

Expert Q&A

Andy Nobbs, president, Teletrax

Why did Myers Publishing and Teletrax write the research report "Great Expectations: Research Industry Looks Toward a New Era in Media Measurement," and how was it conducted?

AN: As a media intelligence company, Teletrax provides video content owners with tracking and measurement capabilities so they can determine the performance and ROI of their video assets. In recent months, there has been increased buzz about new media measurement offerings, and we were interested to determine the methods senior executives are using to best understand measureability and accountability for their program and advertising video content.

The study was undertaken by Jack Myers Media Business Report and underwritten by Teletrax. We conducted in-depth interviews with more than 20 industry executives, and gathered information and background research from proprietary and public sources.

Why have research and measurement technologies become more important to the media industry?

AN: Our experience has shown that the media industry has a massive drive to obtain actionable and precise data on its video content performance, which directly correlates with the impact on the bottom line. As the media industry becomes increasingly fragmented, the marketplace is charged with proving the effectiveness and impact of its investments and needs to maintain a precise level of accountability for building brand awareness and demonstrably moving the needle on sales. Within the past year, new methodologies such as digital watermarking technologies have begun to capture the attention of media executives who have sometimes been slow to embrace change, and will provide a way to effectively and efficiently measure the impact of their video assets.

What does this mean for the present and future of research and measurement?

AN: As the value of tracking and measurement technologies becomes more apparent, content owners are able to obtain enhanced accountability for video content and more precisely assess the value of video content, resulting in a positive impact on sales.

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