

Interpret® New Media Measure™

New Media Measure is Interpret's syndicated survey of media behaviors, attitudes and product consumption. Designed to keep pace with the changing media landscape, New Media Measure supplies advertisers, agencies and content providers with the means to better measure and keep track of fast-changing consumer behaviors. Measure media convergence. Identify key segments to mitigate audience behavior uncertainties. Determine trends in consumption and forecast media shifts.

Data Collected

Demographics

Age, Gender, Household Income, Parental Status, Education, Ethnicity

Psychographics

Attitudinal questions on new media, technology, and video games. General psychographics, trend-setter information

Brand Consumption

Category and brand level consumption of over 200 products, shopping behaviors and frequency

Traditional Media Consumption

Magazines, tv shows and networks, movies
Transition to digital media from print and sequenced publications

Online and Social Networking and Web 2.0

Social network site activity, website visitation, widgets and application downloading, feature use and interest

Mobile

Mobile phone brand ownership and purchase intent, carrier service and satisfaction, smart phone usage and trends activity, mobile feature and app usage

Video Gaming

Console ownership and preference, game title metrics for 150 games: reach, frequency time spent, gamer segmentation, XBOX Live, PSN and WiiWare usage and trends, new vs. used game purchase behavior

Digital Entertainment

Streaming/downloading behaviors and frequency, technology ownership and interest, digital entertainment subscriptions

Methodology

People 12–65, representative of the U.S. population and weighted to U.S. Census

Online sample of 9,000 respondents per quarter; fresh sample collected at the end of each quarter to ensure sample quality

Annual RDD Omnibus to ensure both online and offline representation

Quarterly data available starting Q1 2007

Multi-wave data combinations and trending available

Data available via web-accessible, interactive analysis tool, with full cross-tab functionality

For more information on New Media Measure, please contact:

Dino Mytides

Director, New Media
Interpret, LLC
22 W. 23rd St., 5th Floor
New York, NY 10010

T: (212) 929-3300
F: (212) 929-3312
dino.mytides@interpretllc.com
www.interpretllc.com

new media 
measure™

POWERED BY:

