M:Metrics and BMRB join forces to deliver critical mobile usage data

Contributed by BMRB
Monday, 25 February 2008

M:Metrics and British Market Research Bureau join forces to deliver critical mobile usage data to Advertising Agencies, Media Owners and Brand Owners.

TGI M:Metrics combines M:Metricsâ€™ market-leading mobile audience data with TGI, BMRBâ€™s premier source for media ar marketing information, to help advertisers integrate mobile into media campaigns. Initially available in Great Britain, plans are in place to expand into Europe in 2008.

LONDONâ€"14 November, 2007â€"M:Metrics, the mobile media authority, and British Market Research Bureau (BMRB) today announced that the two research firms have partnered to deliver TGI M:Metrics, a new set of metrics that for the first time will enable companies to evaluate mobile media consumption in developing marketing strategies and advertising campaigns.

TGI M:Metrics incorporates M:Metricsâ€™ mobile audience metrics into BMRBâ€™s TGI data that evaluates product usage, media exposure and attitudes to describe the characteristics of a target group of consumers. Both firms are the recognized leaders in their respective domains. M:Metrics data is the standard for mobile media measurement, with nearly 200 clients subscribing to its services. The TGI product is available in 60 countries and is routinely used by leading UK advertising and media buying agencies to understand a given audienceâ€™s habits based on usage of more than 4,000 brands in 500 product areas for consumers 15 years of age and older.

â€œMobile is increasingly part of consumersâ€™ media diet, and is becoming a key component to media planning,â€• said Rich Poustie, Head of TGI Europa. â€œMobile market measurement is a complex science that has been defined by M:Metricsâ€™ methodologies. With this partnership, we can offer our clients the most accurate mobile media consumption metrics available, fully integrated into the TGI product.â€•

The M:Metrics data will be available through existing TGI software tools used by media planners and media owners. M:Metrics and BMRB will link data from TGI and MobiLens, M:Metricsâ€™ flagship survey-based syndicated data service. While the current TGI offering includes data about mobile as a product or service, this will be the first time mobile will be presented as a media channel. TGI M:Metrics is designed to meet the needs of media owners, media buyers and agencies as they launch mobile media campaigns. It will provide market-leading insight to a broad set of consumer behaviours linked to the use of mobile media.

â€œMedia convergence is here, and itâ€™s happening on the mobile phone,â€• said Paul Goode, senior vice president, busines development, M:Metrics. â€œWe are thrilled to work with BMRB to elevate mobileâ€™s role in the media planning process through this integration with the most indispensable media planning tool, TGI.â€•

The announcement comes at a time where the mobile and advertising industries are demanding definitive metrics for mobile marketing.

â€œThis partnership is an important step to advance mobile advertising,â€• said Richard Saggers, head of mobile advertising, Vodafone Group. â€œTGI is the gold standard for the UK media market, and the ability to factor mobile into the TGI data will be instrumental in tapping the potential of mobile as a media channel.â€•

â€œThe availability of mobile media consumption data will give agencies the tools they need to capitalise on this powerful new media channel,â€• said David Muir, WPP. â€œThe addition of M:Metricsâ€™ data makes the TGI product even more valua Mobile is no longer a novel adjunct to an ad buyâ€“ it is central to the planning of an integrated interactive campaign.â€•

TGI M:Metrics will commercially available to TGI and M:Metrics clients in the first quarter of 2008.

Editorâ€™s Notes
The GB TGI survey is based on a sample size of c.25,000 interviews across GB per annum. The questionnaire is placed with selected respondents at the end of BMRBâ€™s Omnibus survey. BMRB is one of the largest market research agencies in the UK and is a key operating company within the KMR Group. For more, visit www.bmrb.co.uk. KMR is a division of the Millward Brown Group, part of Kantar, the information, insight and consultancy arm of WPP. For more, visit www.kmr-group.com

The GB TGI survey contains information on media, leisure activities, shopping, finance, important issues, attitude statements and many other categories.

AuthorÂ Â TGI
PublicationÂ Â Press Release
DateÂ Â 14/11/2007
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