

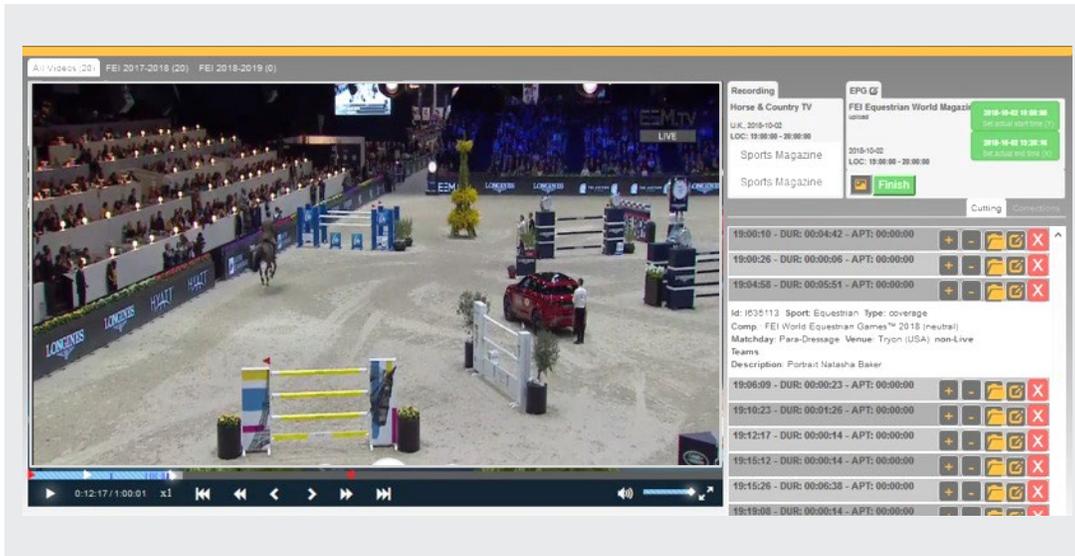
MEDIA RESEARCH SERVICES

TV / WEB-TV MONITORING

STEP 1: COLLECTING THE RELEVANT BROADCASTS/VIDEOS/ARTICLES/POSTS TO AN EVENT



TV



SECONDARY REPORTING (NEWS, MAGAZINES):

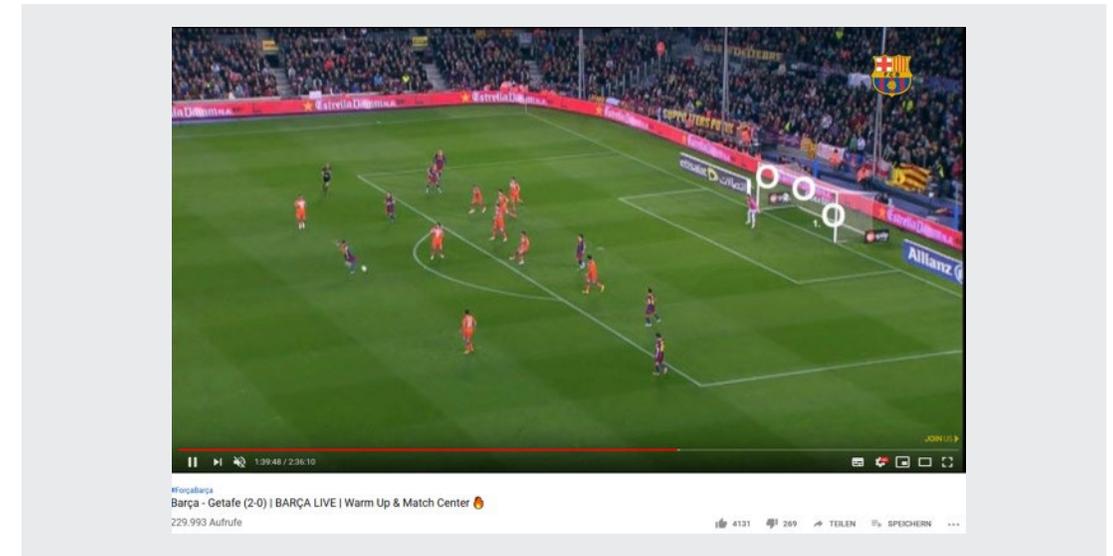
IRIS production system: Collection and analysis of the relevant video content by experienced evaluators in the defined panel

SPECIFIC REPORTING (LIVE, DELAYED, HIGHLIGHTS):

Via EBS (electronic broadcast schedule) - recording of the relevant programmes via an automated access to programme descriptions in the EPGs



WEB-TV, SOCIAL/MOBILE VIDEOS



ANALYTICS :

Collection of the relevant videos via Analytics access given by the customer

CONTENT WITHOUT ANALYTICS ACCESS:

Collection of the relevant videos using keywords (see Social Media)

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA MONITORING

STEP 1: COLLECTING THE RELEVANT BROADCASTS/VIDEOS/ARTICLES/POSTS TO AN EVENT



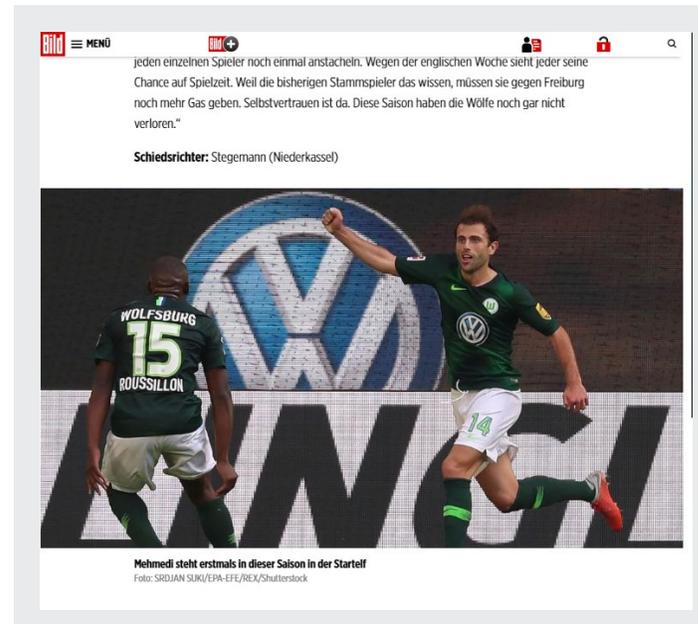
PRINT



ONLINE



SOCIAL MEDIA



Collection of the relevant articles using search terms in a defined top panel (contains the most widely read newspapers / magazines / websites +, if necessary, a sports-specific extension)

Collection of the relevant posts using search terms in publicly accessible posts. Global access, but definition of the languages is necessary for search term creation.

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA MONITORING

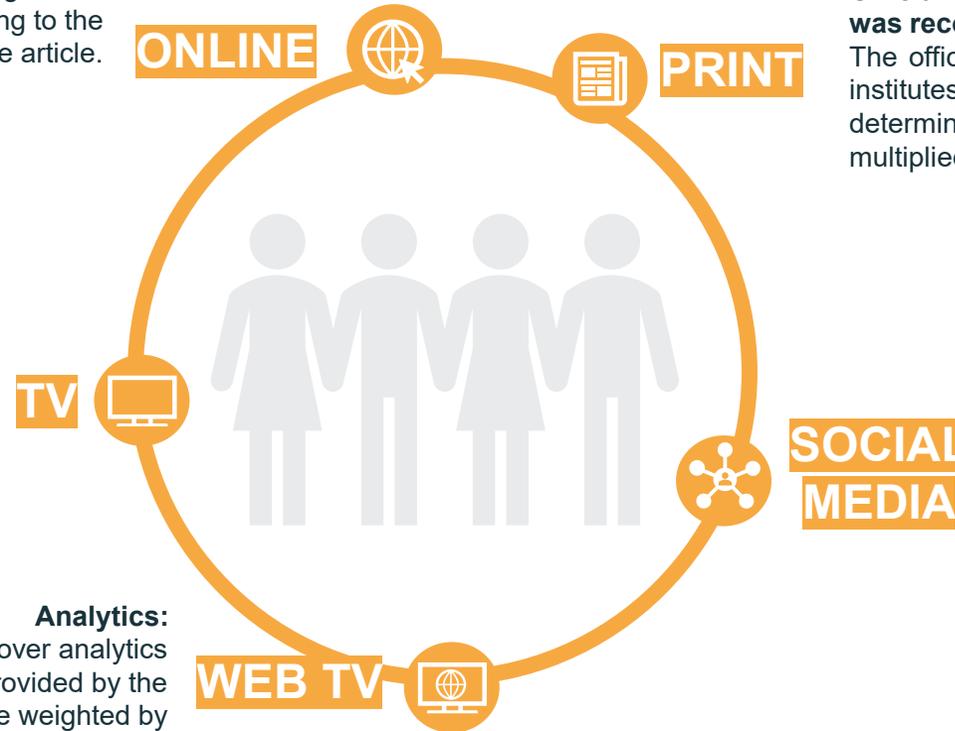
STEP 2: ALLOCATION OF REACH PER BROADCAST/VIDEO/ARTICLE/POST

Page visits of the website where the article was published:

Since the page visits are only issued centrally for the web pages and not for each article, the page visits are weighted according to the reading probability (genre-related) of the article.

Average reach of the programme in which the content was recorded:

Quota information of the responsible quota institute or IRIS quota prognosis model



Analytics:

Collection of the video views and average viewing time over analytics access provided by the customer or information provided by the platforms. In consultation with the client, views may be weighted by the average viewing duration to reflect a realistic audience figure.

Official edition of the publication in which the article was recorded:

The official edition is published both centrally by official institutes and decentrally by marketers. In order to determine the number of readers, the circulation is multiplied by one factor

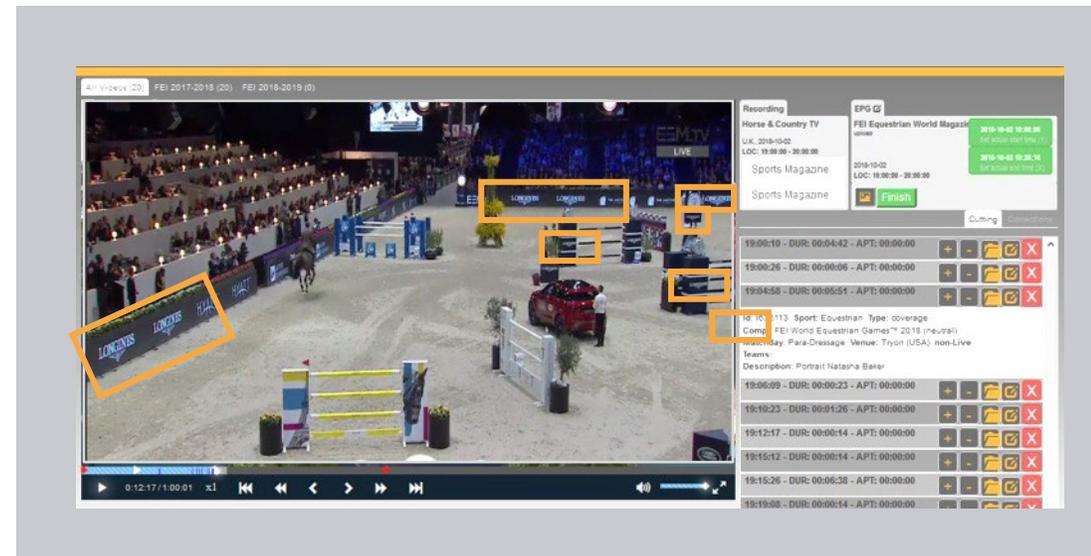
Different approaches to reach determination per platform:

- Facebook: (author's follower + (commitment x average number of friends)) x reading probability
- Instagram: Follower of the author x probability of reading
- Twitter: Follower of the author x probability of reading
- YouTube: Number of video views

MEDIA RESEARCH SERVICES

TV / WEB-TV SPONSORSHIP EVALUATION

STEP 3: ANALYSIS OF SPONSOR'S PRESENCE



The duration of the sponsoring presence is measured by the IRIS production system to the second in the previously recorded relevant content, as soon as the advertising message is visible in the picture for at least one second. The advertising message must be at least 75% visible.

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA SPONSORSHIP EVALUATION

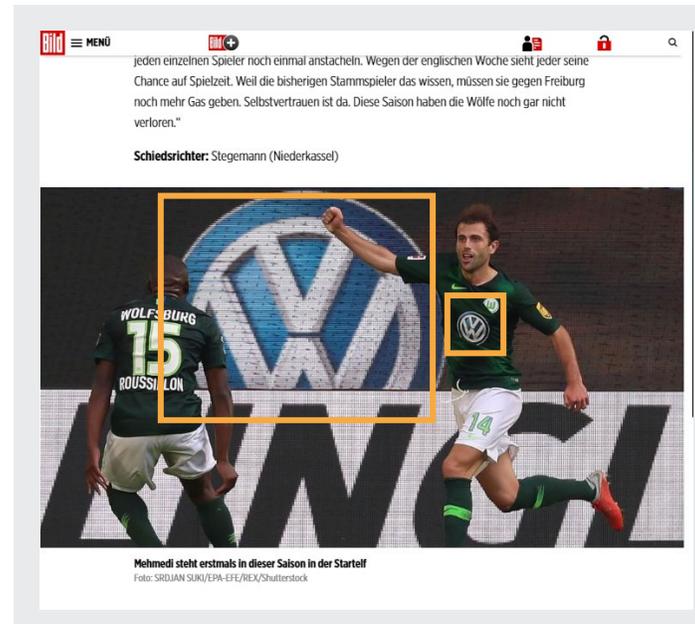
STEP 3: ANALYSIS OF SPONSOR'S PRESENCE



PRINT



ONLINE



SOCIAL MEDIA



Identifiers:

A sponsoring presence is captured as soon as the advertising message appears in the article or in the post previously captured using the search term in image or text. At least 75% of the advertising message must be recognizable.

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA SPONSORSHIP EVALUATION

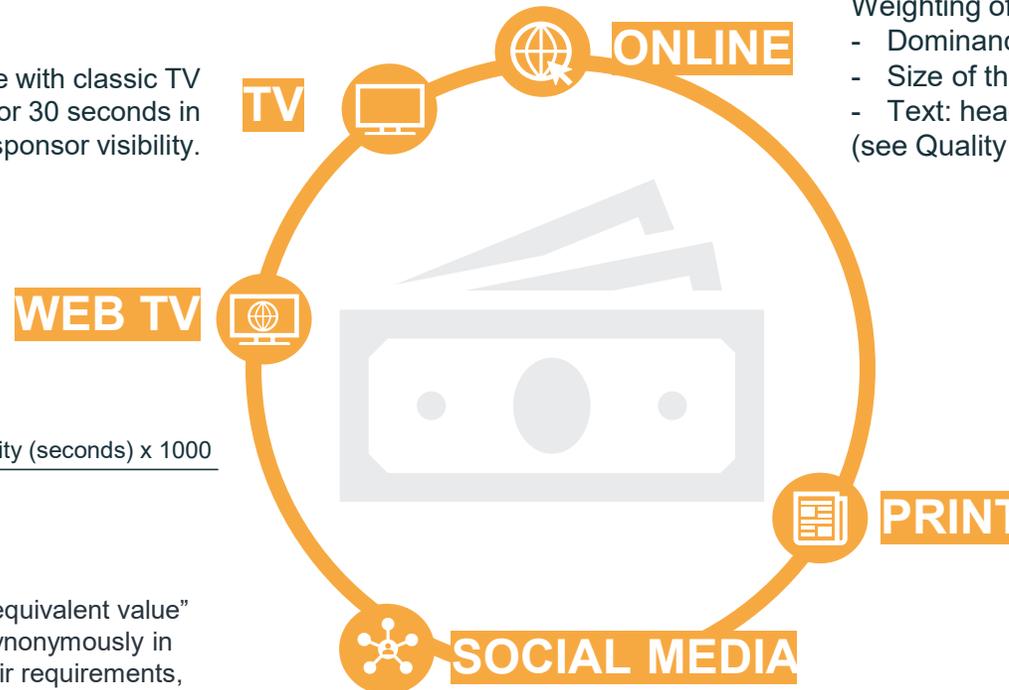
STEP 4: CALCULATION OF ADVERTISING EQUIVALENT VALUE / SPONSORING VALUE

Advertising equivalent value*, comparable with classic TV advertising. Basis: Official TV spot prices for 30 seconds in relation to the actual length of the sponsor visibility.

Advertising equivalent value
Calculation of the monetary value based on predefined CPTs comparable to classical advertising (depended on the platform)

$$\text{Monetary Value} = \frac{\text{CPT} \times \text{Audience (million)} \times \text{visibility (seconds)} \times 1000}{30}$$

*The terms “advertising equivalent value”, “ad equivalent value” and “sponsoring value” are frequently used synonymously in consultation with the client. Depending on their requirements, some clients prefer the calculation of a sponsoring value based on a predefined CPT (especially on TV) that corresponds to an adequate sponsorship cost-benefit ratio (see KPIs).



Weighted advertising equivalent value

Basis: Official banner CPTs of the website.

Weighting of the sponsor presence according to:

- Dominance class (dominant, recessive neutral)
- Size of the advertising message
- Text: heading vs. subheading vs. mention in article (see Quality Score)

Quality Score:

BRANDING TYPE	SIZE	PROMINENCE	QUALITY SCORE
Logo	0-20% of image size	dominant or secondary	25-35%
	21-49% of image size	dominant or secondary	30-40%
	50%+ of image size	dominant or secondary	45-65%
Text	Single mention or multiple mention	body of story	10-30%
		headline/ subheading	45-55%

Weighted advertising equivalent value

Base: publications' official ad rates; same weighting as in online media (see quality score)

Weighted advertising equivalent value Basis:

Social Media CPEs; same weighting of the sponsoring presence as in the online sector (see Quality Score)

EXPLANATION OF MOST IMPORTANT KPIS

KEY PERFORMANCE INDICATORS

EVENT VALUE / PR VALUE

CPT

CPE (SOCIAL MEDIA)

MEDIA CONTACTS

SPONSORING CONTACTS

SPONSORING VALUE

ENGAGEMENT

ENGAGEMENT RATE

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS

EVENT VALUE / PR VALUE

As all content to a competition/event is accompanied by communication effects, IRIS calculates a monetary value for the competition/event based on the total coverage. Therewith, the **EVENT VALUE / PR VALUE** represents a hypothetical maximum Sponsoring Value provided that a sponsor would be visible the entire broadcasting time or occupied all articles/posts completely.

TV / WEB TV / OTT / SOCIAL VIDEOS

Based on spot rates or CPT (dependent on commission)

Event Value = Spot rate per second (Euro) x Broadcasting Time (seconds)

$$\text{Event Value} = \text{CPT} \times \frac{\text{Broadcasting Time (seconds)} \times \text{audience (million)} \times 1000}{30 \text{ seconds}}$$

PRINT

Event Value = Size of article x ad price (1/1 page)

ONLINE *Event Value = $\frac{\text{CPT} \times \text{reach}}{1.000}$*

CPT based on standard banner prices per website category (between 20€ - 35€)

SOCIAL MEDIA

The monetary value on social media is based on CPE (cost per engagement) values, which are specific to social media platform, interaction type and account genre.

CPT

Price-performance ratio of a sponsorship

TV / WEB TV / OTT / SOCIAL VIDEOS

Depending on the individual sponsoring fee, the ratio shows the amount of money that must be invested to reach 1.000 people within 30 seconds.

If IRIS is not informed about the exact sponsoring fee, a fee of 100.000 Euro or 1.000.000 Euro, depending on the size of the commitment, is being assumed. The sponsor can calculate its own CPT through this formula:

$$\text{CPT} = \frac{\text{actual sponsoring fee}}{\text{assumed sponsoring fee}} \times \text{shown CPT}$$

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS

CPE

 Social Media

Monetary value calculation based on CPE:


Total monetary value

=


Engagement value
based on CPE (cost per engagement)

Differentiation

Per SM platform	Per type of engagement	Per IRIS defined genre
       Etc.	<ul style="list-style-type: none"> • Click • Like • Comment • Share • Video view • Reply • Retweet • Etc. 	<ul style="list-style-type: none"> • Athletes – Summer • Athletes – Winter • Clubs – Teams • Events – Venues • International Federations • Leagues • Media – General/Special/Sport • Influencers • Brands – Sponsors • Etc.

+


Impression value
based on CPT (cost per thousand)

Differentiation
- per SM platform
- 5 categories, based on attractiveness of the author category

+


Video value
based on CPV (cost per video view)

Differentiation
- per SM platform
- Average viewing duration

 i

Main source for CPE / CPT / CPV : Ayzenberg database

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS

MEDIA CONTACTS

Quality measure of the coverage in the different media:

TV / WEB TV / SOCIAL VIDEOS

Relates Broadcasting Time and audience per 30 seconds (FASPO convention)

$$\text{Media Contacts} = \frac{\text{Broadcasting Time (seconds)} \times \text{audience (million)}}{30 \text{ (seconds)}}$$

Example: A Broadcast with a viewership of 5 million and a broadcasting time of two minutes means 20 million media contacts.

The calculation is made for every item separately.

PRINT

Multiplies the Print readership and the number of articles per event. E.g. two articles in one publication are counted twice for the media contacts, thus the total media contacts for a competition are higher than the total reach – for the reach, readership is counted only once per publication and day.

ONLINE

Multiplies the Online visits and the number of articles per event. E.g. two articles on one website are counted twice for the media contacts, thus the total media contacts for a competition are higher than the total reach – for the reach, visits is counted only once per website and day.

SOCIAL MEDIA

The Social Media reach is counted per post, therefore there is no difference between the reach and the media contacts on social media.

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS

SPONSORING CONTACTS

Quality measure of the sponsor visibility in the different media:

TV / WEB TV / SOCIAL VIDEOS

Relates sponsor visibility and audience per 30 seconds (FASPO convention)

$$\text{Sponsoring contacts} = \frac{\text{visibility (seconds)} \times \text{audience (million)}}{30 \text{ (seconds)}}$$

Example: A Broadcast with a viewership of 5 million and a sponsor visibility of two minutes means 20 million media contacts.

The calculation is made for every item and sponsor separately.

PRINT

Multiplies the Print readership and the number of articles with sponsor presence. E.g. two articles with sponsor presence are counted twice for the sponsoring contacts, thus the total sponsoring contacts for a competition may be higher than the total reach.

ONLINE

Multiplies the Online visits and the number of articles with sponsor presence. E.g. two articles with sponsor presence on one website are counted twice for the sponsoring contacts.

SOCIAL MEDIA

For the sponsoring contacts, the reach is counted once per post where a sponsor is present.

SPONSORING VALUE (based on a pre-defined CPT)

Monetary value of a sponsorship based on an assumed CPT. The assumption of the CPT is based on the price that a sponsor would be willing to pay to reach 1000 contacts. Sponsorship-specific CPTs vary between 1 and 5 Euros. Furthermore, there are approaches where the CPT is derived from classical advertising between 10 and 30 Euros (depended on the market).

TV

$$\text{Sponsoring Value} = \text{CPT} \times \left(\frac{\text{Sponsoring Contacts}}{1.000} \right)$$

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS



ENGAGEMENT (in Social Media)

Amount of interactions with posts/videos on social media platforms

The engagement is measured for the different platforms as follows:

- Flickr: favourites + comments
- Facebook: likes + comments + shares
- Instagram: likes + comments
- Twitter: retweets + favourites
- YouTube: likes + comments



ENGAGEMENT RATE (in Social Media)

Measures the amount of interaction social content earns relative to reach

$$\text{Engagement Rate (in percent)} = \frac{\text{Total engagement per post}}{\text{reach per post}} \times 100$$

The calculation is made for every item separately, the total engagement rate is an average of all single engagement rates

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INTELLIGENT RESEARCH IN SPONSORING

MEDIA | MARKET | INTELLIGENCE | DIGITAL

Our services and the resulting insights are targeted to provide valuable decision-making support around your sponsoring activities, and a solid basis for the successful integration of sponsoring in your corporate communication. The basis we are building upon is the objective, comprehensive, compliant monitoring and evaluation of all relevant formats in the respective national and international broadcasts and publications.

Based on our long-time industry expertise, we consult clients in the sponsoring selection phase, review sponsoring contracts, deliver media performance documentation, provide optimization proposals for your sponsoring implementation and investigate and analyze perception about your sponsoring impact in the target group.

We are using all available Media, Market and Consumer Research instruments to integrate and embed sponsoring more successfully in the overall marketing communication strategy of our clients.

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