

Bernard Cools
President
Technical Committee Press



Thank you



Pers

Bernard Cools, Voorzitter

Space

Remi Boel

Omnicom Media Group

Brigitte Gilson

GroupM Belgium

Bruno Liesse

Newsworks

Linda Scheerlinck

Roularta

Charles-Emmanuel Amand

IPM

Françoise Fauchaux

Ads & Data

Francine Kenler

Rossel

Ilse Peeters

DPG Media

Lauranne Van Cutsem

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De Persbereikresultaten zijn beschikbaar!

Pers - 12/10/2022

Het CIM publiceert vandaag de nieuwe Persbereikcijfers voor de Belgische pers, en dit na 2 jaar onderbreking wegens de gevolgen van Covid op het onderzoek van 2021.

Aan de hand van meer dan 8.200 online en offline ingevulde vragenlijsten (tussen november 2021 en juni 2022) heeft het CIM het bereik berekend van meer dan 80 Belgische perstitels en het gedetailleerde socio-demografische profiel ervan bepaald. Het bereik wordt gemeten voor de papieren versie van kranten en magazines die deelnemen aan de studie, maar ook voor hun digitale versie.

De resultaten van het geobserveerde bereik van de websites en apps uit de CIM Internet studie worden ook toegevoegd. Zo kan het CIM de “total reach” inschatten van elk merk.

Agenda





On the road again

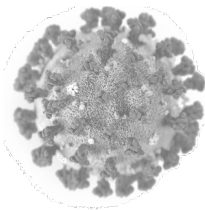
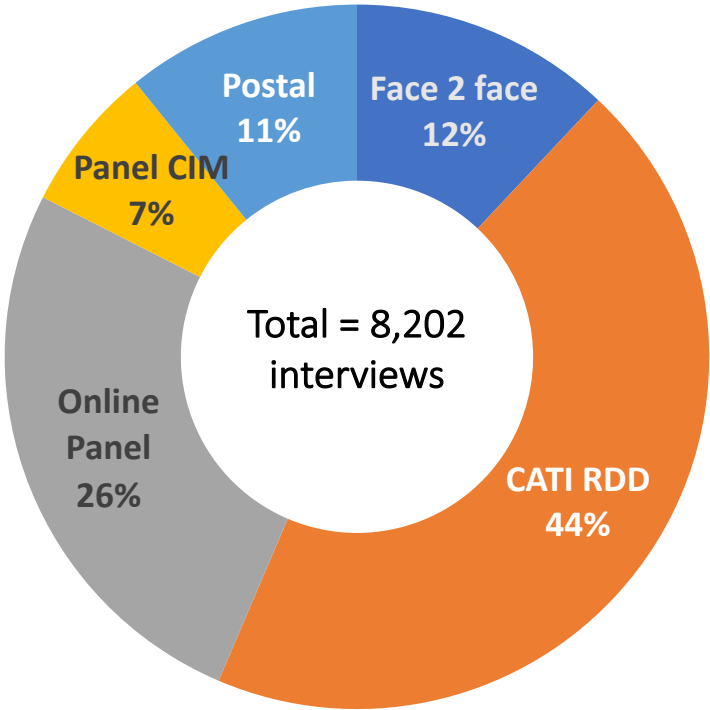
In a nutshell

Universe	Sample	Fieldwork	Recruitment	Interview
<ul style="list-style-type: none">• Adults 16+ living in BE• 9.462.733 p.	<ul style="list-style-type: none">• 8 202 interviews• 1 respondent represents 1.154 individuals	<ul style="list-style-type: none">• 24/11/2021-30/06/2022	<ul style="list-style-type: none">• Face2face @ home• Telephone via Random Digit Dialing (RDD)• Online access panel• Online CIM panel• Postal	<ul style="list-style-type: none">• F2F:CASI Computer Aided Self Interviewing• CAWI (via [mobile] Web)

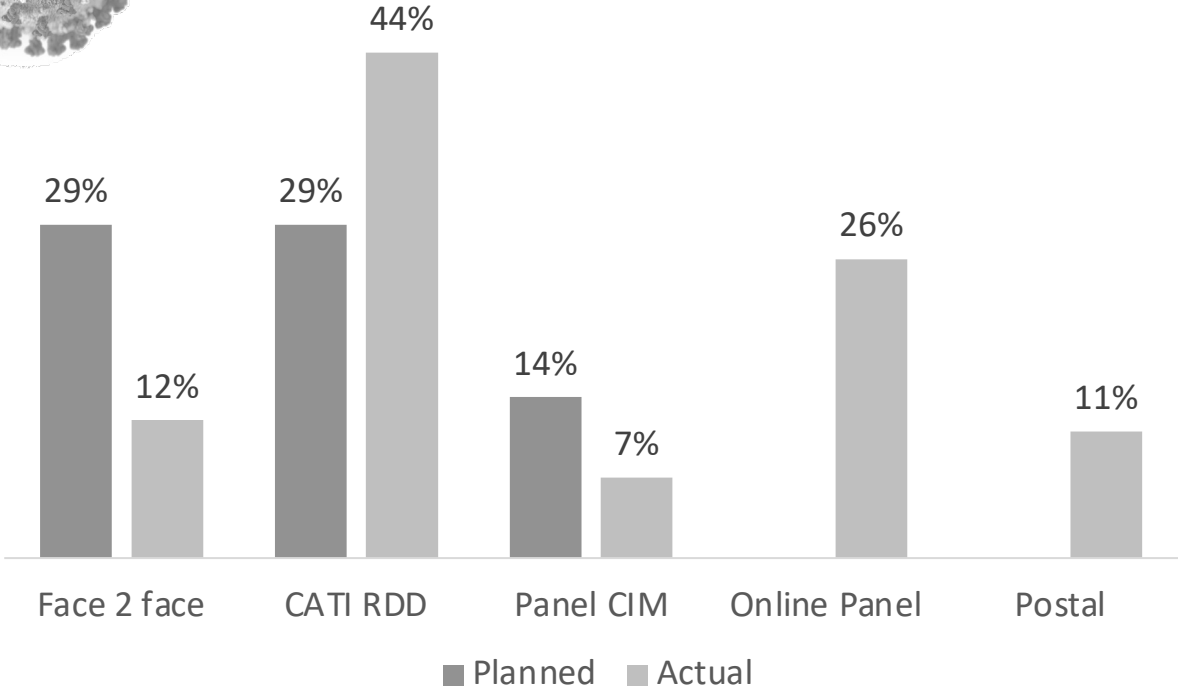


NRS 2021-2022 recruitment overview

Breakdown recruitment methods

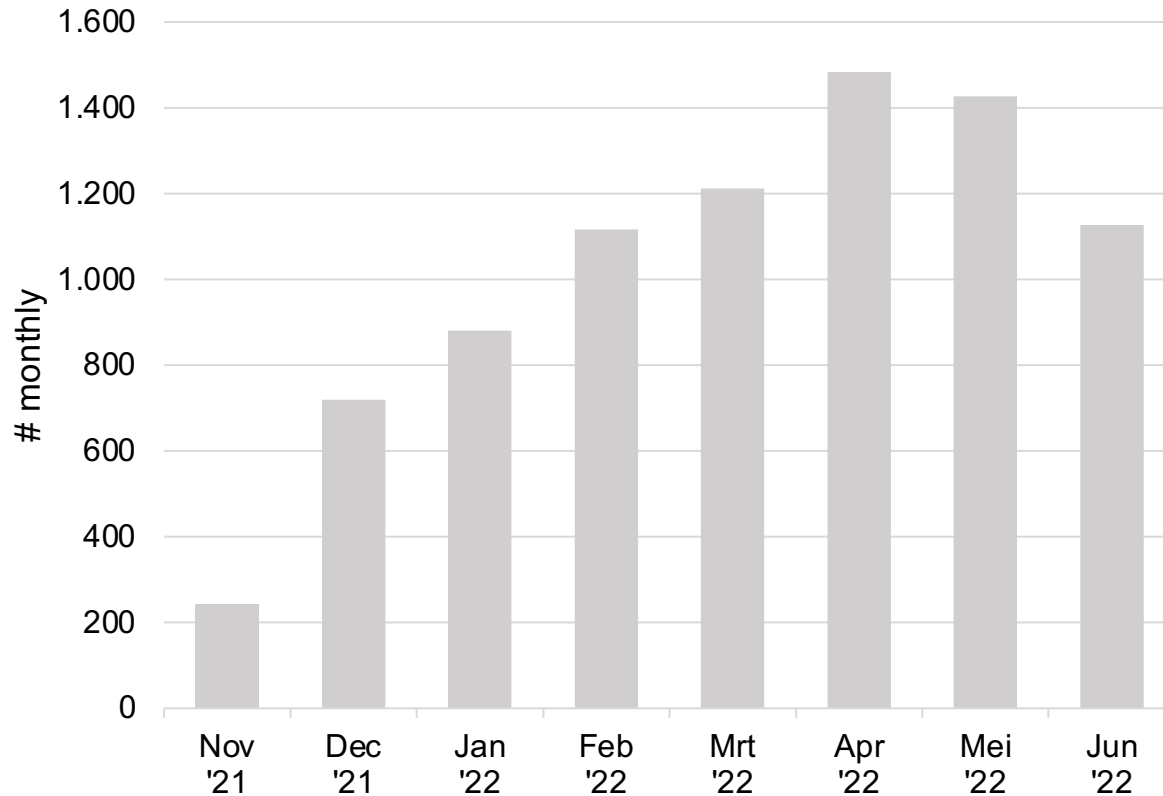


Recruitment: not exactly as intended...

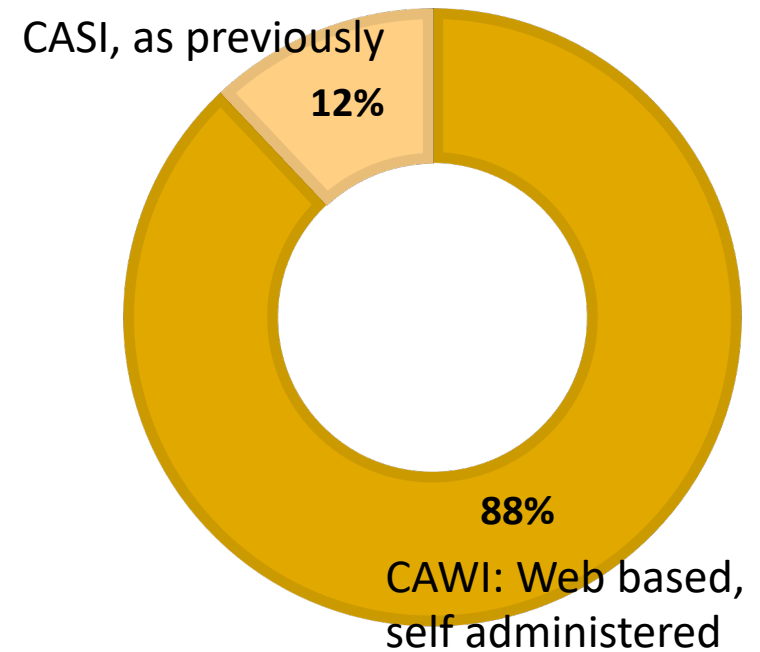


Changes in the fieldwork

Timeline NRS interviews



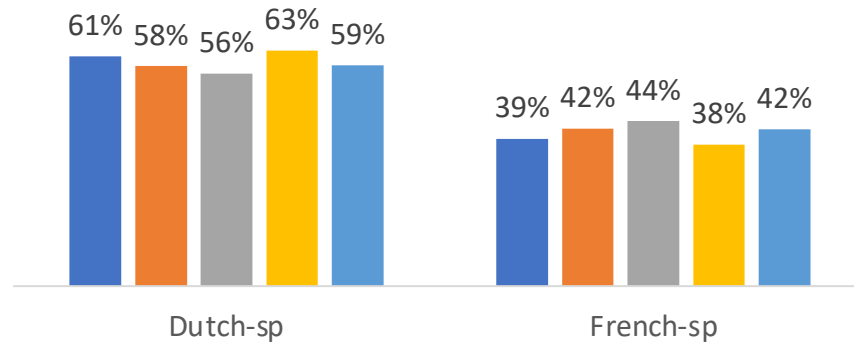
Data collection mainly online



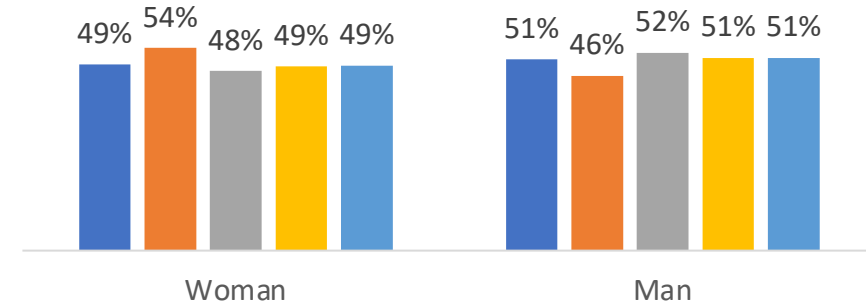
Profile differences by recruitment

Based on gross sample composition

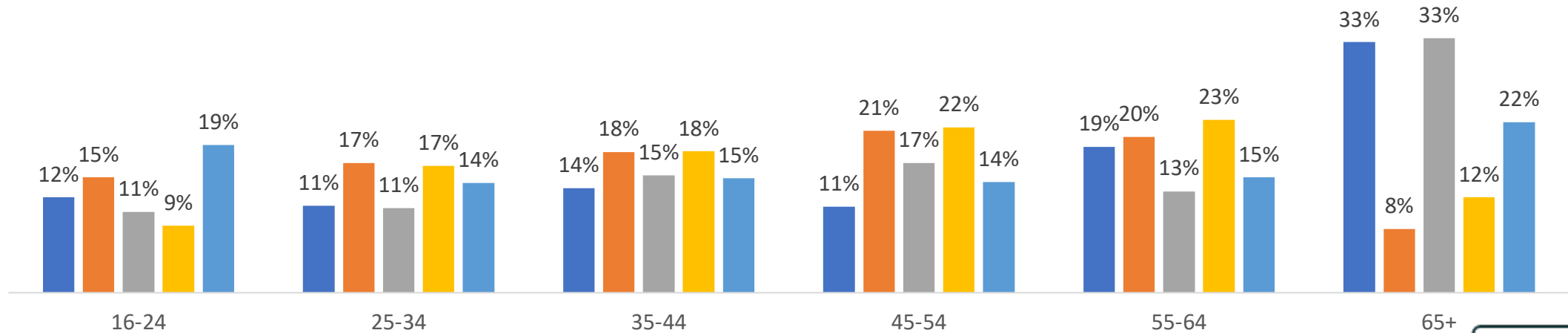
Language breakdown



Gender breakdown



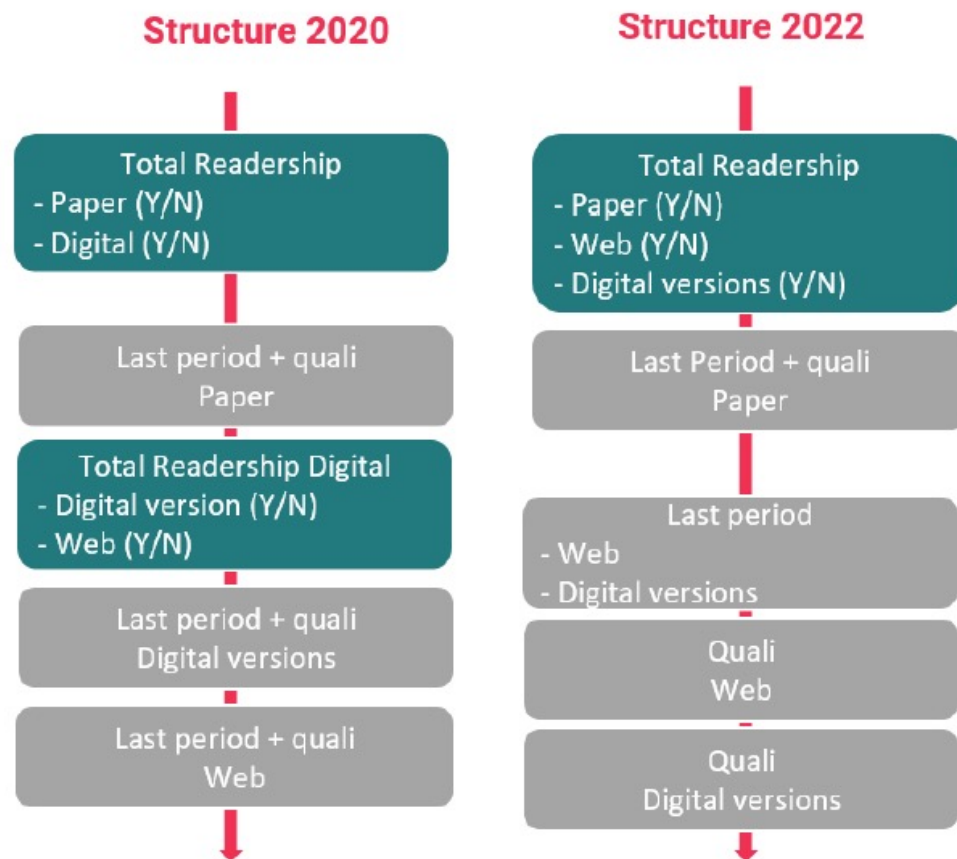
Age breakdown



■ Face2Face ■ Online ■ CATI RDD ■ Panel CIM ■ Postal

Changes in questionnaires

New structure



New mobile first design

Au cours des derniers mois, avez-vous lu, feuilleté ou consulté le titre **XXXXXXXXXX** en **version papier ou digitale** ?

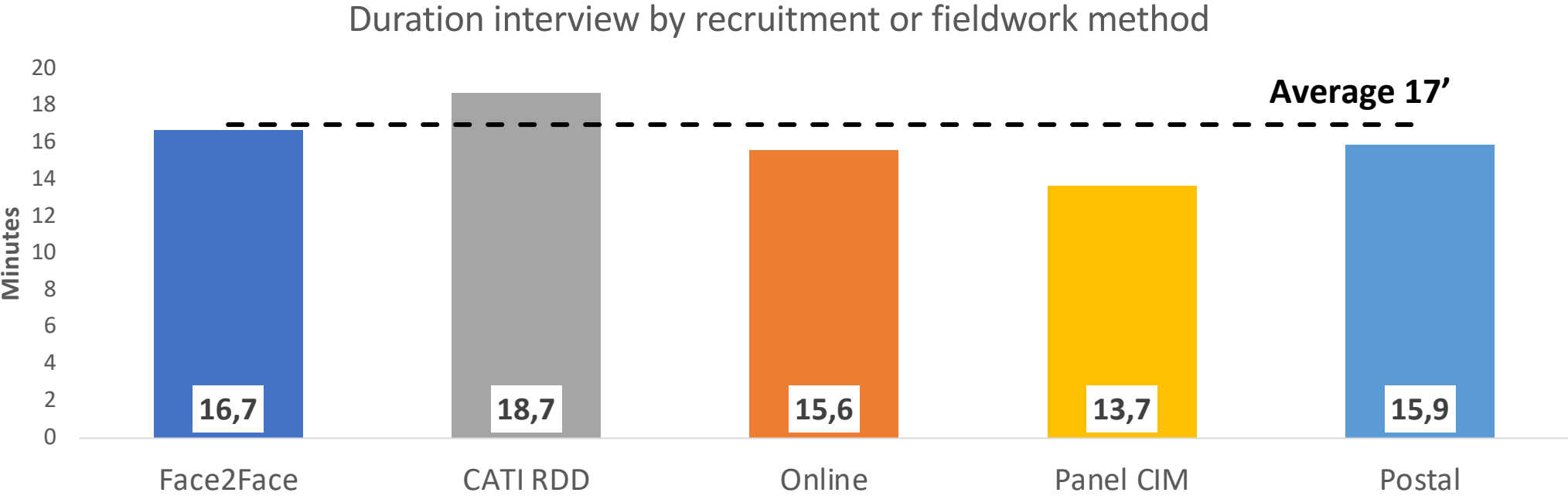
Logo Logo Logo

Sélectionnez une réponse pour chaque version

la version papier	<input checked="" type="checkbox"/> oui	<input checked="" type="checkbox"/> non
le site internet ou l'application	<input checked="" type="checkbox"/> oui	<input checked="" type="checkbox"/> non
l'édition digitale (p.ex.: pdf,...)	<input checked="" type="checkbox"/> oui	<input checked="" type="checkbox"/> non

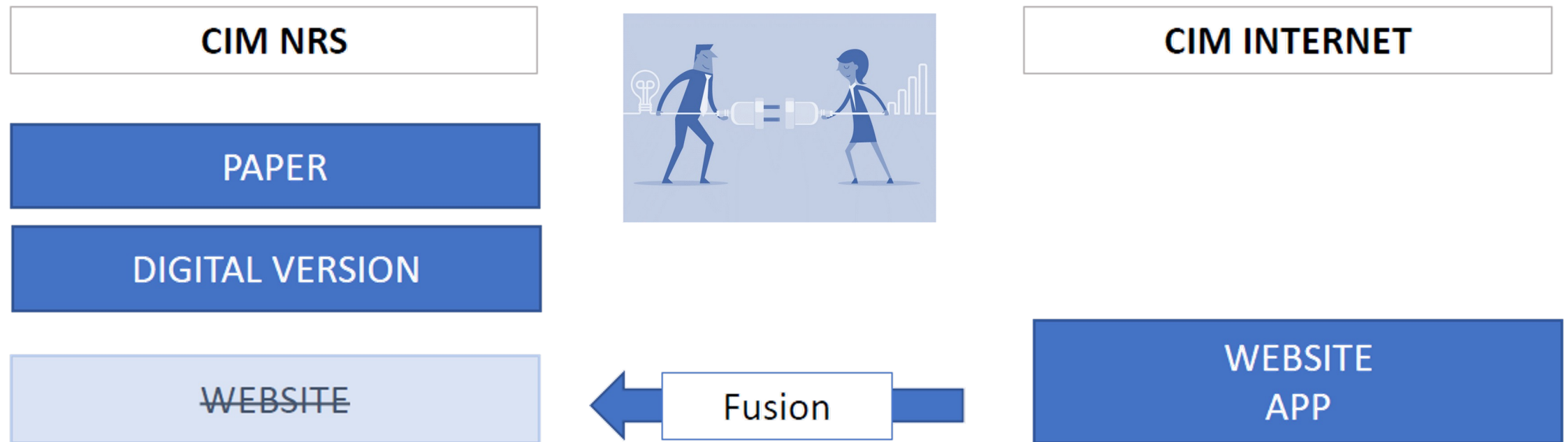
Précédent Suivant

Average questionnaire duration



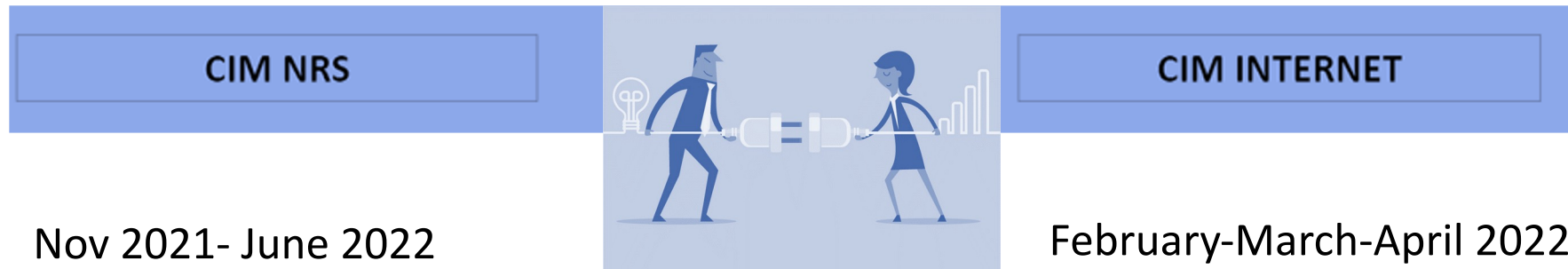
Web audience reported after fusion

Claimed reach website from the NRS «replaced» by observed CIM Internet reach through a fusion



Significant impact on Web and Total Brand results
since the published **NRS website reach & profiles** are now **equal to the CIM Internet Reach and profiles**

Periods in use



Reminder: the available metrics

Paper



“Vdig” Replica



Jeudi 11 février 2021



Web

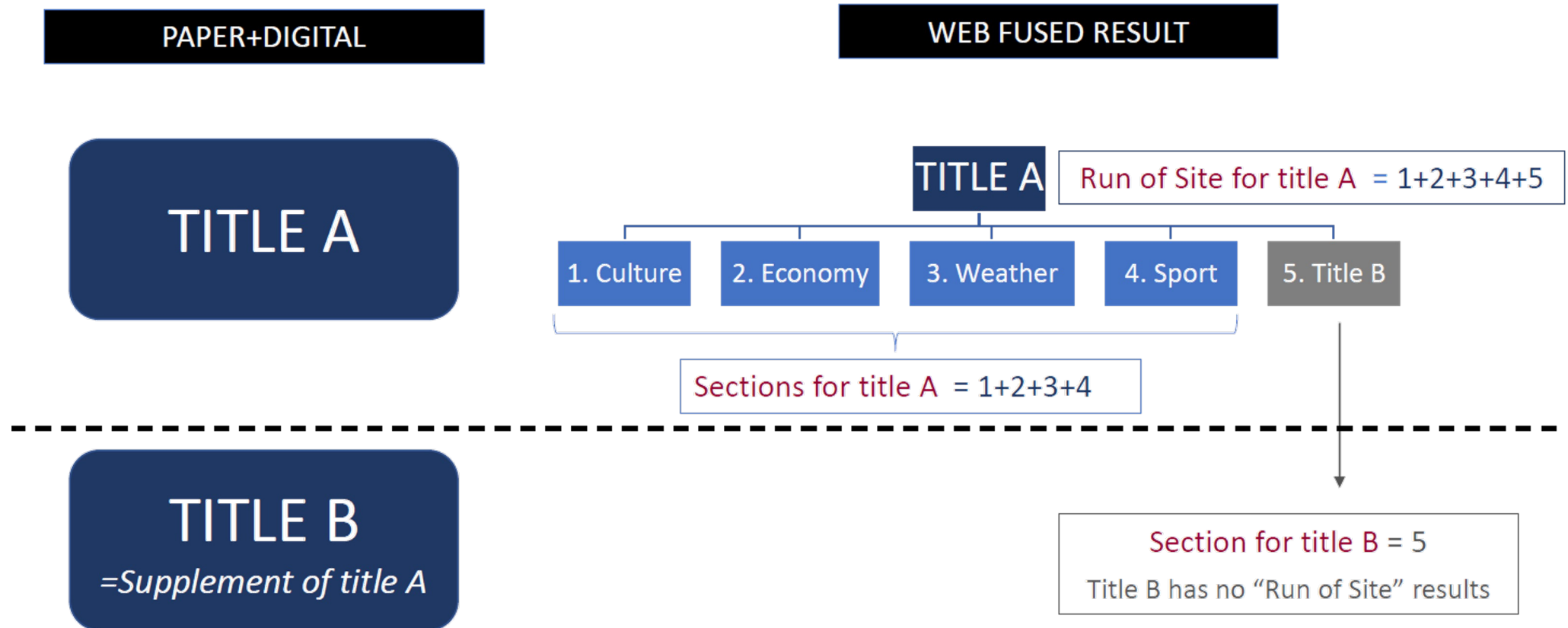


Total brand

Website outputs !! Reach only

- Duration:
 - Day
 - Week
 - Month
- Units (whenever existing):
 - **Run of site (ROS)** : complete results of same “brand” site , with a potentially larger scope than paper title
 - **Sum of sections** , or section : subset of ROS , with a scope that matches best with the paper title
 - **App**
 - **Total ROS + App**
 - **Total Sections + App**

Website outputs, ROS vs sections what makes the difference ?



Output « total brand » metrics

- **Only one pre calculated** unit available
 - On same period as print+digital version
 - Dailies: daily average
 - Weeklies: weekly average
 - Monthlies: monthly average
 - Web: closest perimeter to the print+digital version
 - Depending on the title: 'ROS+App' or 'Section(s)+App'
- All other 'total brand' options: custom made in the software package you use

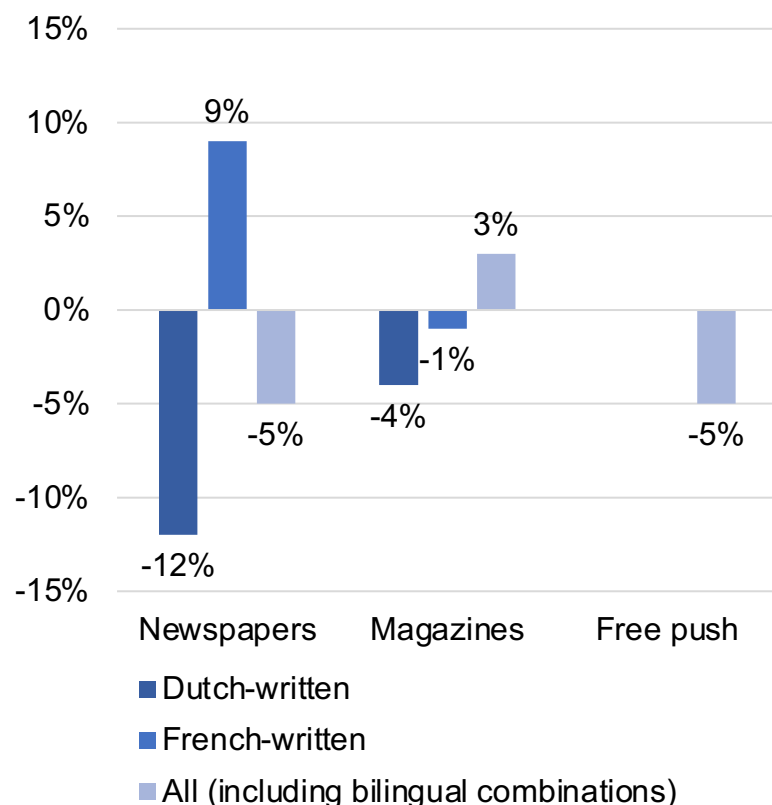


Print & replica:
you said 'business as usual'?

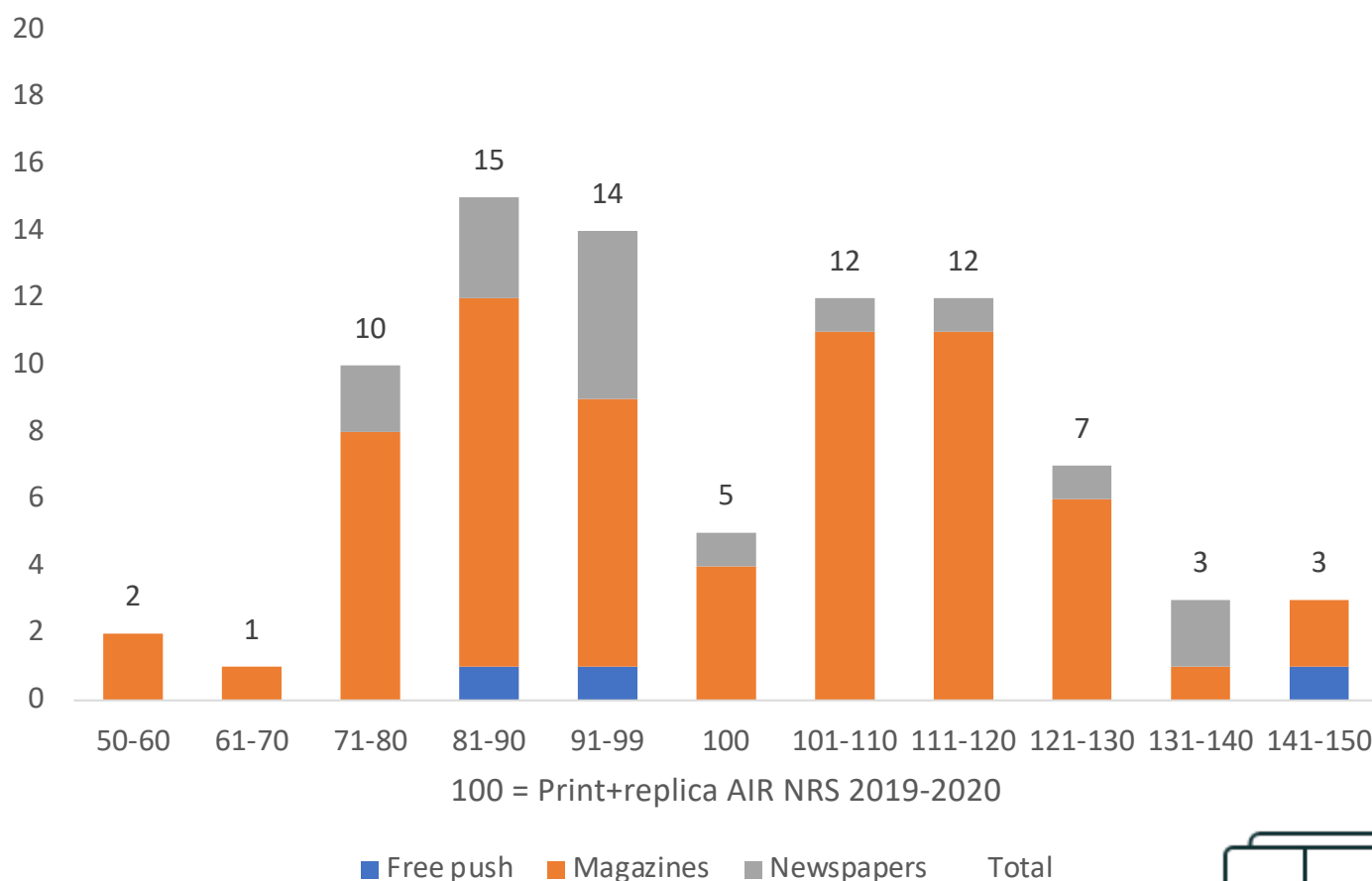
NRS 2022-2021 vs previous: overview differences

print+replica

Difference in average issue readership vs previous edition

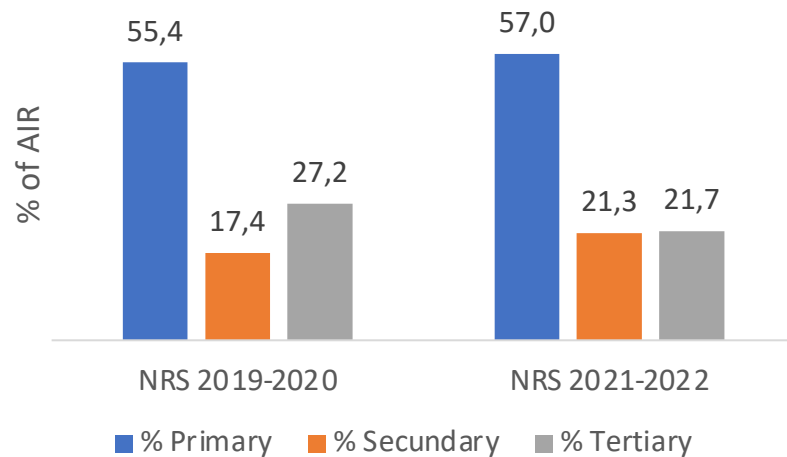


Number of titles by evolution ratio

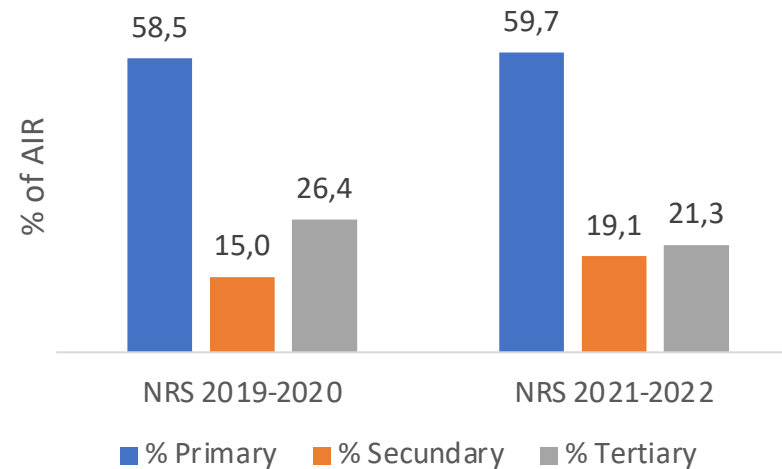


Less tertiary readers (1) Newspapers

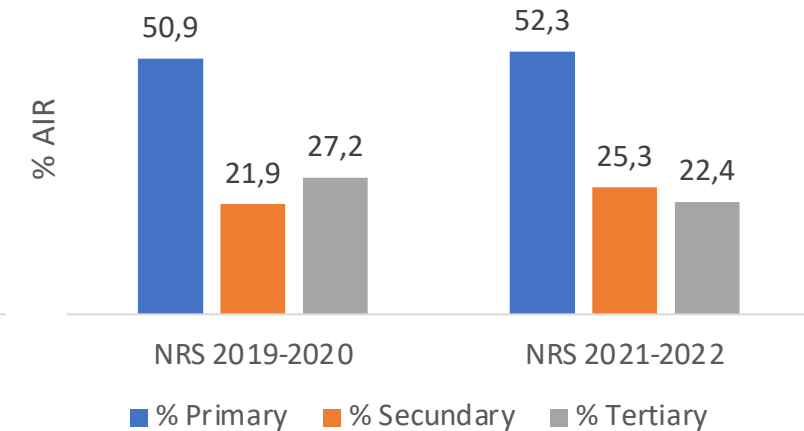
Breakdown AIR by source of copy:
all titles



Breakdown AIR by source of copy:
Flemish titles

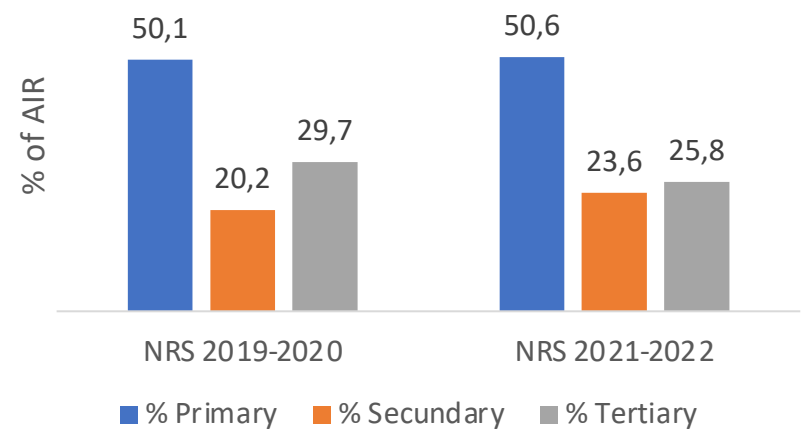


Breakdown AIR by source of copy:
French-written titles

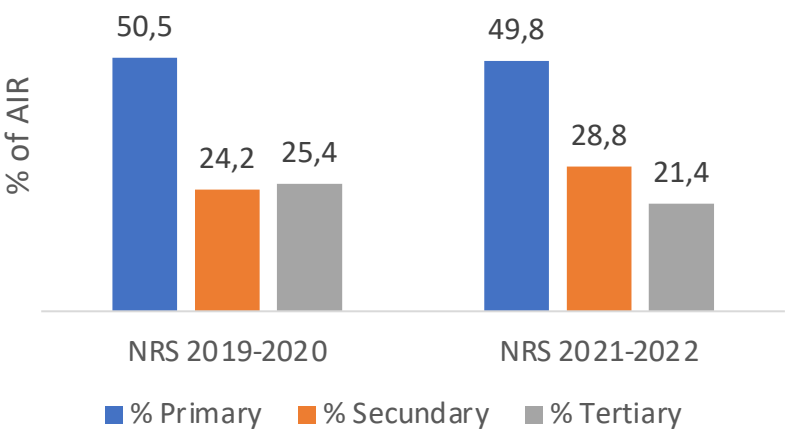


Less tertiary readers (2) magazines

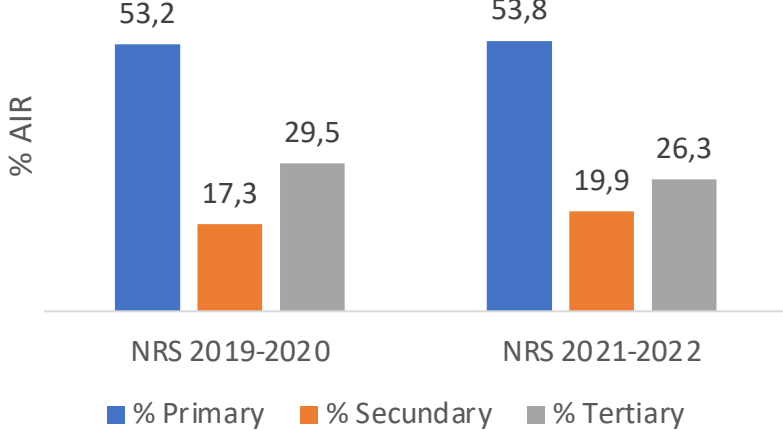
Breakdown AIR by source of copy:
all titles



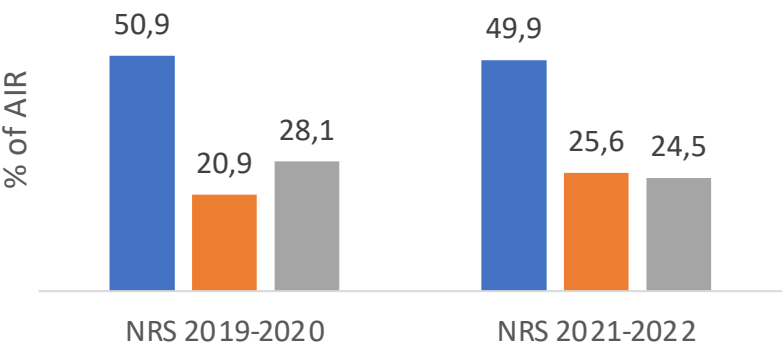
Breakdown AIR by source of copy:
Flemish titles



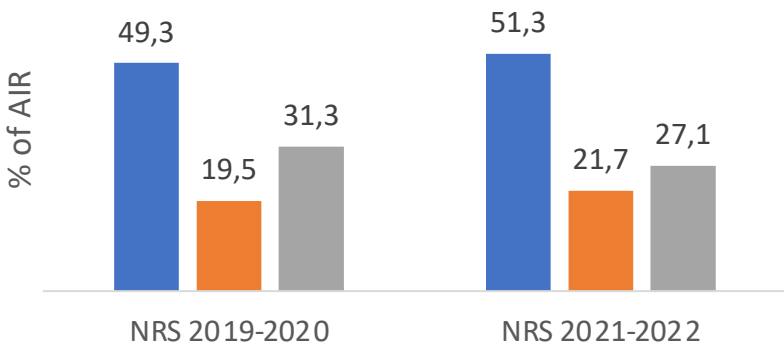
Breakdown AIR by source of copy:
French-written titles



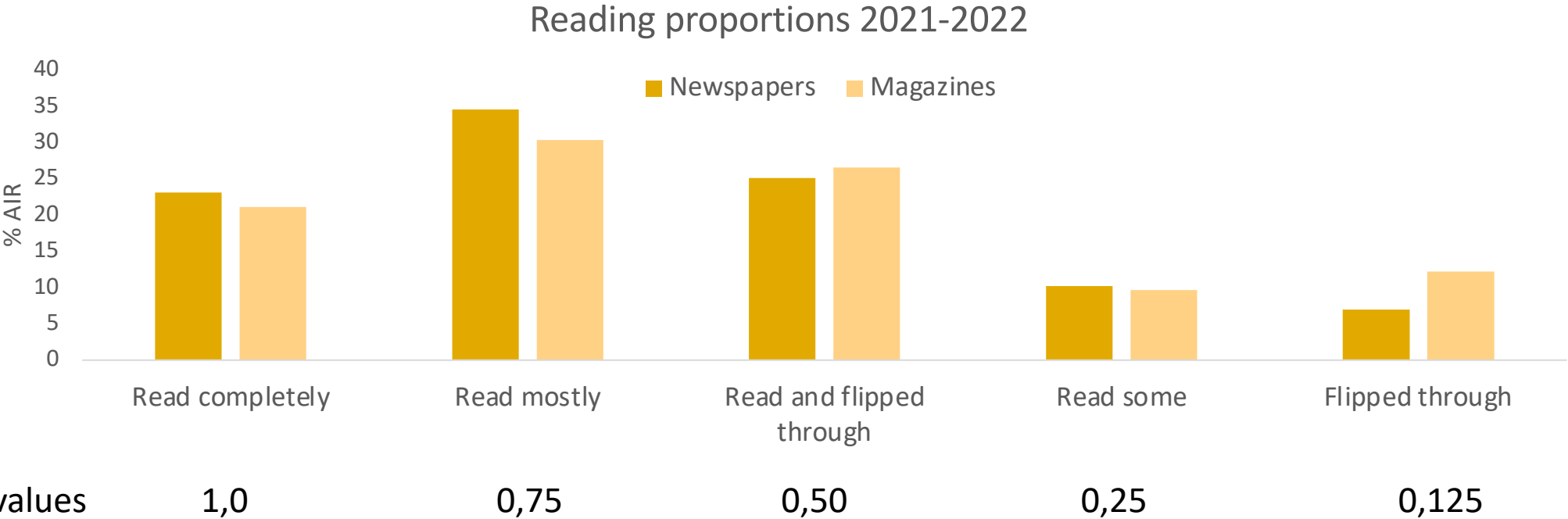
Breakdown AIR by source of copy:
weeklies



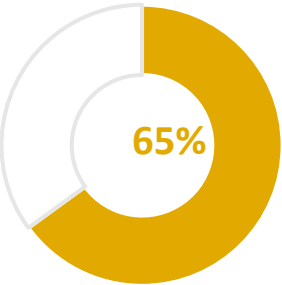
Breakdown AIR by source of copy:
Longer publication interval



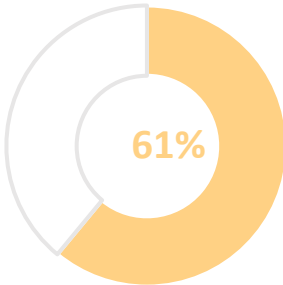
About pick-ups: cheat sheet



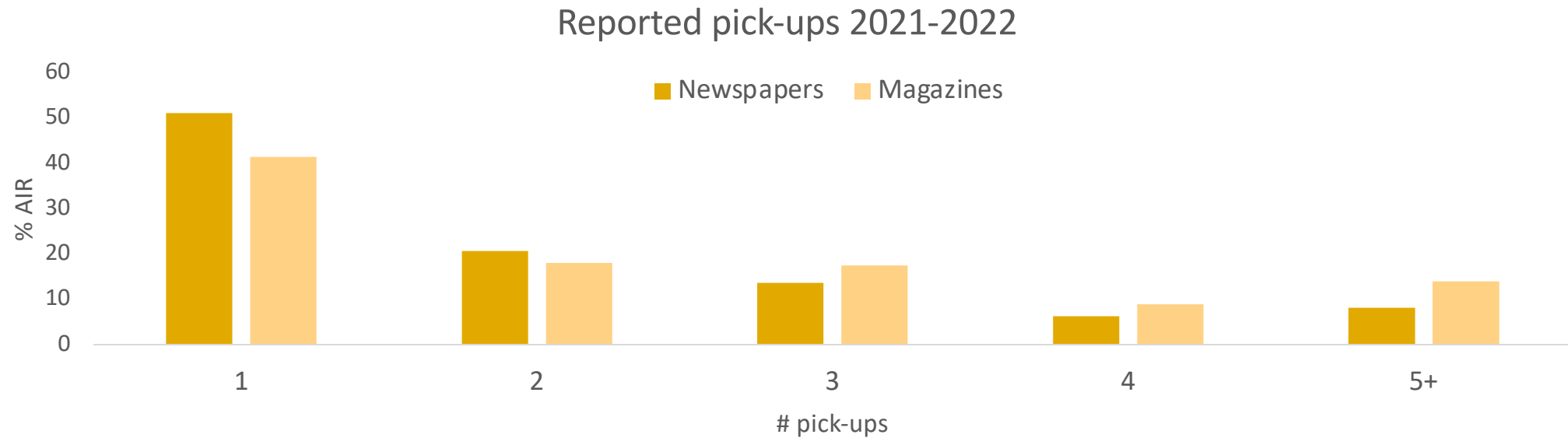
Newspapers average % read



Magazines average % read



About reading sessions: cheat sheet



Reference values

1

2

3

4

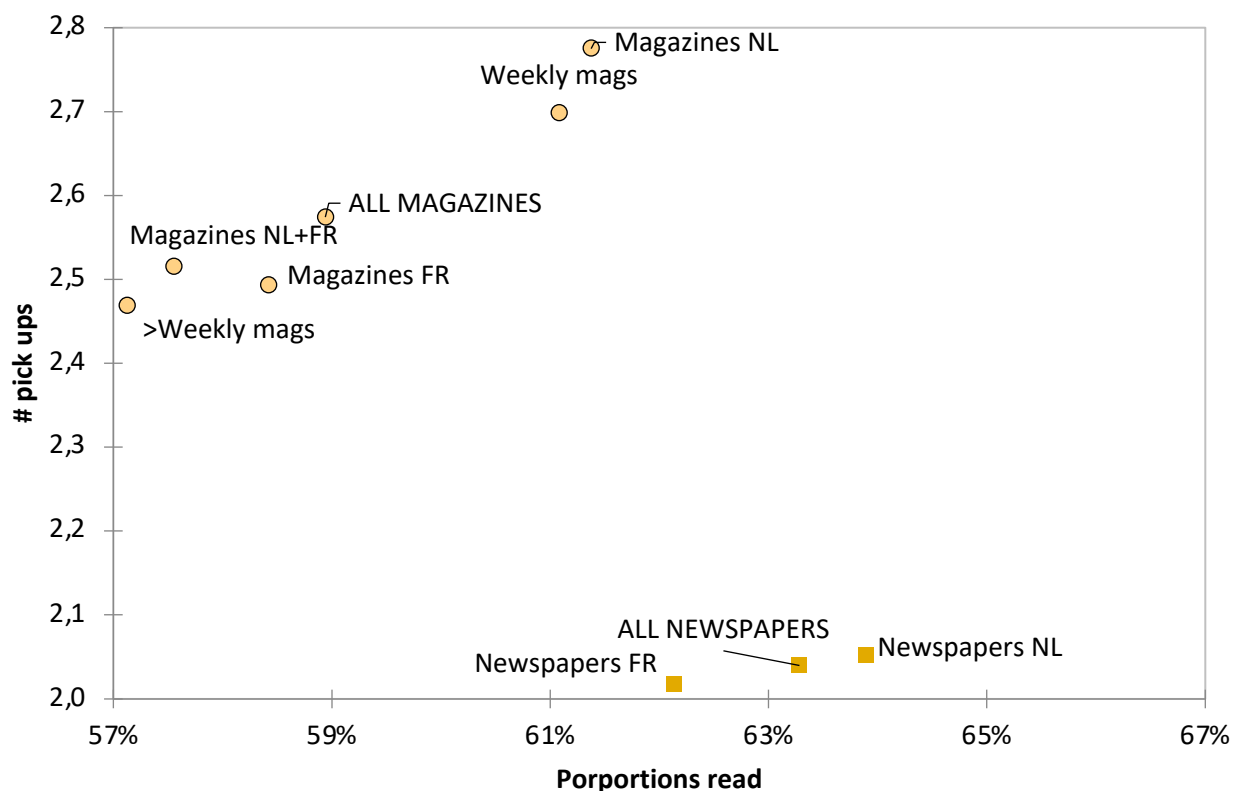
6

Newspapers average #pick-ups: **2,1**

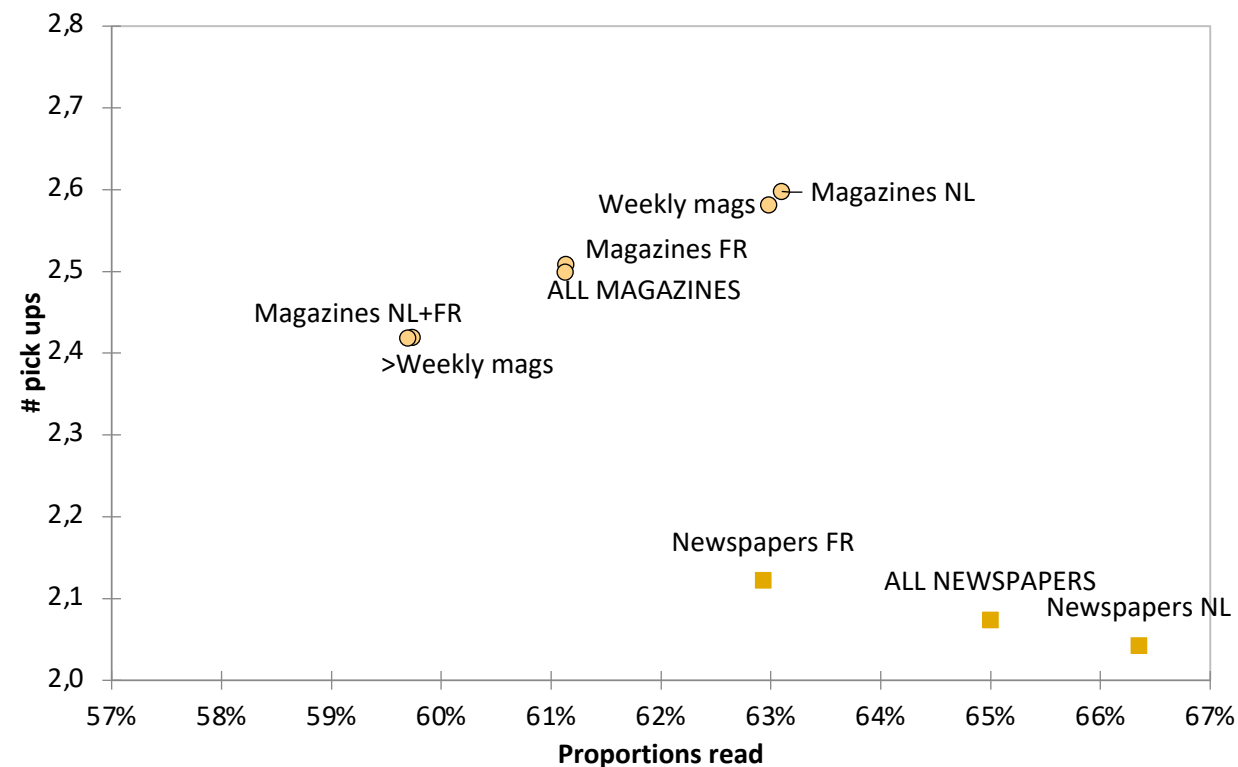
Magazines average #pick-ups: **2,5**

Reading depth & pick-ups: small transfers

NRS 2019-2020



NRS 2021-2022



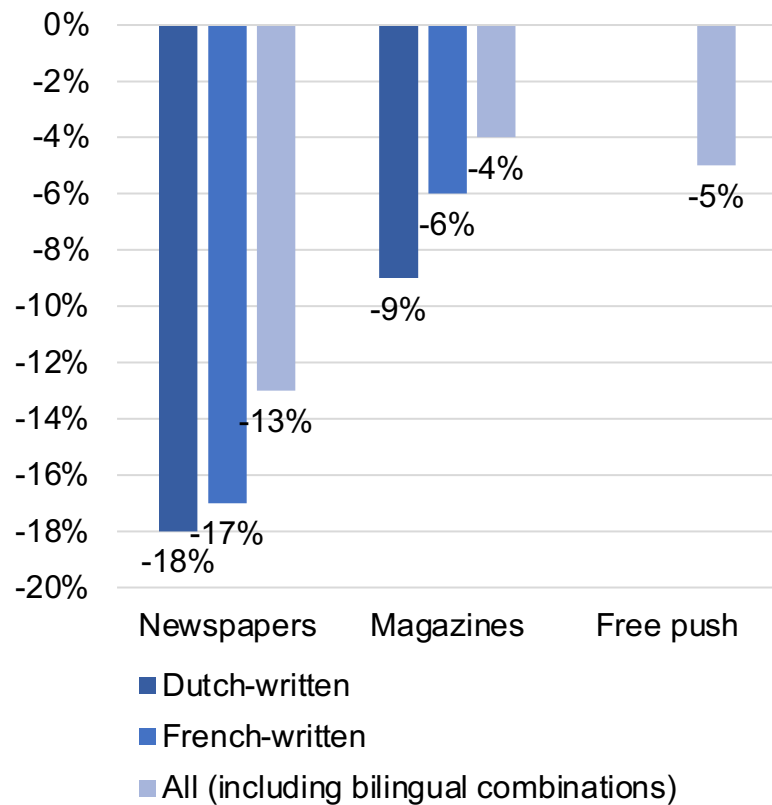


Total brand: some things you ought to know

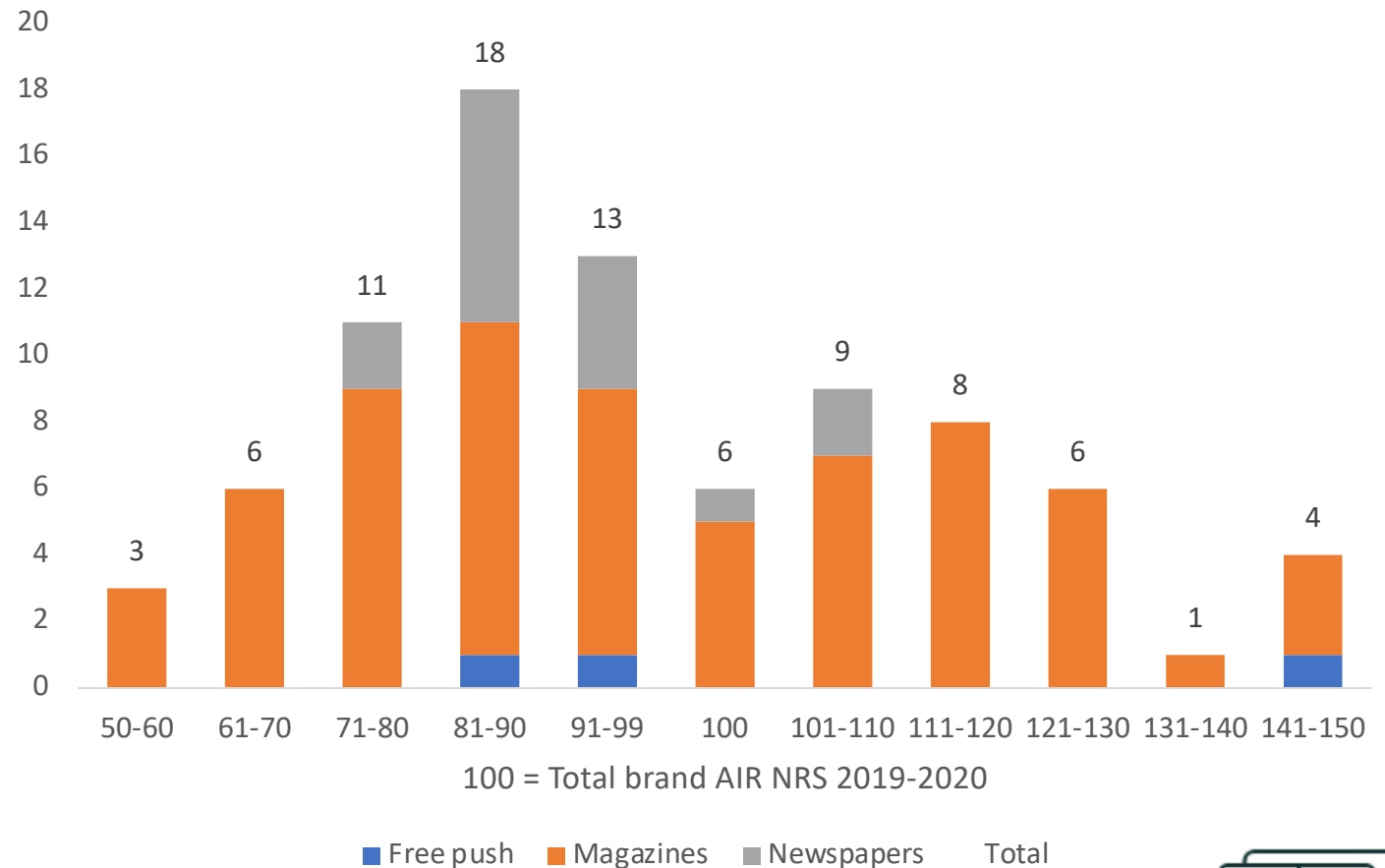
NRS 2022-2021 vs previous: overview differences

Total brand audience

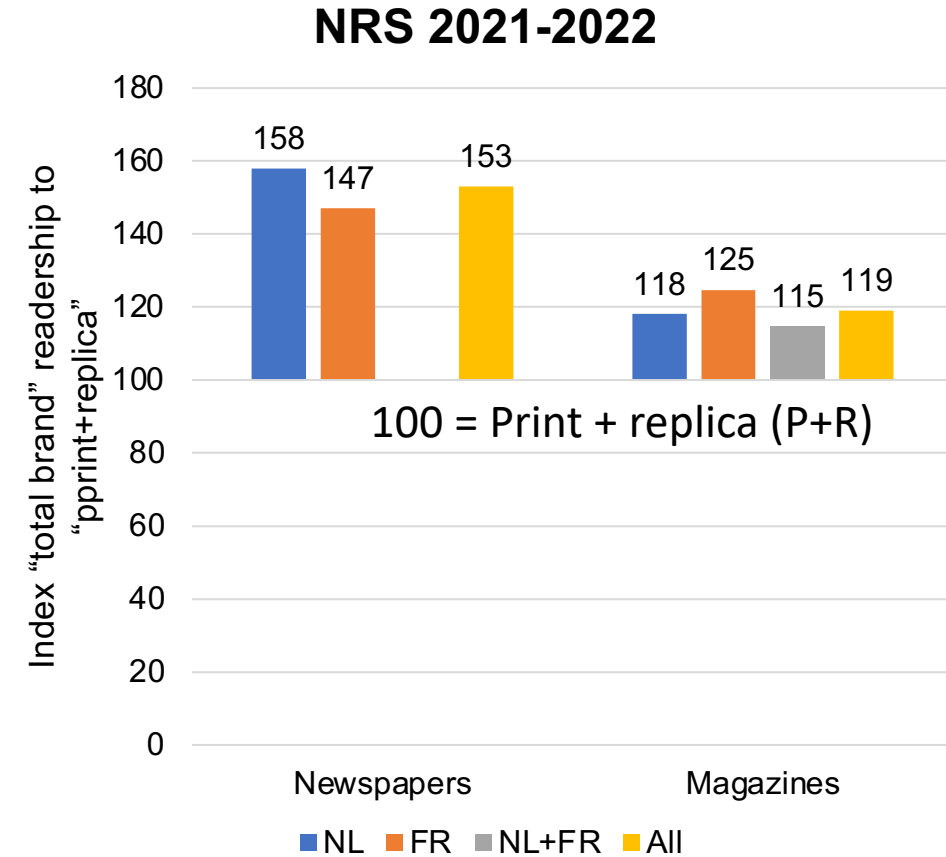
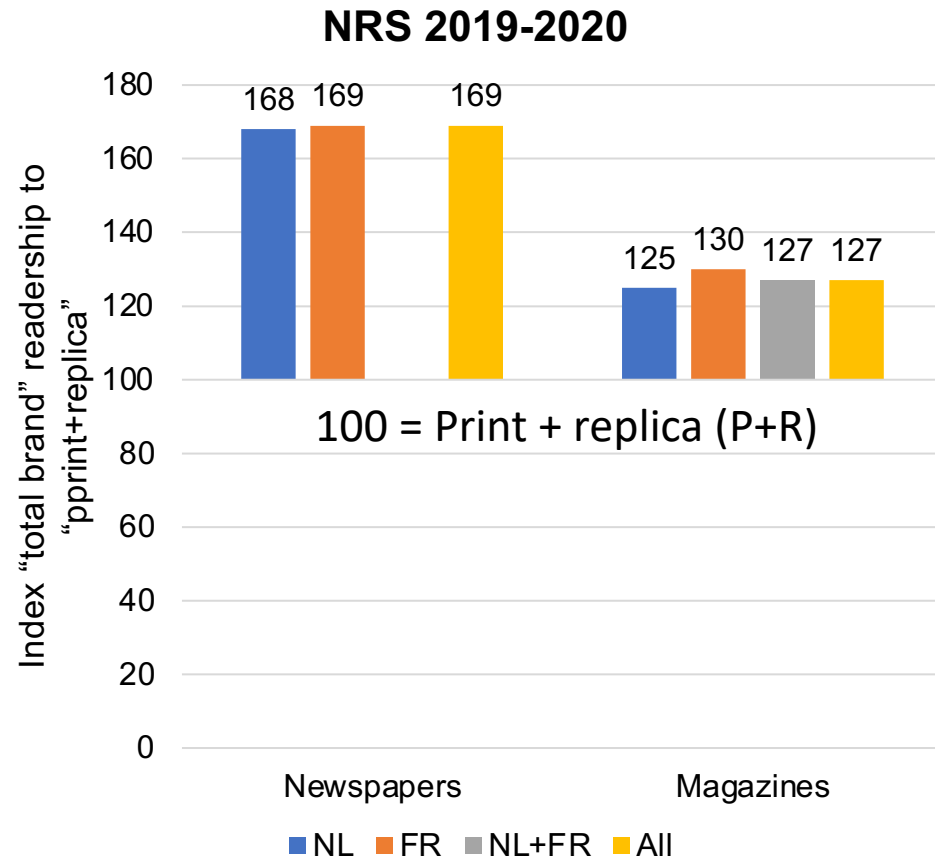
Difference in average issue readership vs previous edition



Number of titles by evolution ratio

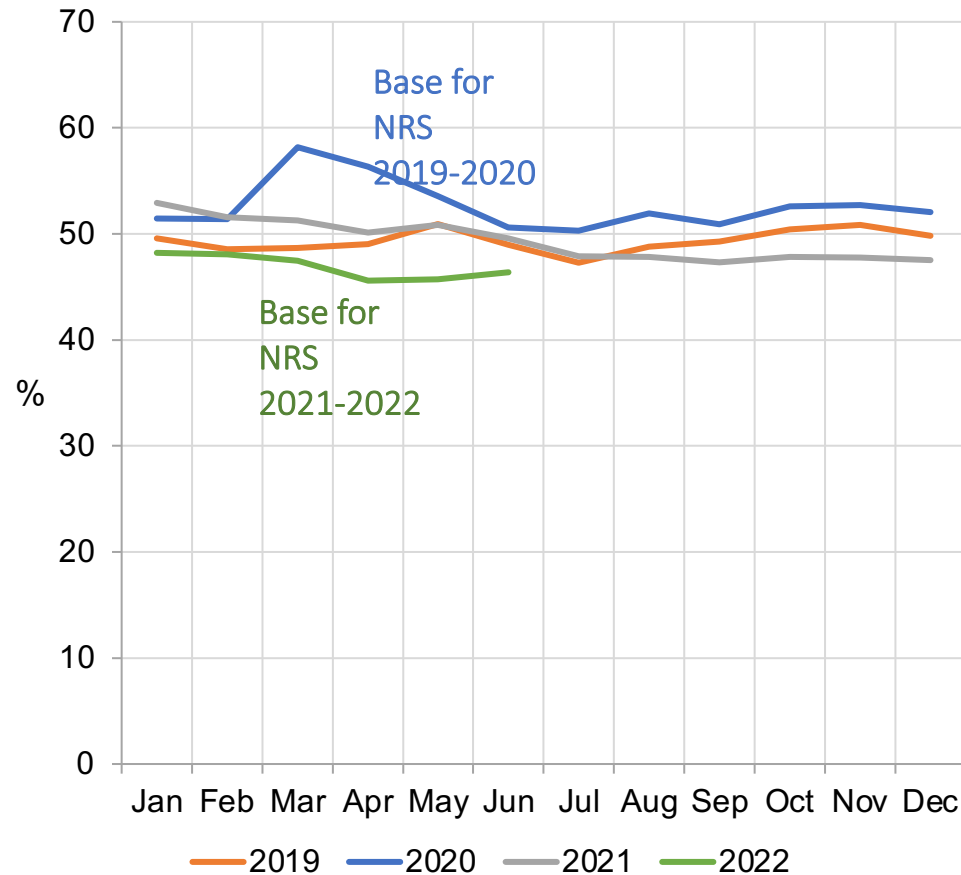


Less “COVID-effect” in brand to P+R ratio

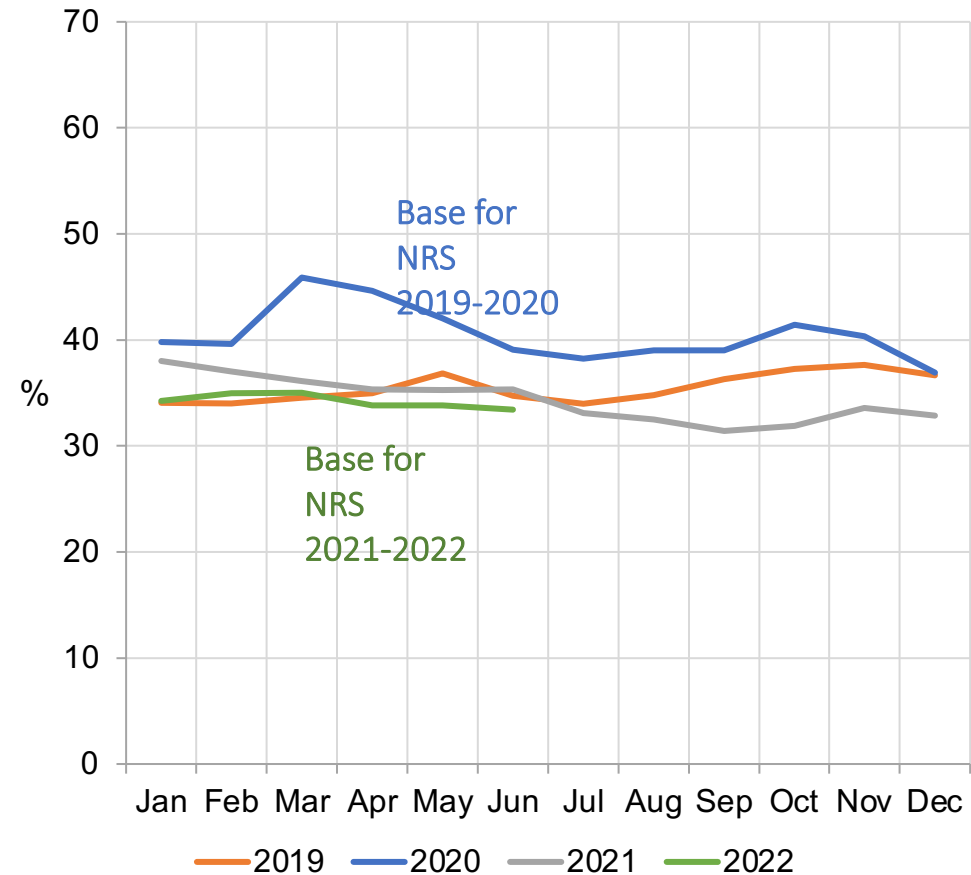


Evolution daily reach Belgian Internet

Dutch-speaking population



French-speaking population



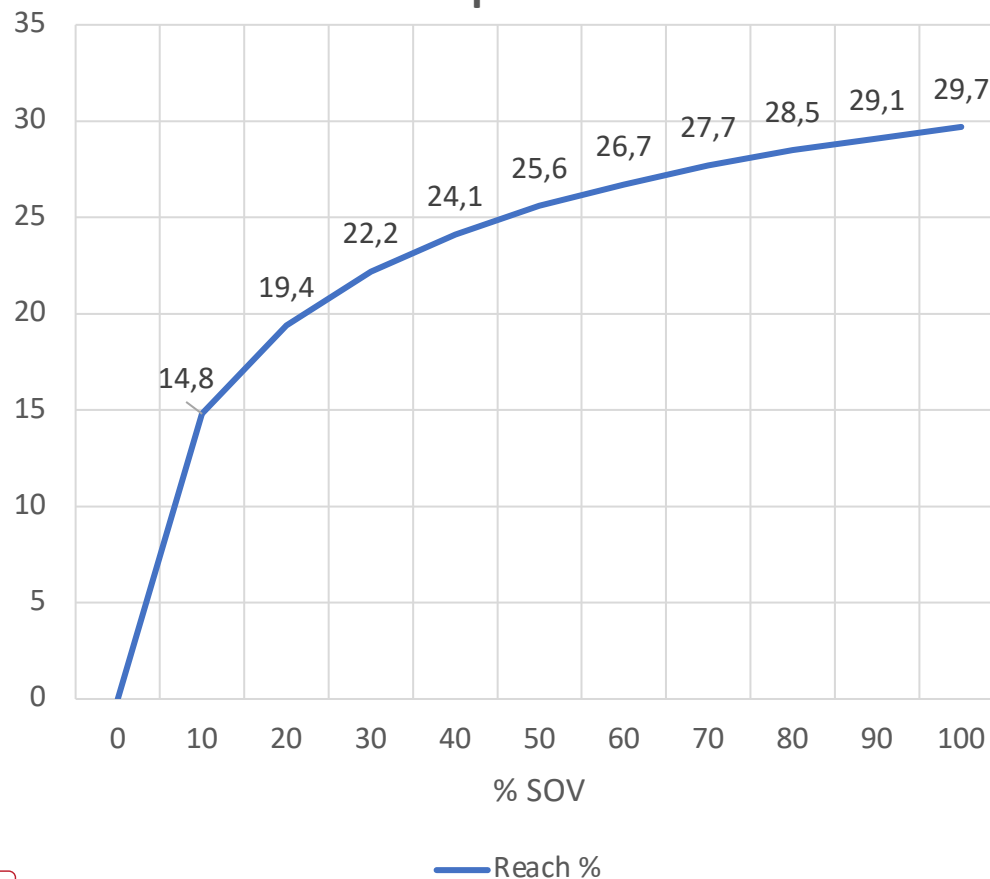
Source: CIM internet. 16+

Beware on « total » brand

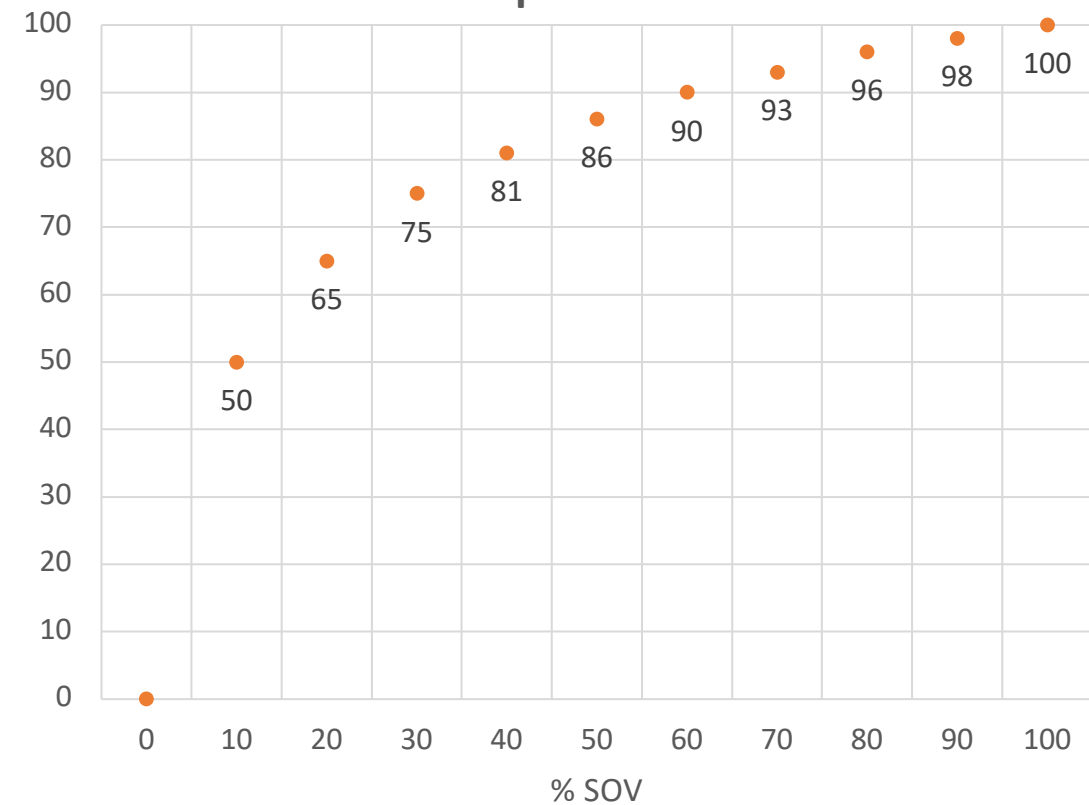
- Reach from CIM Internet = all possible users,
 - whatever the section
 - whatever the platform
 - corresponding to a 100% SOV
- But do you often buy/get 100% SOV ??

Why « total brand » is not what you usually get online

"NP" daily reach to share of voice
Sep 2022



"NP" daily reach index to share of voices
Sep 2022



● Index to potential



Final thoughts

“Famous last words”

- **Evolutionary** survey framework
- **Increasing complexity** in field operations: it must be expected as the name of the game
- **As usual**, some things happening may be explained, and some may not (yet)
- Question on **useful metrics**: “total brand” not relevant on cross platform performances
- Near future:
 - “Publishing brands”
 - Extension to non-read formats (such as podcast, video, ...)
 - Quality of contacts to be measured outside CIM scope



The End

