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Sixteen:Nine

New Nielsen Numbers Boost Adspace's Mall Proposition

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The Adspace Digital Mall Network is, I'm told, doing quite well in terms of media sales and that will owe to at least three key things – experience, footprint size and credible measurement.

The largest in-mall digital advertising network in the U.S. has been around for a decade, and spends the money to get properly measured. The latest numbers the company got back from Nielsen show the numbers are all going up, which is a good story to put in front of planners.

The audience study is done every two years as part of the mandate to be included in Nielsen's big 4th Screen audience measurement report for place-based digital video. The intent is to make the category directly comparable to television audience metrics.

	2007	2009	2011
Notice (%)	54.8	69	70.7
Dwell time in screen zones, total min.	NA	19.4	22.2
Impressions per visit	NA	4.85	5.55
Mean minutes in mall	84.7	89.9	102.6

*“The net impact of our stronger “notice” and “dwell time” measures is an 18% increase in gross impressions,” says Bill Ketcham, executive vice president and CMO, Adspace Networks. “It’s very encouraging to see a steady increase in consumers’ engagement with our Smart Screens, no doubt driven by our high quality content. This extends our lead as the number one digital place-based network in monthly gross impressions.”*

The company has also announced it is now included in the Nielsen IMS agency media planning system, called Clear Decisions. *Nielsen IMS has created an audience ‘simulation’ of Adspace Mall Shoppers on the MRI 2011 Doublebase and TwelvePlus Studies. The MRI simulation provides Agencies’ media planners, buyers, and researchers with the best metrics available.*

*With the MRI data, Agencies’ media planners will now be able to directly compare Adspace’s audience reach and frequency metrics to other traditional media on a gross monthly ad exposure basis. Media Planners will also have access to all measured media, demographics, product/brand usage, lifestyle, and attitudinal data—providing direct comparison of all measured media on a teen and adult basis.*

*“The availability of Adspace in the Nielsen IMS’ planning system helps planners more easily measure the impact of adding Adspace to their broadcast and cable plans,” says Ketcham. “By delivering lighter TV viewers at a significantly lower cost, we are a great complement to these plans near the top of the TV reach curve.”*

Media planners can also get at similar Adspace data through Telmar’s system.