USA TouchPoints
Single Sourced Data / Analytics from Active & Passive Consumer Research
Some of RealityMine’s Clients

- Katz Media Group
- L’Oréal
- TNS
- P3 Group
- Clear Channel
- Ipsos
- Ipsos MORI
- Google
- Kantar Media
- Toys"R"Us
- PrimeSoft Solutions, Inc.
- CIKLUM
- Crows Nest Ventures
- ICM
- Luth Research
- DigitasLBi
- Lumi Mobile
- intage
- HiSS
- Ipsos Australia
- Kantar WorldPanel
- uSamp
- Spark
- RealityMine
Our Data Capture System

- Mobile Ad Measurement
- Mobile Web Measurement
- Mobile App Measurement
- eDiary
- GPS/Location Measurement
- Emotional Response Measurement
- Broadcast Radio, TV & Ad Exposure Measurement
- Mobile Search Measurement
- Audio & TV Measurement

www.we-can-measure-this.com

measure this!
# Road Tested eDiary

**Life context ... Cross-Media ... Passive Mobile... UK & USA**

<table>
<thead>
<tr>
<th>Where</th>
<th>With Whom</th>
<th>Activities</th>
<th>Media</th>
<th>Emotions</th>
</tr>
</thead>
<tbody>
<tr>
<td>My home or yard</td>
<td>Partner or spouse</td>
<td>Watching TV on DVR or TiVo</td>
<td>Watching video-on-demand on TV</td>
<td>Happy</td>
</tr>
<tr>
<td>My workplace</td>
<td>My children</td>
<td>Watching DVDs or videos</td>
<td>Listening to the radio</td>
<td>Sad</td>
</tr>
<tr>
<td>Car or other traveling</td>
<td></td>
<td>Eating or drinking</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2,000 Person Nationally-Projectable Sample
Deep Insights Into Daily Life

- 20 Self-Reported Locations
- All Major Media
- 23 Activities including Path To Purchase
- 10 Social Settings
- 22 Emotional Mindsets
Exhaustive Media Measurement

- TV (how used, genres, networks)
- Radio or other audio (how used, genres)
- Computer (how used, sites visited)
- Mobile phone (how used, sites visited, apps used)
- Game console (how used)
- Print (how read/devices used, types)
- Tablet (how used, sites visited, apps used)
- eBook reader (how used, sites visited, apps used)
- Other
- None of these
Now More Powerful With Hyper-Granular Passive Mobile
So We Can Now Provide Single Source Views on Second Screen Behaviors

### Apps vs What were you watching on TV? Heatmap

**Saturday 9 – 9.30 pm**

<table>
<thead>
<tr>
<th></th>
<th>App Store</th>
<th>Communications</th>
<th>Entertainment</th>
<th>Games</th>
<th>Home Screen</th>
<th>Lifestyle</th>
<th>Other</th>
<th>Shopping</th>
<th>Social Networking</th>
<th>Utilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BBC1</strong></td>
<td>15%</td>
<td>31%</td>
<td>8%</td>
<td>38%</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHANNEL 4</strong></td>
<td>42%</td>
<td></td>
<td></td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHANNEL 5</strong></td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ITV1</strong></td>
<td>1%</td>
<td>40%</td>
<td>4%</td>
<td></td>
<td>34%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OTHER TV CHANNELS</strong></td>
<td>33%</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td>37%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OTHER TYPE OF VIEWING</strong></td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SKY 1</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WATCHING A DVD/BLUERAY</strong></td>
<td>32%</td>
<td></td>
<td></td>
<td></td>
<td>42%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WATCHING CATCH UP</strong></td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
<td>48%</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**18 – 24 Saturday 9 – 9.30 pm**

<table>
<thead>
<tr>
<th></th>
<th>Communications</th>
<th>Games</th>
<th>Home Screen</th>
<th>Lifestyle</th>
<th>Other</th>
<th>Social Networking</th>
<th>Utilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BBC1</strong></td>
<td></td>
<td></td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHANNEL 4</strong></td>
<td></td>
<td>50%</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ITV1</strong></td>
<td></td>
<td></td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OTHER TV CHANNELS</strong></td>
<td></td>
<td>35%</td>
<td>5%</td>
<td>55%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OTHER TYPE OF VIEWING</strong></td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WATCHING A DVD/BLUERAY</strong></td>
<td>38%</td>
<td></td>
<td>42%</td>
<td>4%</td>
<td>13%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td><strong>WATCHING CATCH UP</strong></td>
<td>29%</td>
<td></td>
<td>14%</td>
<td></td>
<td>29%</td>
<td>29%</td>
<td></td>
</tr>
</tbody>
</table>
And Drill Down to Specific Apps

Male 18 – 24 Saturday 9 – 9.30

Female 18 – 24 Saturday 9 – 9.30

What types of apps were the viewers using?

What apps were being used?
Enhanced Custom Capabilities

• We can now launch projects on demand
  – New projects can be live in 72 hours
  – Can include:
    • eDiary
    • Passive Mobile & Tablet Metering
    • MediaTrak Passive Listening
    • Whole home measurement
    • Behavior / location triggered surveys
USA TouchPoints In Action
Engagement Starts Early – TV Viewing

TV Viewing – Mostly Live, But Considerable Amount of Streaming
84%

First Four®
18\textsuperscript{th} – 19\textsuperscript{th}

Selection Sunday

Second and Third Rounds
20\textsuperscript{th} – 23\textsuperscript{rd}

Live TV

Streaming Media

16%

Initial Results
Concurrent Activities Show Viewers’ Mindsets

- Personal grooming or dressing
- Shopping in-store
- Traveling or commuting
- Housework or chores
- Socializing
- Pet care
- Talking on the phone or in-person
- Hobbies or pastimes
- Relaxing
- Working
- Drinking
- Snacking
- Entertainment (movie concert or sporting event)
- Nothing in particular
- Preparing food or cooking
- Having a meal
- Sleeping or napping
- Community organizations or clubs, religious or spiritual activity
Concurrent Mobile App Usage Grew Throughout The Tournament ... As The Upsets Rolled In

Selection Sunday

Second Round

Third Round


Spark Reality Mine

USA TouchPoints
Social Networking Dominates Concurrent Mobile App Usage

<table>
<thead>
<tr>
<th>Category</th>
<th>% of App Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Networking</td>
<td>58%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
<tr>
<td>Games</td>
<td>11%</td>
</tr>
<tr>
<td>Navigation</td>
<td>5%</td>
</tr>
<tr>
<td>Weather</td>
<td>3%</td>
</tr>
<tr>
<td>News</td>
<td></td>
</tr>
<tr>
<td>Sport</td>
<td></td>
</tr>
<tr>
<td>Search Engines</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
</tr>
<tr>
<td>Music</td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td></td>
</tr>
<tr>
<td>Banking</td>
<td></td>
</tr>
<tr>
<td>Hobbies</td>
<td></td>
</tr>
<tr>
<td>Health and fitness</td>
<td></td>
</tr>
<tr>
<td>Reading</td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
</tr>
</tbody>
</table>

Facebook Gets The Most Of The Action

- Facebook: 58%
- YouTube: 14%
- Instagram: 11%
- Twitter: 5%
- Email: 3%
What’s Next?

• 2014 Hispanic Test
• Path to purchase analysis based on passive measurement and custom survey questions post-purchase
• MRI based target setting for media exposure analysis
• Other fusions
• Sample expansion – 5,000 in 2015 ... 20,000 by 2016
• New Path to Purchase Analysis:
  • Passive measurement + passive listening + location analytics + access to loyalty and card data + behavior-triggered surveys
What Ads Are People Exposed at What Weight?

<table>
<thead>
<tr>
<th>Female</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ford F-150</td>
<td>000</td>
</tr>
<tr>
<td>Chevy Silverado 1500</td>
<td>000</td>
</tr>
<tr>
<td>Dodge Ram 1500</td>
<td>000</td>
</tr>
<tr>
<td>Toyota Tundra</td>
<td>000</td>
</tr>
<tr>
<td>GMC Sierra 1500</td>
<td>000</td>
</tr>
<tr>
<td>None of the above</td>
<td>000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Male</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Tundra</td>
<td>000</td>
</tr>
<tr>
<td>Ford F-150</td>
<td>000</td>
</tr>
<tr>
<td>Dodge Ram 1500</td>
<td>000</td>
</tr>
<tr>
<td>Chevy Silverado 1500</td>
<td>000</td>
</tr>
<tr>
<td>GMC Sierra 1500</td>
<td>000</td>
</tr>
<tr>
<td>None of the above</td>
<td>000</td>
</tr>
</tbody>
</table>

Thousands of Respondents
When Are They Being Exposed?

Media Recognition by day

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
And How Does This and Other Touches Impact Paths to Purchase?

Who:  ID 56977685893
Where:  Santiago, Chile
When:  Saturday
Thank You!

Rolf Swinton       rolfe@realitymine.com