

MEDIA DATA: EMEA Web in Combination with TV or Print

EMS / COMSCORE WEBPLANNER 2013



The European Media & Marketing Survey (EMS) / comScore Webplanner allows users to plan web campaigns either separately or in combination with print or TV. EMS has expanded well beyond its original 1995 survey area in Western Europe. It now examines the media and consumption habits of the affluent population in 36 countries across Europe, Africa and the Middle East and has now also collaborated with comScore to help with boarder campaign planning.

The Webplanner shows the reach for each site as established within EMS and then fuses that number with average page view data from comScore. The ability to model page impressions is made possible using a specialized algorithm developed by Carthage.

The result is that planners can evaluate web campaigns using either page impressions or share of site metrics, alongside the standard TV and print metrics.

EMS BACKGROUND:



The European Media & Marketing Survey (EMS) measures the habits of Europe's most affluent consumers and top business decision makers – the top income earners of adult population. EMS measures 21 countries across Europe: Austria, Belgium/ Luxembourg, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey and UK.

First conducted in 1994, EMS does continuous fieldwork and is released once a year.

Its vast strategic planning database allows planners to interrogate the behavior of Europe's most affluent. It is possible to evaluate:

- What they do for business and pleasure
- What they purchase and why
- How they behave and express themselves
- Alongside detailed media consumption: what they watch or read - digitally, analogue or mobile.

This release represents fieldwork conducted between Jan-Dec 2012.

EMS International Web

Reach	Total		Total		Total		Total	
	EMS 21		EMS 21 Select Top 3%		EMS 17*		EMS 17* Select Top 3%	
Sample size/profile %>	27,947	100.0%	10,572	100.0%	24,948	100.0%	9,441	100.0%
Est. pop. '000/profile %>	49,441	100.0%	8,770	100.0%	43,177	100.0%	7,854	100.0%
	'000	%^	'000	%^	'000	%^	'000	%^
Daily								
20 Minutes (all country editions)	771	1.6%	151	1.7%	771	1.8%	151	1.9%
Aljazeera	225	0.5%	78	0.9%	197	0.5%	71	0.9%
BBC website (international version)	894	1.8%	313	3.6%	808	1.9%	288	3.7%
Bloomberg	395	0.8%	166	1.9%	356	0.8%	152	1.9%
Bloomberg Businessweek	223	0.5%	96	1.1%	202	0.5%	89	1.1%
CNBC	261	0.5%	83	0.9%	224	0.5%	72	0.9%
CNN	747	1.5%	223	2.5%	634	1.5%	193	2.5%
CNN Money website, incl. Fortune	264	0.5%	104	1.2%	212	0.5%	86	1.1%
CNN websites	977	2.0%	312	3.6%	819	1.9%	267	3.4%
Deutsche Welle (DW)	118	0.2%	38	0.4%	93	0.2%	32	0.4%
Discovery Channel	539	1.1%	124	1.4%	408	0.9%	101	1.3%
Economist, The	339	0.7%	111	1.3%	281	0.7%	99	1.3%
ESPN	180	0.4%	64	0.7%	152	0.4%	56	0.7%
ESPN FC	76	0.2%	27	0.3%	64	0.1%	24	0.3%
euronews	601	1.2%	163	1.9%	494	1.1%	138	1.8%
Eurosport (all country editions)	1,239	2.5%	306	3.5%	1,030	2.4%	267	3.4%
Fashion TV	143	0.3%	45	0.5%	107	0.2%	39	0.5%
Financial Times	607	1.2%	239	2.7%	535	1.2%	214	2.7%
Forbes	138	0.3%	47	0.5%	109	0.3%	43	0.5%
France 24	195	0.4%	60	0.7%	191	0.4%	56	0.7%
History (all country editions)	255	0.5%	72	0.8%	197	0.5%	62	0.8%
Metro (all country editions)	380	0.8%	90	1.0%	329	0.8%	79	1.0%
National Geographic	740	1.5%	181	2.1%	540	1.3%	142	1.8%
National Geographic Channel website (all country editions)	515	1.0%	132	1.5%	395	0.9%	106	1.4%
New York Times, including International Herald Tribune	674	1.4%	235	2.7%	609	1.4%	213	2.7%
NHK WORLD	50	0.1%	20	0.2%	50	0.1%	20	0.3%
Reuters	487	1.0%	166	1.9%	440	1.0%	153	1.9%
RT Russia Today	87	0.2%	38	0.4%	55	0.1%	27	0.3%
Sky News	1,078	2.2%	351	4.0%	1,033	2.4%	339	4.3%
The Daily Beast, including Newsweek	381	0.8%	127	1.5%	320	0.7%	111	1.4%
TIME	320	0.6%	108	1.2%	288	0.7%	95	1.2%
Travel Channel	247	0.5%	73	0.8%	184	0.4%	60	0.8%
TV 5 Monde	113	0.2%	41	0.5%	110	0.3%	38	0.5%
Wall Street Journal (all editions)	251	0.5%	96	1.1%	213	0.5%	86	1.1%
International Web: All	8,645	17.5%	2,366	27.0%	7,406	17.2%	2,104	26.8%

Reach	Total		Total		Total		Total	
	EMS 21		EMS 21 Select Top 3%		EMS 17*		EMS 17* Select Top 3%	
Weekly								
20 Minutes (all country editions)	1,516	3.1%	272	3.1%	1,516	3.5%	272	3.5%
Aljazeera	580	1.2%	186	2.1%	499	1.2%	168	2.1%
BBC website (international version)	2,857	5.8%	872	9.9%	2,402	5.6%	778	9.9%
Bloomberg	1,272	2.6%	532	6.1%	1,140	2.6%	482	6.1%
Bloomberg Businessweek	865	1.7%	357	4.1%	764	1.8%	325	4.1%
CNBC	1,064	2.2%	350	4.0%	899	2.1%	304	3.9%
CNN	2,841	5.7%	814	9.3%	2,366	5.5%	713	9.1%
CNN Money website, incl. Fortune	1,027	2.1%	391	4.5%	854	2.0%	339	4.3%
CNN websites	3,499	7.1%	1,070	12.2%	2,921	6.8%	941	12.0%
Deutsche Welle (DW)	458	0.9%	144	1.6%	366	0.8%	120	1.5%
Discovery Channel	2,057	4.2%	465	5.3%	1,523	3.5%	376	4.8%
Economist, The	1,365	2.8%	415	4.7%	1,185	2.7%	376	4.8%
ESPN	787	1.6%	262	3.0%	677	1.6%	235	3.0%
ESPN FC	416	0.8%	142	1.6%	367	0.8%	130	1.7%
euronews	1,986	4.0%	514	5.9%	1,618	3.7%	436	5.5%
Eurosport (all country editions)	4,006	8.1%	939	10.7%	3,216	7.4%	792	10.1%
Fashion TV	499	1.0%	134	1.5%	363	0.8%	109	1.4%
Financial Times	2,193	4.4%	802	9.1%	1,923	4.5%	720	9.2%
Forbes	469	0.9%	156	1.8%	397	0.9%	143	1.8%
France 24	703	1.4%	198	2.3%	692	1.6%	190	2.4%
History (all country editions)	1,160	2.3%	288	3.3%	895	2.1%	245	3.1%
Metro (all country editions)	1,328	2.7%	283	3.2%	1,151	2.7%	252	3.2%
National Geographic	2,940	5.9%	669	7.6%	2,236	5.2%	547	7.0%
National Geographic Channel website (all country editions)	2,575	5.2%	603	6.9%	1,975	4.6%	493	6.3%
New York Times, including International Herald Tribune	2,168	4.4%	673	7.7%	1,911	4.4%	603	7.7%
NHK WORLD	198	0.4%	81	0.9%	198	0.5%	81	1.0%
Reuters	1,709	3.5%	540	6.2%	1,476	3.4%	490	6.2%
RT Russia Today	353	0.7%	139	1.6%	241	0.6%	106	1.3%
Sky News	3,072	6.2%	914	10.4%	2,914	6.7%	872	11.1%
The Daily Beast, including Newsweek	1,411	2.9%	463	5.3%	1,167	2.7%	401	5.1%
TIME	1,577	3.2%	485	5.5%	1,369	3.2%	424	5.4%
Travel Channel	1,102	2.2%	295	3.4%	827	1.9%	246	3.1%
TV 5 Monde	535	1.1%	173	2.0%	513	1.2%	158	2.0%
Wall Street Journal (all editions)	1,048	2.1%	388	4.4%	930	2.2%	356	4.5%
International Web: All	19,270	39.0%	4,580	52.2%	16,378	37.9%	4,067	51.8%
Monthly								
20 Minutes (all country editions)	1,988	4.0%	349	4.0%	1,988	4.6%	349	4.4%
Aljazeera	1,038	2.1%	304	3.5%	895	2.1%	276	3.5%
BBC website (international version)	4,649	9.4%	1,334	15.2%	3,873	9.0%	1,184	15.1%
Bloomberg	2,076	4.2%	828	9.4%	1,851	4.3%	750	9.6%
Bloomberg Businessweek	1,390	2.8%	549	6.3%	1,254	2.9%	509	6.5%
CNBC	1,888	3.8%	586	6.7%	1,583	3.7%	509	6.5%
CNN	4,858	9.8%	1,332	15.2%	4,016	9.3%	1,173	14.9%

Reach	Total		Total		Total		Total	
	EMS 21		EMS 21 Select Top 3%		EMS 17*		EMS 17* Select Top 3%	
CNN	4,858	9.8%	1,332	15.2%	4,016	9.3%	1,173	14.9%
CNN Money website, incl. Fortune	1,659	3.4%	621	7.1%	1,387	3.2%	541	6.9%
CNN websites	5,775	11.7%	1,671	19.1%	4,810	11.1%	1,477	18.8%
Deutsche Welle (DW)	809	1.6%	228	2.6%	646	1.5%	192	2.4%
Discovery Channel	3,925	7.9%	839	9.6%	2,822	6.5%	675	8.6%
Economist, The	2,533	5.1%	736	8.4%	2,211	5.1%	668	8.5%
ESPN	1,216	2.5%	385	4.4%	1,038	2.4%	344	4.4%
ESPN FC	639	1.3%	224	2.6%	570	1.3%	207	2.6%
euronews	3,261	6.6%	804	9.2%	2,625	6.1%	676	8.6%
Eurosport (all country editions)	6,094	12.3%	1,347	15.4%	4,981	11.5%	1,152	14.7%
Fashion TV	884	1.8%	227	2.6%	615	1.4%	178	2.3%
Financial Times	3,607	7.3%	1,233	14.1%	3,185	7.4%	1,111	14.1%
Forbes	1,514	3.1%	475	5.4%	1,269	2.9%	417	5.3%
France 24	1,234	2.5%	325	3.7%	1,197	2.8%	308	3.9%
History (all country editions)	2,073	4.2%	503	5.7%	1,564	3.6%	420	5.3%
Metro (all country editions)	2,048	4.1%	406	4.6%	1,783	4.1%	363	4.6%
National Geographic	5,768	11.7%	1,218	13.9%	4,433	10.3%	1,011	12.9%
National Geographic Channel website (all country editions)	4,643	9.4%	1,037	11.8%	3,554	8.2%	855	10.9%
New York Times, including International Herald Tribune	3,775	7.6%	1,078	12.3%	3,279	7.6%	961	12.2%
NHK WORLD	302	0.6%	118	1.3%	302	0.7%	118	1.5%
Reuters	2,775	5.6%	850	9.7%	2,411	5.6%	773	9.8%
RT Russia Today	536	1.1%	198	2.3%	352	0.8%	146	1.9%
Sky News	4,541	9.2%	1,283	14.6%	4,200	9.7%	1,201	15.3%
The Daily Beast, including Newsweek	2,356	4.8%	728	8.3%	1,958	4.5%	636	8.1%
TIME	2,796	5.7%	801	9.1%	2,412	5.6%	702	8.9%
Travel Channel	2,023	4.1%	506	5.8%	1,514	3.5%	423	5.4%
TV 5 Monde	1,007	2.0%	297	3.4%	970	2.2%	275	3.5%
Wall Street Journal (all editions)	1,922	3.9%	654	7.5%	1,664	3.9%	596	7.6%
International Web: All	25,781	52.1%	5,658	64.5%	21,923	50.8%	5,030	64.0%

*EMS 17 excludes C-EMS countries:
Czech Republic, Hungary, Poland, Russia