



AIMC launches a new "Brand Media" measurement project that merges EGM and Comscore data

- **This new methodology seeks to adapt audience measurement to a new scenario in which the frontiers between online and offline are blurred.**
- **It has been made possible thanks to the collaboration of Comscore, ODEC-Quinao for the engineering side, and ARI (Association of Information Magazines) and AM (Association of Media Agencies) for funding.**

Madrid, September 17th, 2019.- **AIMC** (Association for Media Research) has offered new details about its project for audience measurement based on the measurement of "Brand Media", in other words, to know the real dimension of the audience regardless of the platform used to access its content (online or offline). In order to do so, it has had the collaboration of Comscore and technical support from ODEC-Quinao.

As its name suggests, **this media measurement model envisions the media as a "brand" that connects with its audiences through different environments (digital and "paper")**, offering a single global and cross-sectional audience data. In the Spanish case, this is achieved thanks to the fusion of the EGM and Comscore data, creating a powerful tool for the advertising market, as it is in alignment with the current reality of the media.

The project is also financially supported by ARI (Association of Information Magazines) and AM (Association of Media Agencies), and currently measures a **total of 9 publishing groups representing more than 50 titles**. From this year on, the results of this new type of measurement appear in the media exploitation and planning tools.

*"The main objective of this methodology is to respond to the new reality that the digital transformation has brought to the media", says **Marga Ollero, Executive President of AIMC**. "If*



the data is the new oil of the 21st century, having powerful tools capable of better analysis of all the information we have is fundamental, both for the media and for agencies and advertisers.”

The need to adapt to a new reality

We are at a moment in which the media have had to adapt their content and impact audiences through different formats and platforms. Regardless of whether the contents are accessed through, **the media maintain their essence to maintain engagement with their audiences** and, in short, are perceived as a "**brand**". This is the perspective under which the "**Brand Media**" measurement is present in more and more countries all over the world.

Thanks to the work of AIMC, Spain was one of the first countries to implement this measurement model. The different tests carried out by the Association, along with Comscore and ODEC-Quinao since 2013, have allowed to verify the methodological feasibility of this fusion of online and offline data.

A model that benefits everyone

This new approach allows for a deeper understanding of the relationship between the media and their audiences, offering data without duplication by type of media, that is, adding traditional and online media, and becoming **a powerful tool for media agencies and advertisers**, as it allows them to know the audience's points of contact with the media itself.

In the specific case of the media, this type of measurement allows them to know what the real size of their audience is in order to encourage better management in terms of cross-media advertising marketing. In addition, **this merger process enriches the Comscore database by incorporating all the variables currently existing in the EGM** (sociodemographic, equipment, lifestyle, etc.), thus allowing a greater depth of analysis to be offered.

AIMC hopes that this same model will be extended in the future to new media, as Carlos Lozano affirms: "*We have been pioneers, paving the way for other countries around us in this type of measurement. We hope that this same model, which we apply today to more than 50 magazine titles in our country, can be extended to other media that are part of our association.*"

About AIMC

[AIMC](#) is a non-profit organization that currently has 136 associated companies, among which are the media (television channels, radio stations, Internet sites, newspapers, magazines, film advertising distributors, outdoor exclusivists, etc.) and companies in the advertising sector (advertisers, media agencies, consultants, etc.). Its purposes are to research, measure and control the audience of different media to distribute their reports among their partners. In 2018, the association commemorated the 50th Anniversary of the EGM, a study of which it has been the manager since 1988 and



which offers the most rigorous, objective and transparent knowledge of media consumption in Spain, in addition to being drawn up with the maximum consensus of all its members.

For more info, please visit: <http://www.aimc.es>  

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