

Media Behavior Institute[®]



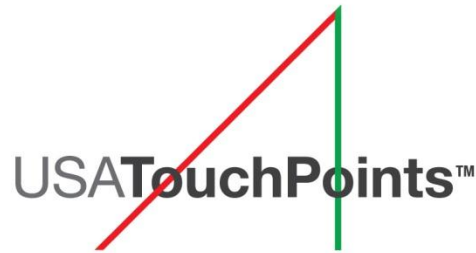
The Collaborative Alliance

Media Professionals & Consumers

Different Planets

Or

Peas in a Pod?



Jim Spaeth, CEO Media Behavior Institute

HYPOTHESIS:

- **Media professionals have different daily media profiles from the consumers they are concerned with reaching**
- **Is it true?**
- **And if so how does it differ?**

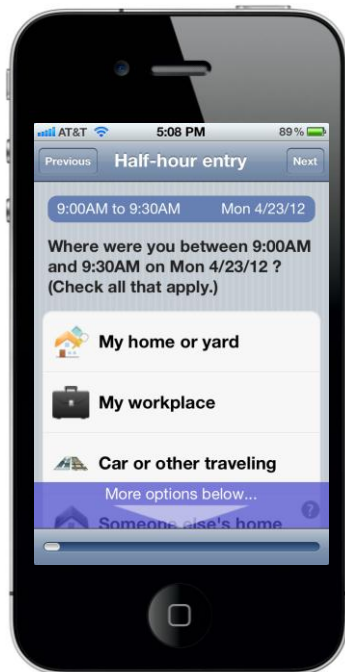
WE DECIDED TO COMPARE



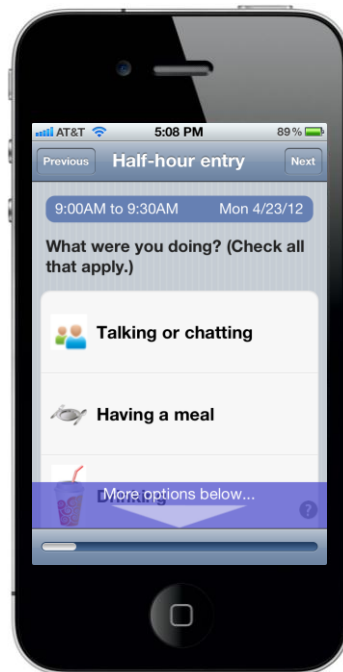
A SIMPLE, POWERFUL APP

Capturing contextual data all day

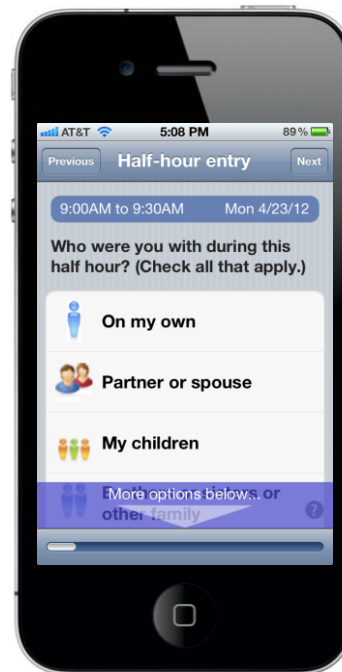
Location



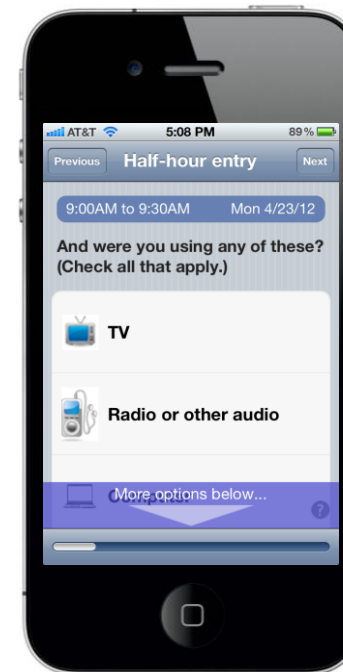
Activities



Social Setting



Media



Mood/Emotion



THE SAMPLE

(Directional – not projectable)

- 15 PARTICIPANTS
- 6 MALES, 9 FEMALES
- MIX OF AGENCY, MEDIA OWNER, INDUSTRY BODY EXECs
- AGES 25-60
- 414 TOTAL HALF-HOUR ENTRIES
- OVER 5,000 LIFE CONTEXT DATA POINTS CAPTURED FROM OUR MEDIA PROFESSIONALS



THE WORKING DAY

% of Waking Time Spent Working



THE WORKING DAY

% of Waking Time Spent Working

66%

MEDIA PROS



46%

GENERAL POP



THE WORKING DAY

% of Waking Time Spent Working

66%

MEDIA PROS

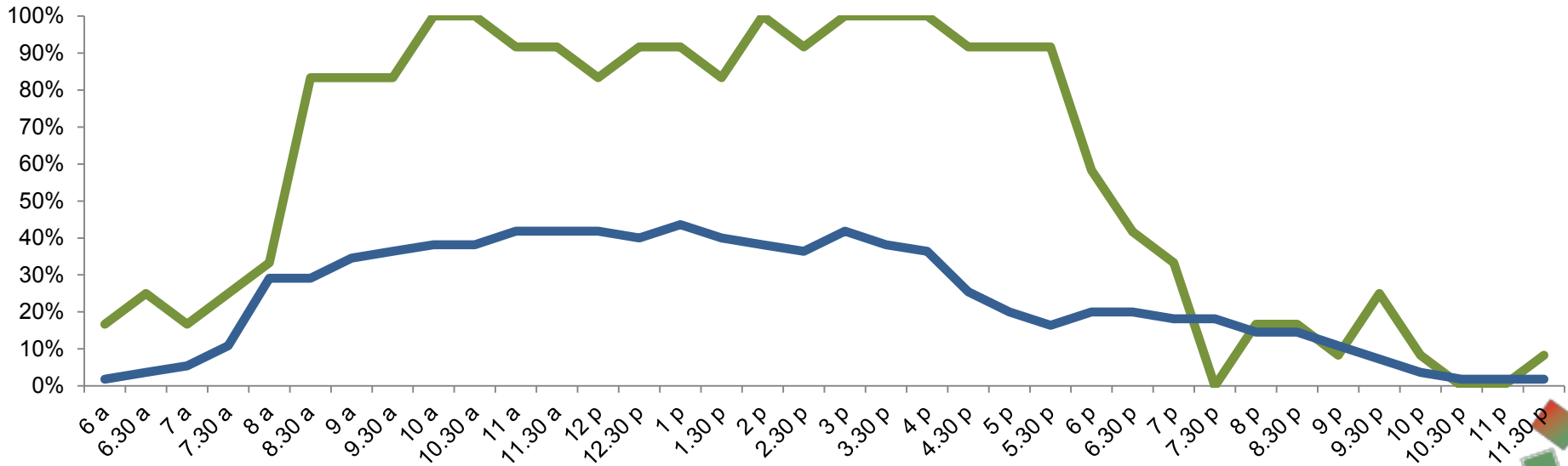


46%

GENERAL POP

Media professionals start earlier and work later – also more work related activity in the evening.

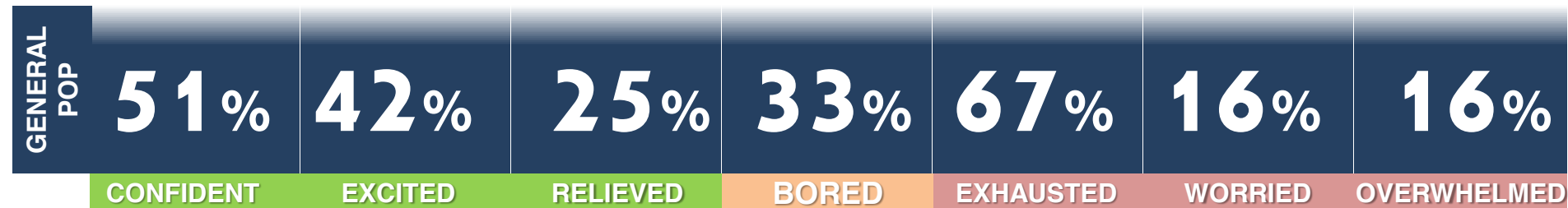
% Working by Time of Day



EMOTIONS

REACH AND PERCENTAGE OF WAKING TIME

Media professionals' days
are emotional roller coasters



- More confident, but more overwhelmed.
- More worried, more relieved than consumers.
- Less time to be bored!



EMOTIONS

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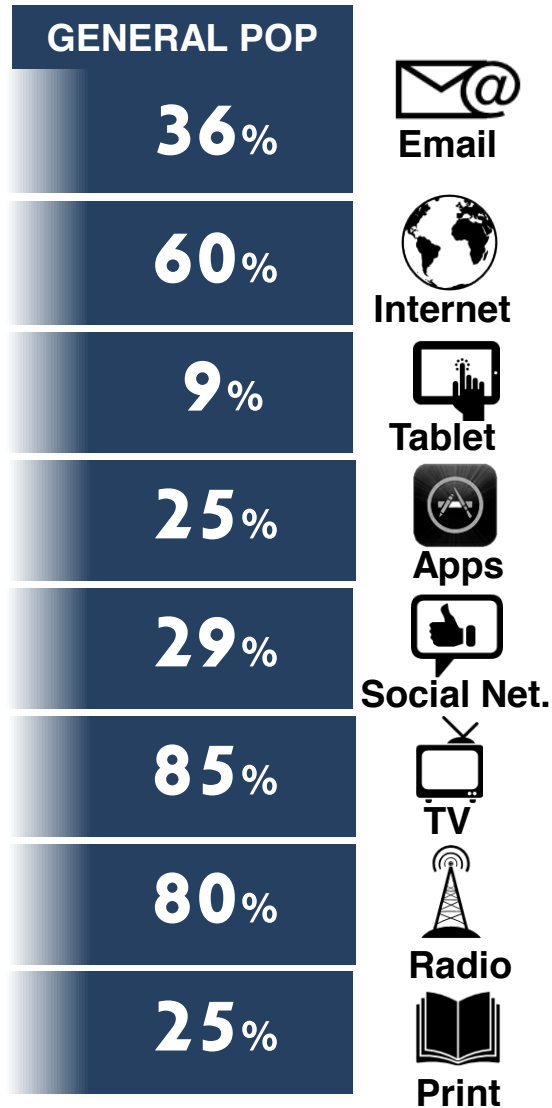
	CONFIDENT	EXCITED	RELIEVED	BORED	EXHAUSTED	WORRIED	OVERWHELMED
GENERAL POP	51%	42%	25%	33%	67%	16%	16%
MEDIA PROS	83%	58%	42%	17%	83%	42%	33%

- More confident, but more overwhelmed.
- More worried, more relieved than consumers.
- Less time to be bored!











MEDIA USE

AVERAGE DAILY REACH



MEDIA USE

AVERAGE DAILY REACH

GENERAL POP		MEDIA PROS
36%	 Email	100%
60%	 Internet	83%
9%	 Tablet	25%
25%	 Apps	92%
29%	 Social Net.	50%
85%	 TV	75%
80%	 Radio	42%
25%	 Print	42%

Media professionals skew to digital and emerging media for reach and % of waking time

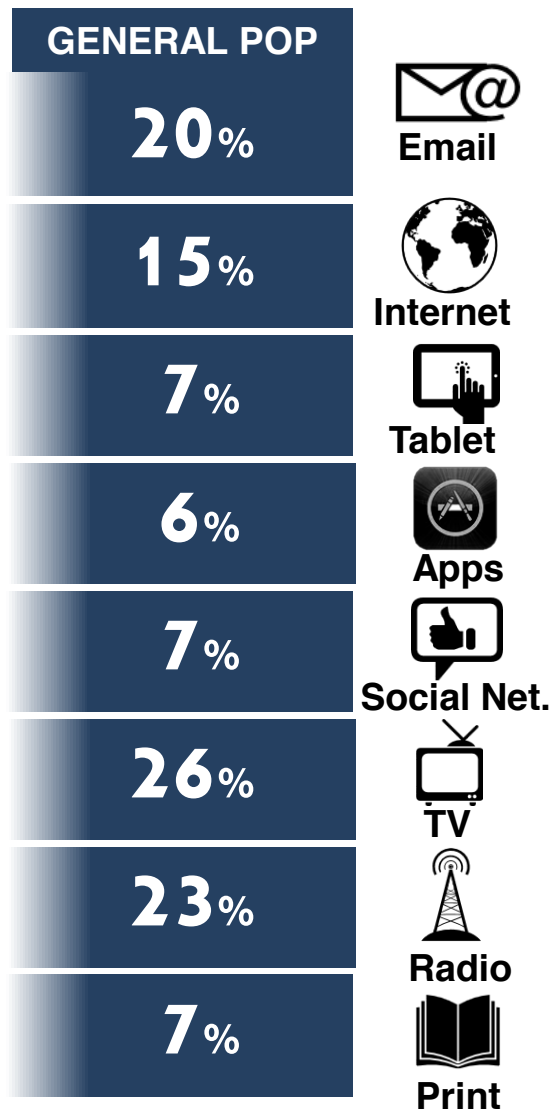
Consumers skew to TV and Radio with others more evenly distributed

Print is perhaps the biggest surprise











MEDIA USE

PERCENTAGE OF WAKING TIME



MEDIA USE

PERCENTAGE OF WAKING TIME

GENERAL POP		MEDIA PROS
20%	 Email	52%
15%	 Internet	28%
7%	 Tablet	7%
6%	 Apps	11%
7%	 Social Net.	19%
26%	 TV	19%
23%	 Radio	25%
7%	 Print	5%

The percentage of waking time spent using different media is much closer between the groups – even where Reach is very different.

Tablet and Radio are two of the best examples of this

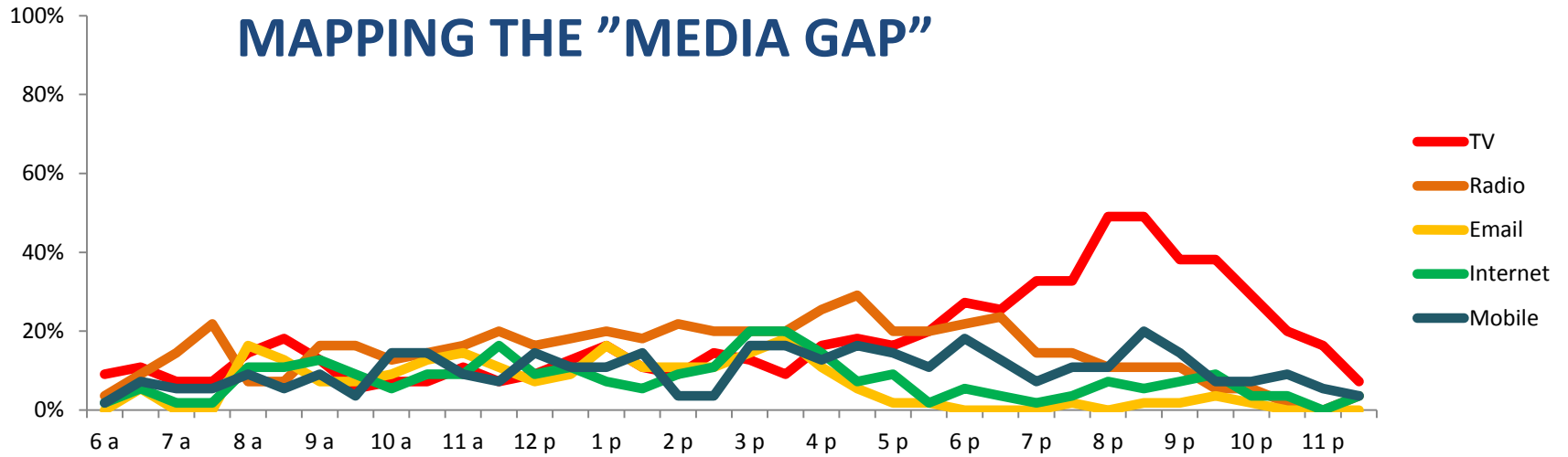
Email and internet are the obvious exceptions



MEDIA USE BY TIME OF DAY

MAPPING THE "MEDIA GAP"

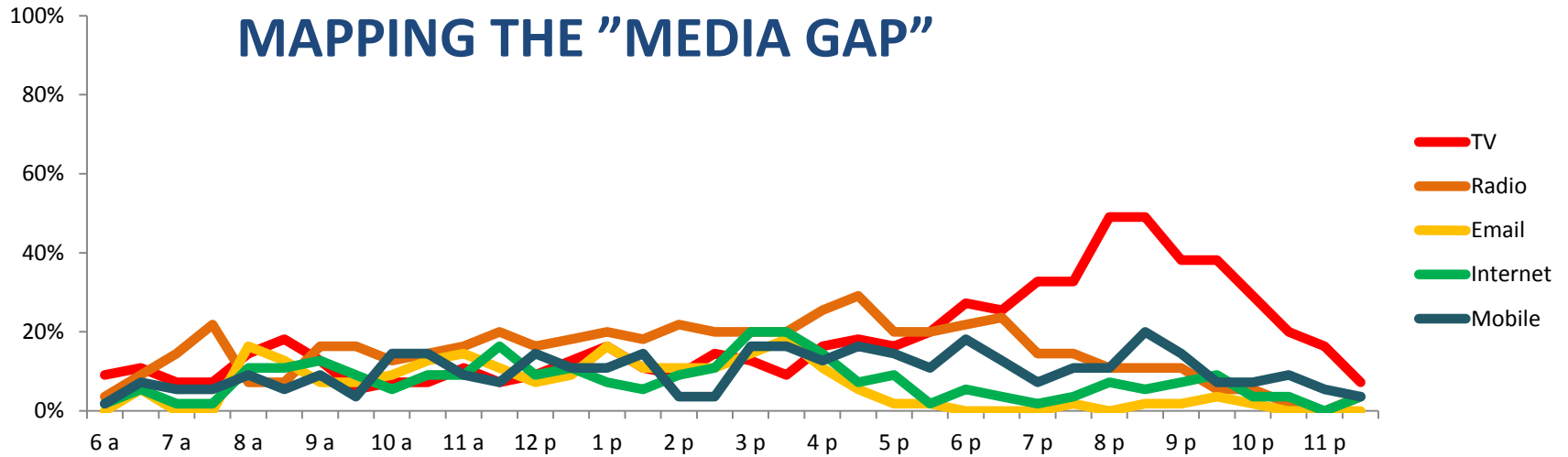
GENERAL
POPULATION



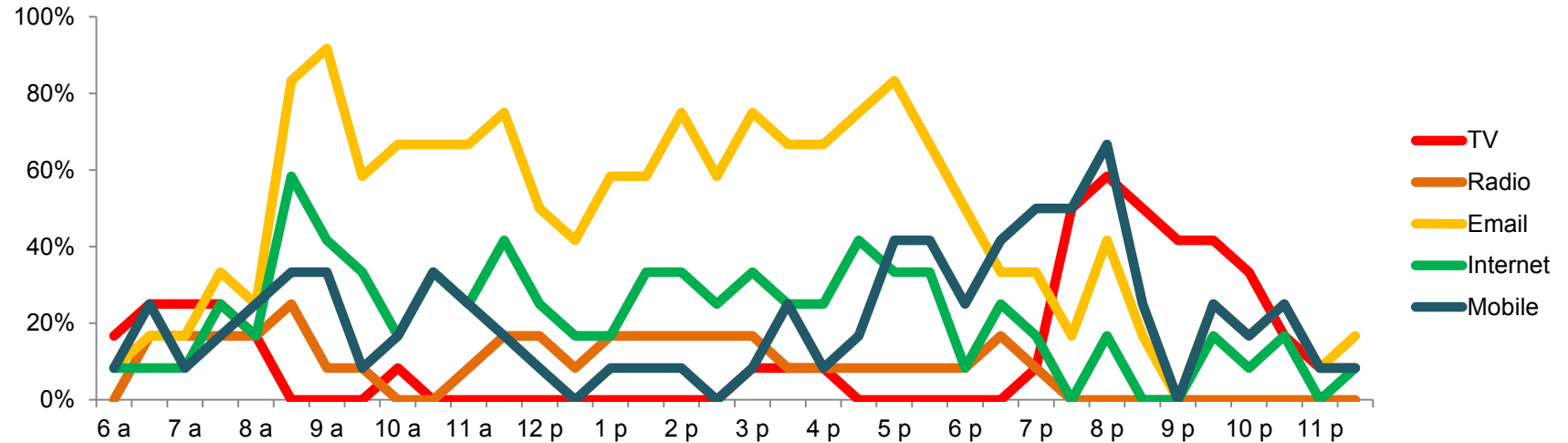
MEDIA USE BY TIME OF DAY

MAPPING THE "MEDIA GAP"

GENERAL POPULATION



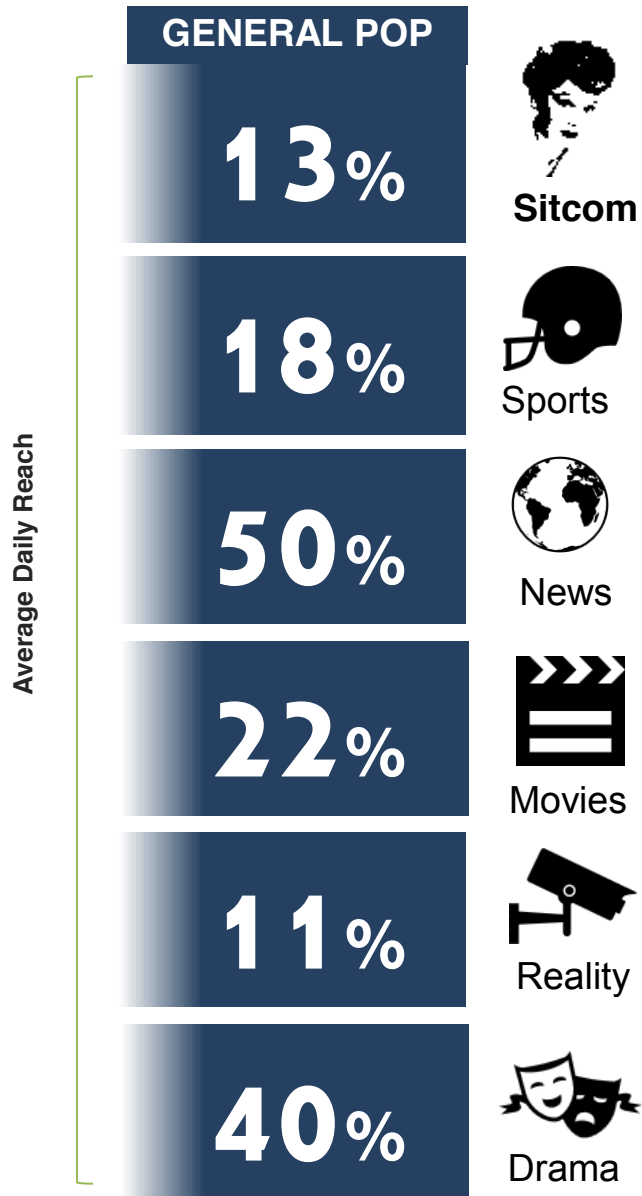
MEDIA PROFESSIONALS



The different media journeys of media professionals and consumers

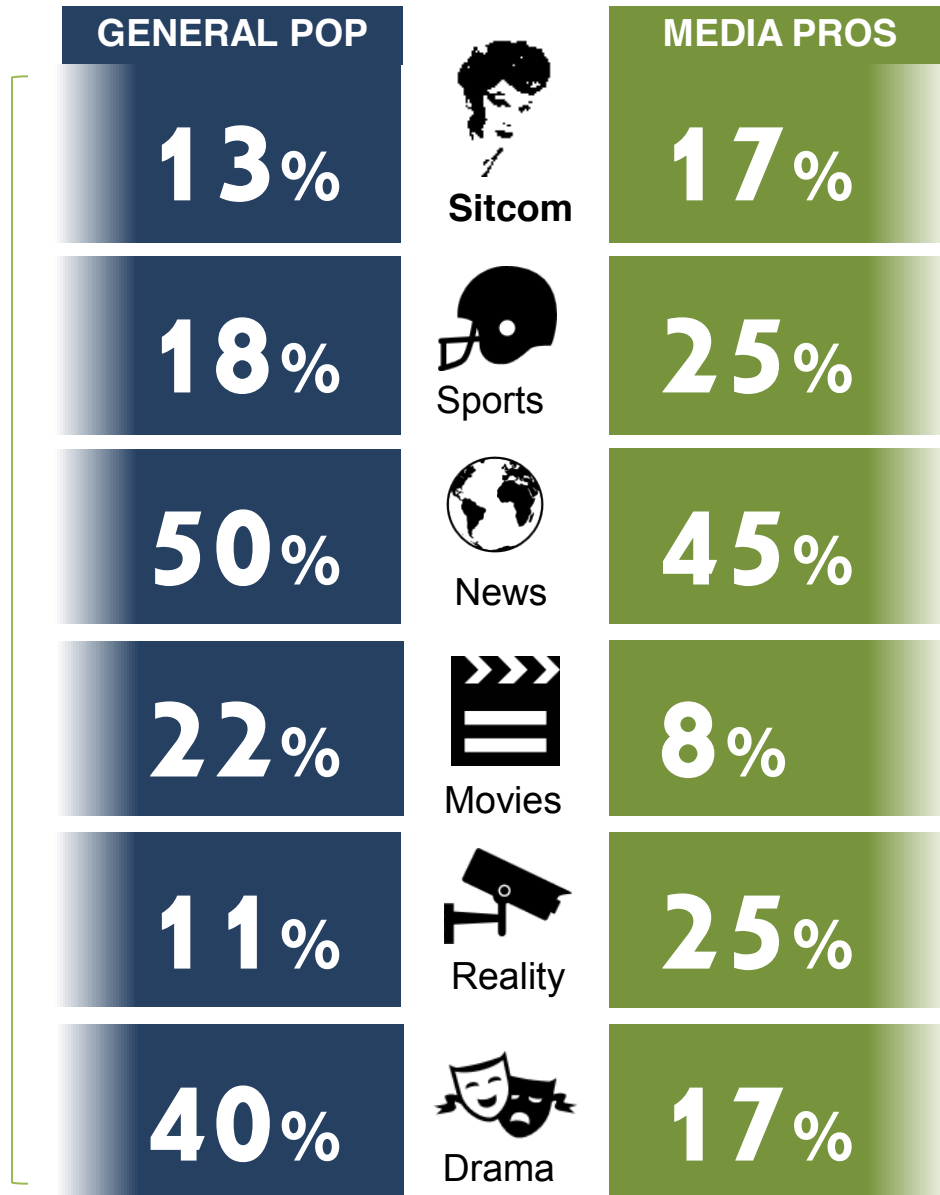


TV DOMINATES PRIME TIME FOR ALL BUT PROGRAM CHOICE DIFFERS



TV DOMINATES PRIME TIME FOR ALL BUT PROGRAM CHOICE DIFFERS

Average Daily Reach



Both groups watch more news than anything else.

Media professionals watch more Reality TV also!

They also watch much less drama



CONCLUSIONS

On the basis of this exercise...

1. There exists a very real and significant Media Gap between media professionals and consumers
2. This gap may be reflective of the professional need to be familiar with more media or the fact of working in media-friendly environments
3. It may also be partly accounted for by an attraction to the new. Media professionals skew towards digital and emerging media more so than consumers



CONCLUSIONS

On the basis of this exercise...

- Such differences in the media map between the groups may amplify the cultural challenge of engaging audiences that differ in their behaviors
- Only a larger, projectable study could quantify the extent to which this may be a problem instead of a natural reflection of the expertise and lifestyle of the modern media executive
- But it's interesting to speculate.



Thank You

MPGMC

and

All our participants
(you know who you are)

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