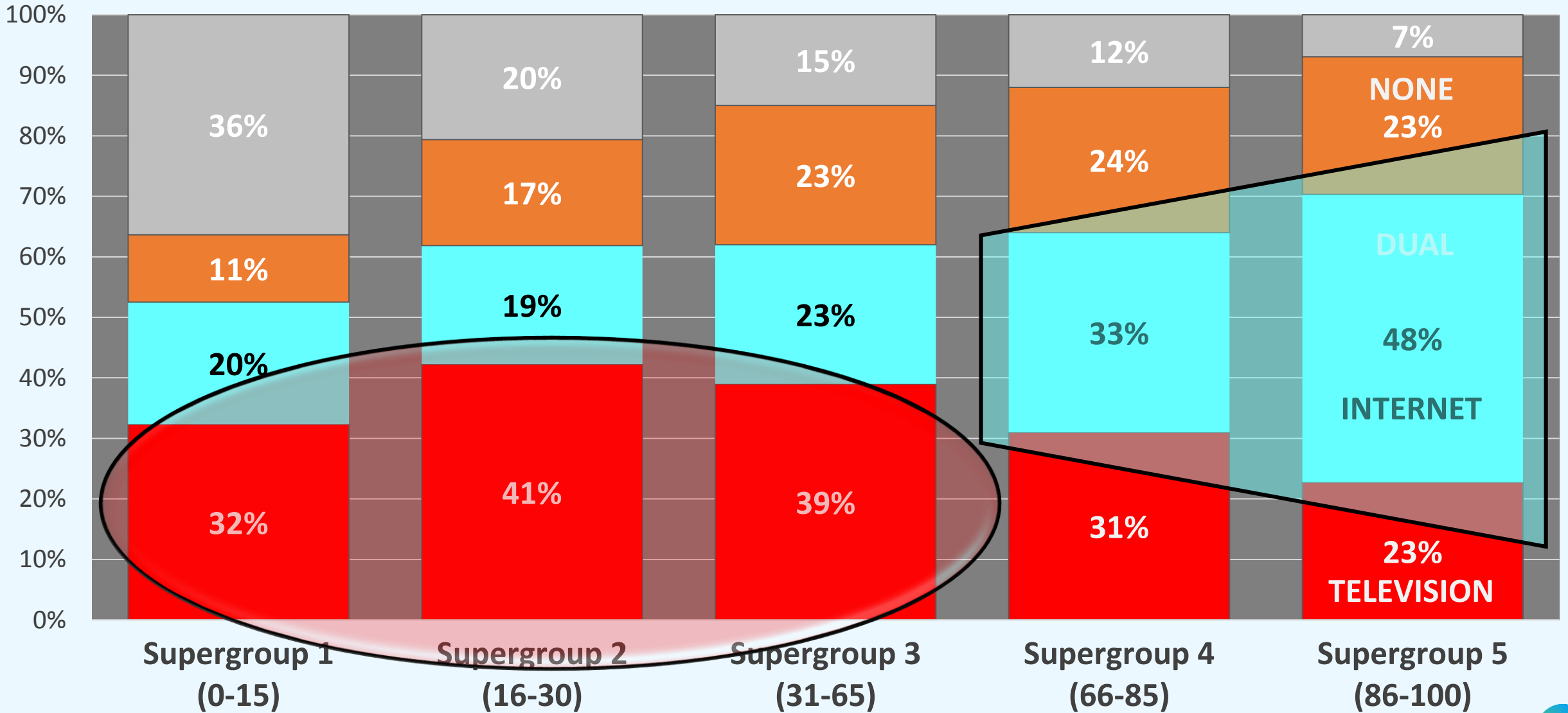
Media Imperatives TV READING

TARGET: 5+ POSITIVE STATEMENTS

	LIGHT TV	MEDIUM TV	HEAVY TV
LIGHT READING	11 %	9 %	7 %
MEDIUM READING	9 %	8 %	11 %
HEAVY READING	14 %	14 %	18 %
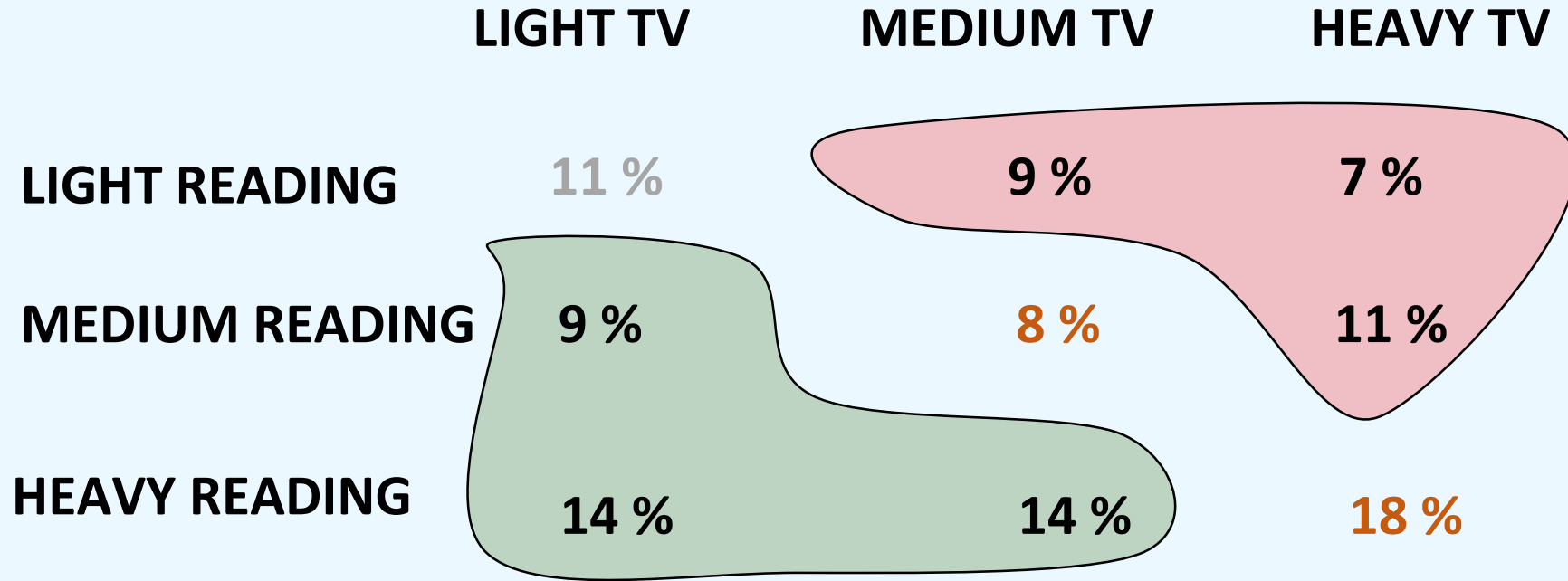
OF 5+ INFLUENCERS :

27% are TV imperatives

37% are READING imperatives

26% are Dual [both TV & READING]

11% are light users of TV & READING

Source: Fusion 2020

prc

Media Imperatives TV READING

TARGET: WORKING FULL TIME

	LIGHT TV	MEDIUM TV	HEAVY TV
LIGHT READING	11 %	6 %	6 %
MEDIUM READING	10 %	9 %	10%
HEAVY READING	17 %	15 %	14 %
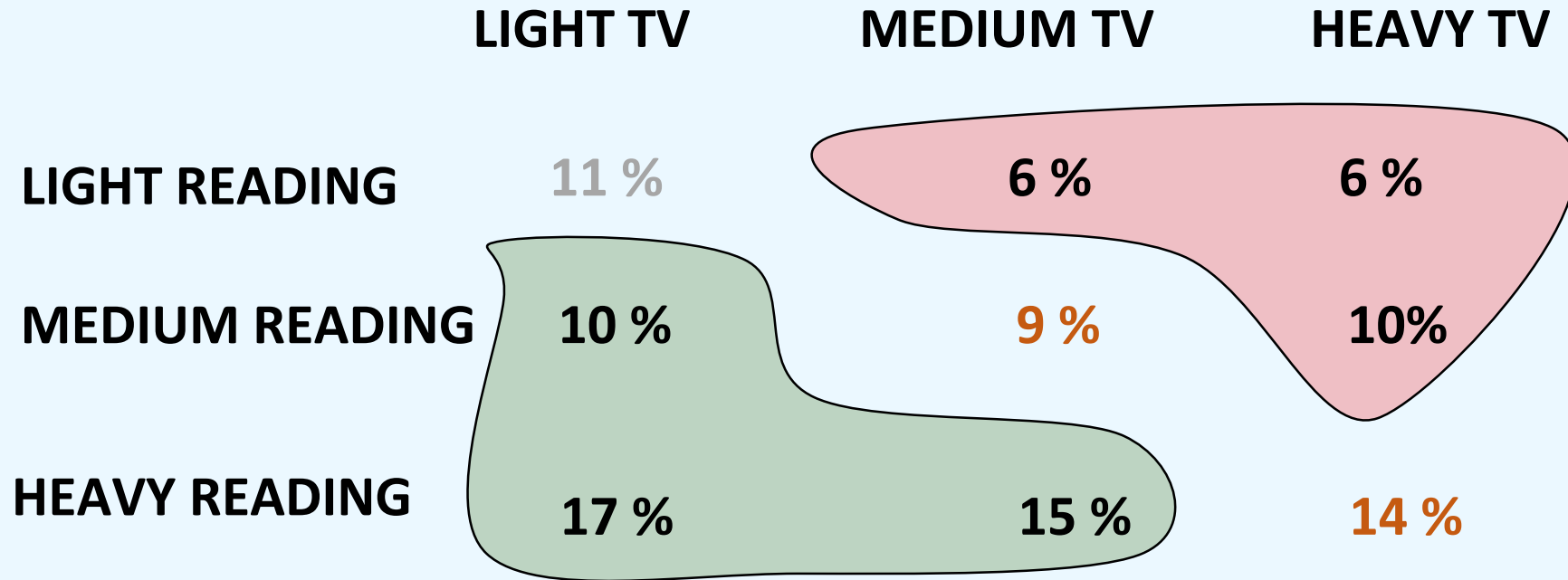
OF FULL TIME WORKERS:

22% are TV imperatives

42% are READING imperatives

23% are Dual [both TV & READING]

11% are light users of TV & READING

Source: Fusion 2020

Media Imperatives TV READING

TARGET: NEW CAR BUYERS

	LIGHT TV	MEDIUM TV	HEAVY TV
LIGHT READING	11 %	7 %	4 %
MEDIUM READING	11 %	9 %	8 %
HEAVY READING	18 %	16 %	15 %
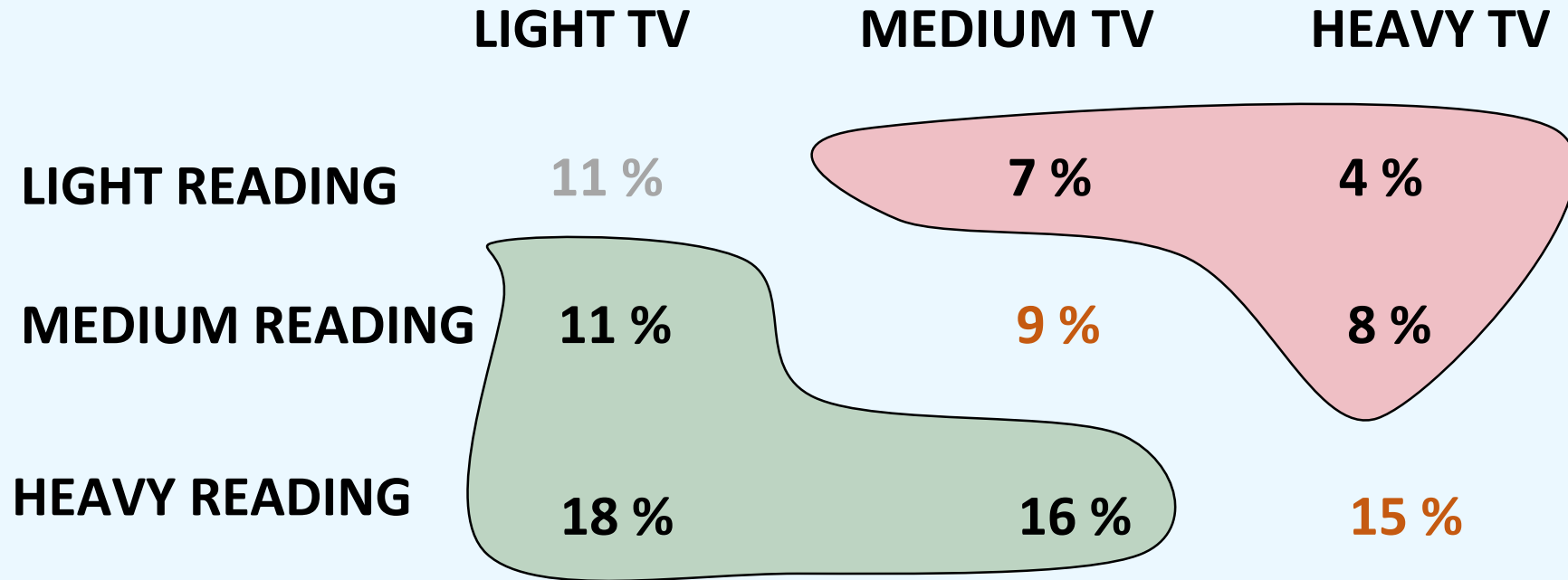
OF NEW CAR BUYERS :

19% are TV imperatives   **24% are Dual [both TV & READING]**

45% are READING imperatives   **11% are light users of TV & READING**

Source: Fusion 2020

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Publisher Research Council

The PRC have been at the forefront of media research in South Africa since being established in 2016. With innovations such as readership flooding, fusion, multi-method currencies, income weighting and oversampling, geosegmentation, Automated planning tools and now Media Imperatives we are firmly committed to delivering the most accurate and representative data to the industry.

All designed to give deeper insights and help you to make more informed media decisions.

Visit prc.za.com for more media insights

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