Assessing a fragmented media landscape and what it means for your communication strategy

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Media consumption changes 1994 - 2003

With an information explosion, and multiple media sources....
Technology Adoption

Technology adoption has occurred at a rapid pace.

Adoption rates for key technology offerings in Australia

- **Mobile Penetration**
- **Home Internet Penetration**
- **Home Broadband Penetration**
- **Pay TV Penetration**

Source: Roy Morgan Single Source: Jan 97 - Nov 03

Australian Population 14+

Rapid acceptance of technology where benefits and value are clear.
Media consumption changes 1994 - 2004

Source: Roy Morgan Single Source Australia 1994-2004
Figure 3: Index of media performance among intending Ford buyers in Australia

Source: Roy Morgan Single Source Australia 2000
Internet Attitudes

Source: Roy Morgan Single Source January 1999-June 2004
Base: Total Australian Population aged 14+ n=137,001
FTA and Pay TV Shares
5 caps 1995 - 2004

Source: OzTam All Individuals Exc Guests Share%
STV Penetration
by market 2004
As Australia's most affluent city - Sydney scores highest

Source: Roy Morgan Single Source SEP04
Prepared by Mitchell & Partners January 2005
Australians’ Overseas Travel Intentions

"Intend to Travel Overseas in the next 12 months" and Consumer Confidence (3 Month Moving Average)

Source: Roy Morgan Single Source Australia - June 2000 to December 2004
Base: Australian population Roy Morgan Single Source Apr 02 - Dec 04: Long Trip Travel Intentions
Holiday Bookings

Source: Roy Morgan Single Source Australia Apr 2000 - Dec 2004
Base: Total booked a last long (3+ nights) domestic trip
Increasing frequency of trips to supermarket

Source: Roy Morgan Single Source Jan97-Jun04
Base: Grocery Buyers
### TOTAL SHARE OF ALL NIGHTLY TV VIEWING
6PM TO MIDNIGHT

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<th>METRO</th>
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Source: Compiled by Survey Audits - 15th May to 11 June 2005

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More programs
Smaller Audiences
Your typical teenager is

- Instant messaging
- Listening to an IPOD and computer delivered music
- Casting an eye to TV (maybe while doing homework

Ira Carlin
Nothing will change how advertising is meant to work -- exposure of a message with the aim of inspiring some action on part of consumers, whether physical (head to store) or mental (head to store)

Ira Carlin
The continued challenge is how we continue to build and maintain the brand.
Response factors will be low since fragmented media by themselves deliver even lower audiences however we will continue to seek higher relative response
Subaru WRX STi Campaign

• Targeted to car enthusiasts, the STi campaign focus was to generate excitement about the Subaru STi in a highly competitive marketplace

• The banner was also contextually placed on drive.com.au to reach those in active purchase cycle

Results

• Achieved 259% increase in click-throughs (vs. category benchmark)
Index of media performance among Intending Ford buyers in Australia

Source: Roy Morgan Single Source Australia 2000
Spending trends in the US

• From 2003 to 2007, ATL advertising is expected to grow at 5.5% per year while BTL spending is expected to grow at 7.8%

Source: Winterberry Group
Consumer Trends

• Changing consumer demographics
• Growing consumer sophistication
• Widespread clutter diminishes impact of commercial messages that don’t address specific and individually relevant consumer needs
• Enhanced information availability empowers both marketers and consumers
• A total of $354 million was spent on out-of-home advertising in 2005, up 8 per cent on 2004 (Outdoor Media Association)

• Consumption of traditional media is at best stagnating and certainly so on a per capita basis (Simson 2001)
Transformation of Marketing

- One to one marketing
- Interactive Marketing
- Customisation
- Virtual Integration
Bullets found on board -- UAL doesn’t care!

United.com breaks the report of a former United employee concerning bullets discovered on an aircraft. What did UAL think about the safety implications? Nothing! Plus... other former UAL employees are speaking out. One flight attendant had some choice words for CEO Glenn Tilton, particularly appropriate now that the airline has pulled the plug on its employees’ pensions. Gregory Kevalkan, defying UAL’s legal threats, continues to warn other passengers and employees about the airline. Other past employees, including Tim Hafer, Douglas Niven, and David Lawson, have provided numerous accounts of UAL’s wrongdoing with respect to safety issues, wrongful dismissal, and other retaliatory actions (and won their court battles against the airline). Would you board a plane bearing the “United” logo?

How UAL Treats its own

A UAL employee alerts the AFA to the cynical financial manipulations of upper management while they continue to squeeze the regular employees. A former UAL employee “used to hate this site” but had a change of heart after learning the truth about the airline. Another former UALer describes the morally bankrupt management practices still going on at the airline, while others comment on the continued abuse of loyal employees. Under such conditions, is it any wonder that passengers receive similar treatment? Sadly, it seems the only way to deal with this near-bankrupt-but-still-arrogant airline is through the courts, as this poster is now pursuing legal action. Stay tuned!

How UAL Loses its Passengers

Not only have numerous Washington DC hotels apparently decided not to trust UAL, but this former passenger hasn’t even been given the courtesy of a response from the airline to her complaint, now lodged on three separate occasions. In other posts, a former gold level flyer explains why he no longer chooses UAL -- “It’s all about service”. And another prospective passenger explains why he’ll be choosing another carrier for his flights. It’s all here at Untied.com.

If you like our site, please consider helping support its maintenance.
• Heightened client pressure to deliver quantifiable value forces greater accountability on marketing service providers
• Perhaps one of the biggest changes is that marketing is becoming less about "pushing" a message and more about trying to engage consumers and give them the opportunity to "pull" their own personal requirements from it. This hinges on indentifying the habits of audiences, how they interact with the new technology and then working out the best way of engaging them.

Clarke 2005
• Monitor Word of Mouth – most influential factor in student recruitment study
Many different stakeholders

- Advertising Agencies
- Broadcasters
- Research Companies
- Academics
- Advertisers
- CFO/Treasurer
- Direct Mail
- Publishers
The Problem:
Most Metrics Don’t Migrate Easily Across Media

- Cost per thousand
- Market Share
- $ Spend
- Incremental NPV
- Tarps
- Recognition
- Recall
- Response Rates
- Reach and Frequency
- Cost per thousand
“Weblogs and collaborative filtering make traditional marketing look stupid. Marketing for 100 years or so has consisted of the beaming of messages to demographic segments. Now marketing means me and my web buddies make fun of the messages being beamed to us. I can find out in 0.87 seconds whether Maytag washers are really more reliable. Further, the last person I want to talk to about Maytag washers is Maytag, Inc. because I know they'll just lie to me”
“The era of the destination website is over”

Participation websites will be part of the next stage of the Internet's evolution. Destination websites are in danger of becoming the seaside piers of the information age: vast, beautiful & elaborate constructions, condemned to a brief life.

Leadbeater 2001  http://specials.ft.com/creativebusiness/FT3XAQN4RUC.html
1:1 Relationship

This is what blogging is all about, a one-on-one unmediated relationship between writer and reader paradoxically made possible by the most mass of media, the Internet.

Weblogs Cumulative
March 2003 - June 2005

18.9 Million Weblogs Tracked
Doubling in size approx. every 5 months
Consistent doubling over the last 36 months

Technorati
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Technorati
- As of Oct 2005 over 70,000 blogs were created daily.
- A new weblog is created about every second.
- Recent Spikes are partly due to increase in Chinese Blogs
- 55% of new bloggers are still posting 3 months later.
- 13% of all blogs update weekly (or more).
- About 2% - 8% of new blogs are spam (red spikes)
1.2 Million legitimate Posts/Day
Spam posts marked in red
On average, additional 5.8% are spam posts
Some spam spikes as high as 18%
Blogs and MSM

Blue = Mainstream Media
Red = Blog

Challenge: Fight, or Embrace?
Almost a third of blog posts use tags or categories. Over 25 Million, growing at about 400k/day.
Urgent Appeal: Release Peace Activists Held in Iraq

Four members of Christian Peacemaker Teams were taken on November 26, in Baghdad, Iraq. They are not spies, nor do they work in the service of any government. They are people who have dedicated their lives to fighting against war and have clearly and publicly opposed the invasion and occupation of Iraq. They are people of faith, but they are not missionaries. They have deep respect for the Islamic faith and for the right of Iraqis to self-determination.

Read and sign the appeal for their release...

Never Before! The Amnesiac Torture Debate

by Naomi Klein > December 8, 2005

It was the “Mission Accomplished” of George W. Bush’s second term, and an announcement of that magnitude called for a suitably dramatic location. But what was the right backdrop for the infamous “We do not torture” declaration? With characteristic Audacity, the Bush team settled on downtown Panama City.

It was certainly bold. An hour and a half’s drive from where Bush stood, the US military ran the notorious School of the Americas from 1946 to 1984, a sinister educational institution that, if it had a motto, might have been “We do torture.” It is here in Panama, and later, at the school’s new location in Fort Benning, Georgia, where the roots of the current torture scandals can be found.

Click here to read more...

The Threat of Hope in Latin America

by Naomi Klein > November 4, 2005

When Manuel Rozental got home one night last month, friends told him two strange men had been asking questions about him. In this close-knit indigenous community in southwestern Colombia ringed by soldiers, right-wing paramilitaries and left-wing guerrillas, strangers asking questions about you is never a good thing.

Click here to read more...
MORE STORMHOEK GOODNESS

Decanter Magazine writes about the "Blogging Doubles Stormhoek Wine" story.

And one of my favorite writers in the Blogosphere, Anil Dash writes about it on the Six Apart Blog:

Last year, Stormhoek, a popular South African wine, started a business blog powered by Movable Type and sent out one hundred complimentary bottles of their wine to bloggers across Europe. With the assistance of well-known blog marketing expert Hugh MacLeod, Stormhoek bet big on blogging, counting on the influence and voice of those bloggers to help get their message out.

The result? As you can see in Hugh's Movable Type-powered blog and in today's story on Decanter magazine's website, Stormhoek doubled sales of their wines.

PS: You should read the blog post Anil wrote the week after he got married. Possibly the most moving blog post I read in 2005.

PPS: Anil wouldn't know this, but it was him who got me using Movable Type. Long before he went to work for Six Apart [the company that makes MT software], I read his blog avidly; I was a real fan. Noticing that he was an MT user, I said to myself, "Good enough for Anil, good enough for me." This was the first time I ever came across MT. True Story.

Posted by hugh at January 17, 2006 03:27 AM | TrackBack

Comments
Who will take tomorrow's front page photograph - a professional press photographer or a passer-by armed with a cameraphone?

Somebody, somewhere is in the position to photograph just about anything that happens on the planet.

If you capture a newsworthy event, you could have a valuable scoop on your hands. Scoopit can sell your photos and videos to the media - and you'll get paid just like a professional.

Scoopit is simple. Scoopit is free. Join Scoopit today and snap...send...sell!
Analyzing Brand Weblogs
• The stories reported on a weblogs represent the **voice of the consumer** rather than that of the advertiser or brand manager
• Researching the stories on weblogs is useful for advertising executives.
  – It helps clarify and deepen the knowledge of how people resolve paradoxes triggered in their minds by a conscious feeling of unease, awareness of a problem or opportunity arising from conflict.
The implications

• Advertising executives who intend to analyse brand stories on weblogs, should consider the following points:
  – Crafting a story, whereby the brand is a supporting actor enabling the protagonist to achieve conscious and/or unconscious goals which are likely to reflect very favourable consumer-brand relationships.
The implications

– The storytelling analysis includes self-oriented thinking by the storyteller with near-conversational interactions with the primary brands appearing in the stories.
The implications

– Learning about what buyers and users say to the brand and what the brand says first and back in such conversations is likely to provide valuable clues for designing highly effective advertising strategies.
1. Scott

2. Aching back

3. Wheeled garment bag for Christmas trip home

4. Store

5. Attractive sales women

6. Pants unzipped

7. "Not only that, but I happened to be wearing a pair of loose-fitting jeans that day, purchased in a foolish attempt to look with it. (Damn you and your marketing, Tommy Hilfiger!) These pants were almost loose enough to fall off when they were fastened, and in their current state I feared that they would slip to the ground at the slightest encouragement."

8. "There's nothing more dreadful than being embarrassed in front of a person you find attractive, and this seemed like the inevitable outcome of my current situation."

9. "Part of the problem was that Valentine, which I later learned was her name, was an excellent saleswoman. I have never met anyone so knowledgeable about luggage."

10. "I adopted a two-pronged strategy. The first phase, the Hike......The second phase of my plan, the Cover....."

11. "Valentine: Zis bag has many expandable pockets. Me: Ah. (Left-hand Hike. Right-hand Cover.) Valentine: Zis makes eet very useful for short trips or long trips. Me: I see. (Right-hand Hike.)"

12. "I did not have $700 to spend on Italian luggage, so my choice was pretty clear after about five minutes..........choose the Travelpro..... because I had the Financial Acumen to recognize that it was a great buy."

13. "You know, I think I'm going go ahead and get the Travelpro." Her face lit up like a child's on Christmas morning.

14. "It was with horror that I realized my next predicament: getting to the counter. My pants were looser than ever, and the motion of walking would surely just speed their escape."

15. "I reached the car (out of breath!........slid the jeans up to my waist, zipped them up, and fastened the button. Rapture! I was never so glad to be wearing pants in all my life. Happiness flooded over me. I wanted to sing a song. I wanted to hug someone. I wanted to apologize to Tommy Hilfiger and take back the nasty things I'd said about his questionable parentage. "I was emotional! No hard feelings?"

16. "Most of all, I wanted to go back inside and talk to Valentine. I wanted to tell her about the whole silly situation. But life, as I well know, is not the movies, and I was not about to risk humiliation twice in one evening—my hips snugly ensconced in denim."