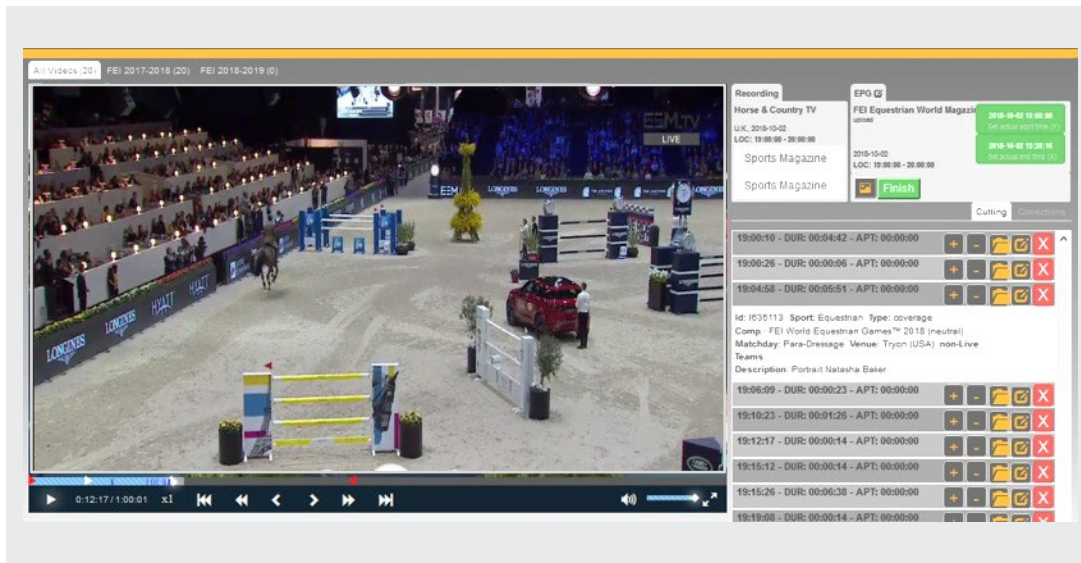# MEDIA RESEARCH SERVICES
TV / OTT MONITORING

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

TV

OTT, SOCIAL/MOBILE VIDEOS
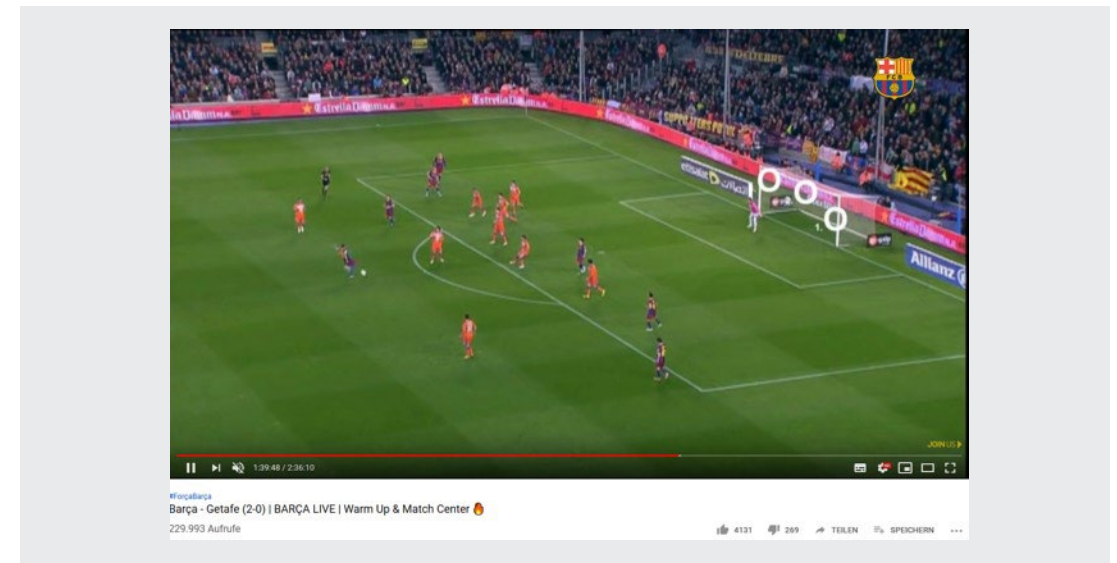

SECONDARY REPORTING (NEWS, MAGAZINES):
IRIS production system: Collection and analysis of the relevant video content by experienced evaluators in the defined panel

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

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

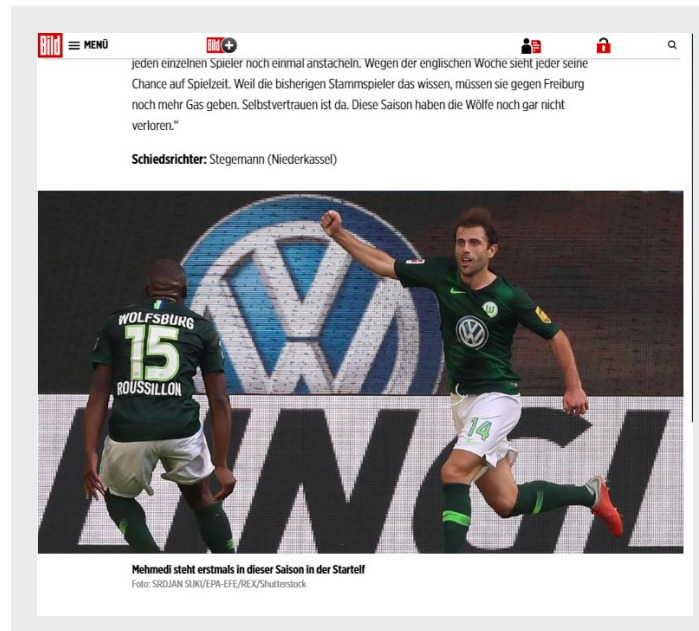**STEP 1: COLLECTING THE RELEVANT BROADCASTS/VIDEOS/ARTICLES/POSTS TO AN EVENT**

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
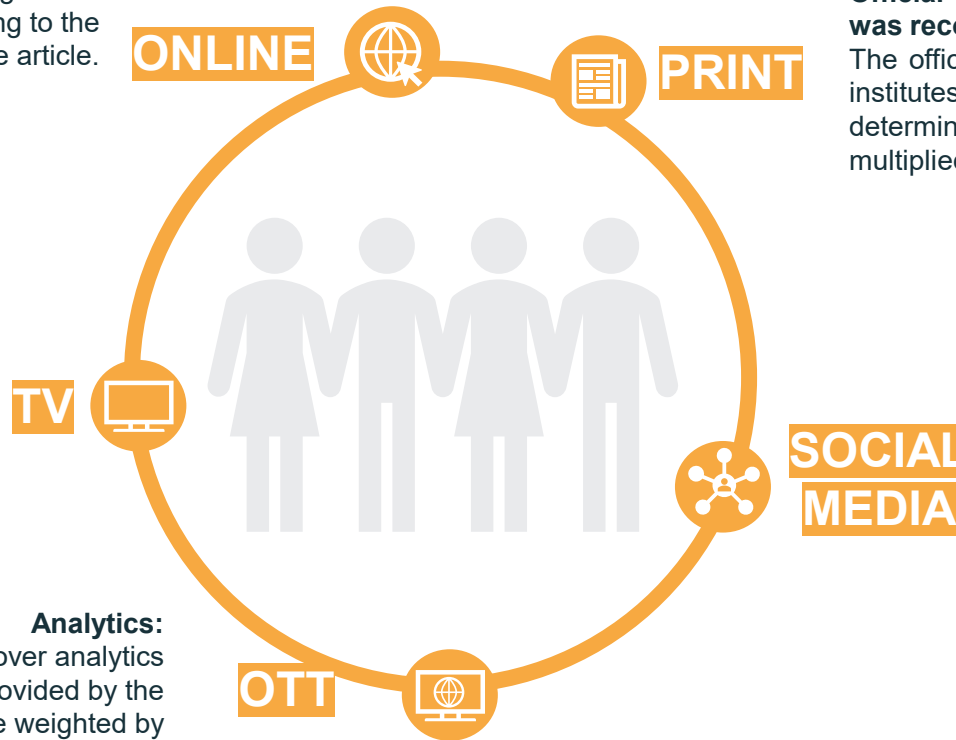## TV / OTT / PRINT / ONLINE / SOCIAL MEDIA MONITORING

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.

ONLINE

PRINT

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

Average reach of the programme in which the content was recorded:
Quota information of the responsible quota institute or IRIS quota prognosis model

TV

SOCIAL MEDIA

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
- X: Follower of the author x probability of reading
- YouTube: Impressions + Number of video views weighted
- TikTok: Impressions + Number of video views weighted

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.

OTT

MEDIA RESEARCH SERVICES
TV / OTT SPONSORSHIP EVALUATION

STEP 3: ANALYSIS OF SPONSOR'S PRESENCE

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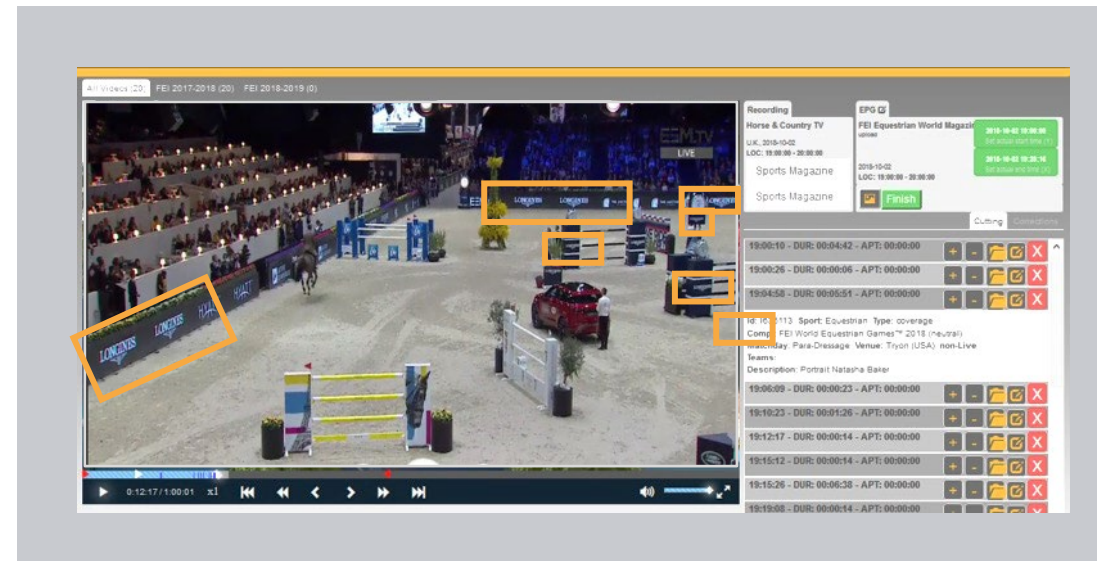
The duration of the sponsoring presence is measured by the IRIS production system to the second in the previously recorded relevant content, as soon as the advertising message is visible in the picture for at least one second. The advertising message must be at least 75% visible.

MEDIA RESEARCH SERVICES
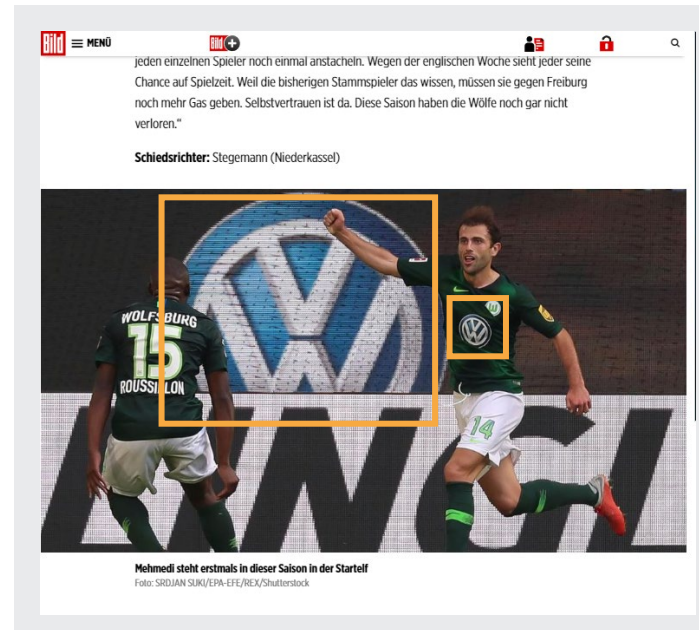## PRINT / ONLINE / SOCIAL MEDIA SPONSORSHIP EVALUATION

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.

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.

TV

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

OTT

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

*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).

ONLINE
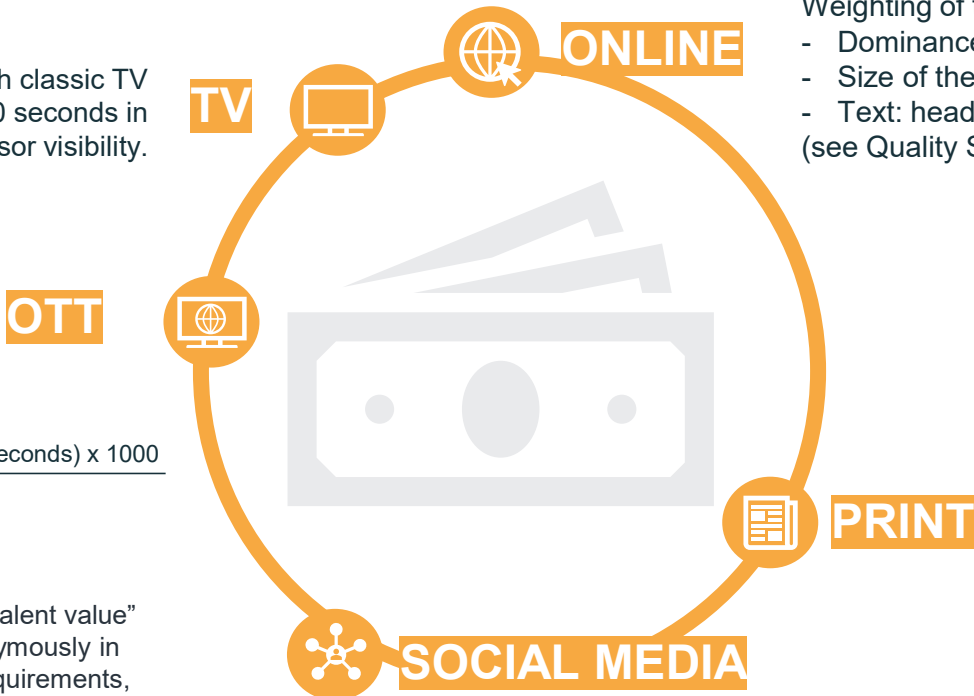
Weighted advertising equivalent value
Basis: Official banner CPTs of the website.
Weighting of the sponsor presence according to:
- Dominance class (dominant, recessive neutral)
- Size of the advertising message
- Text: heading vs. subheading vs. mention in article
(see Quality Score)

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%

PRINT

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

SOCIAL MEDIA

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 / OTT / OTT / SOCIAL VIDEOS

Based on spot rates or CPT (dependent on commission)

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

$Event\ Value = CPT\ x\ \dfrac{Broadcasting\ Time\ (seconds)\ x\ audience\ (million)\ x\ 1000}{30\ seconds}$

PRINT $\quad Event\ Value = Size\ of\ article\ x\ ad\ price\ (^1/_1\ page)$

ONLINE $\quad Event\ Value = \dfrac{CPT\ x\ reach}{1.000}$

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 / OTT / 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:

$CPT = \dfrac{actual\ sponsoring\ fee}{assumed\ sponsoring\ fee}\ x\ shown\ CPT$

OVERVIEW OF KPIS
KEY PERFORMANCE INDICATORS

CPE

Social Media

Monetary value calculation based on CPE:

Engagement value
based on CPE (cost per engagement)

Differentiation

Per SM platform

Per type of engagement
- Click
- Like
- Comment
- Share
- Video view
- Reply
- Retweet
- Etc.

Per IRIS defined genre
- Athletes – Summer
- Athletes – Winter
- Clubs – Teams
- Events – Venues
- International Federations
- Leagues
- Media – General/Special/Sport
- Influencers
- Brands – Sponsors
- Etc.

Etc.

Total monetary value

=

+

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

Main source for CPE / CPT / CPV : Ayzenberg database

INTELLIGENT RESEARCH IN SPONSORING
MEDIA | MARKET | INTELLIGENCE | DIGITAL

OVERVIEW OF KPIS
KEY PERFORMANCE INDICATORS

MEDIA CONTACTS

Quality measure of the coverage in the different media:

TV / OTT / SOCIAL VIDEOS

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

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

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 / OTT / SOCIAL VIDEOS

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

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

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

$$Sponsoring\ Value = CPT\ x\ \left(\frac{SponsoringContacts}{1.000}\right)$$

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
- X: retweets + favourites
- YouTube: likes + comments
- TikTok: likes + comments + shares

ENGAGEMENT RATE (in Social Media)

Measures the amount of interaction social content earns relative to reach

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

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

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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.

For more information visit us on

www.iris.sport　　　**LinkedIn**　　　**Facebook**