



TOUCH POINTS

— 2017 —

Understanding
consumers' lives

What is TouchPoints?

IPA TouchPoints is a unique, consumer-focused, cross-media, cross-device database which has been produced in response to the needs of the communications industry, specifically to provide insights into how people consume all media. TouchPoints provides two distinct datasets:

1. TouchPoints Daily Life

Diary app and questionnaire

The first dataset provides a detailed view of 'a week in the life' of a consumer. Respondents record their activities for every waking half hour over a seven day period via a **smartphone diary app**, giving an in-depth view of people's daily lives and how their media usage fits into these patterns. They also complete an extensive **questionnaire** on their lifestyles, attitudes and media usage.



Passive data

We also passively monitor all smartphone and tablet activity of a subset of the overall sample. Passive monitoring of smartphones and tablets allows us to measure far more granular use of these devices. This data is also directly relatable to all the information captured in their responses to the TouchPoints diary and questionnaire and so provides a single source database for analysing consumers' daily life, their cross-media usage and their specific use of mobile devices.

The key benefits of passive measurement of mobile devices are: It covers every website and app used by respondents on their mobile phone and tablet, in terms of reach and when they were accessing. It delivers a level of detail that could not be gathered by questionnaires.

For example:

- Which social media sites are used and when by different demographics
- Detailed use of apps or sites across the day or week
- How mobile devices are used to consume media
- How mobile devices are used whilst watching TV
- How mobile devices are used whilst shopping
- How mobile devices are used whilst out socialising
- Detailed brand exposure
- Use of shopping sites

2. TouchPoints Channel Planner

The second dataset, **TouchPoints Channel Planner**, is the only industry available, cross-media channel planner. It has been created by integrating the major industry media currencies onto TouchPoints Daily Life.



Users can also integrate their own databases or proprietary tools to build a more complete picture of their company, clients and brands. Recent examples of this include the work undertaken by Global Radio to incorporate the DAX device into the TouchPoints channel Planner.

New for TouchPoints 2017

To ensure TouchPoints remains relevant to both participants and subscribers we review and update the questionnaire and diary annually. We try and maintain consistency across surveys whilst at the same time making sure we cover the very latest developments.

Daily Life questionnaire changes

Video

- Added subscription to Video on Demand services
- Clarified type of TV consumed i.e. linear vs catch-up vs SVoD and TV vs other screen content

Audio

- Updated music genres
- Added subscription to music streaming services

Text/Reading

- Added reading a book in print

Cinema

- Updated film genres to reflect FAME
- Updated ways of watching film e.g. outdoor film screening

Out of Home

- Added proportion of grocery shopping bought online
- Added proportion of non-grocery shopping bought online

Mail

- Added a question on online activities undertaken as a result of receiving direct mail

Channel Planner enhancements

Added New VoD Measurement

Previously we have supplied VoD metrics based on comScore PC/laptop only data. We have investigated various ways of improving the reported audiences to take into account VoD viewing through all devices including tv set, pc/laptop, tablet and mobile. We commissioned RSMB to produce models taken from our own questionnaire and diary. These models are now available in the Channel Planner.

Added Targetable/addressable media

It is now possible to demonstrate the performance of targetable/addressable media delivery in the overall campaign alongside all other media types. This could be a target that is bought programmatically or a target that is based on a media that isn't currently measured (e.g. advertising on coffee cups). The wealth of TouchPoints data available allows us to proxy an unlimited number of audiences to use in this way.

Added cinema Audience Guarantee Packages (AGPs) to the TouchPoints Channel Planner.

Contact us

IPA
44 Belgrave Square
London
SW1X 8QS

020 7235 7020
ipatouchpoints.co.uk

belinda@ipa.co.uk
dan@ipa.co.uk
rebecca@ipa.co.uk
simon@ipa.co.uk