

JUST WHAT ARE THE RULES OF “ENGAGEMENT”?

“Engagement,” the industry’s current hot topic, is often discussed as if it were a new concept, which is hardly the case. While everyone agrees that *media that engage their audiences provide a better environment for advertisers*, questions remain about how to quantify such an experience and further, how such information impacts the media planning process.

The fact of the matter is that for over 50 years, researchers have been measuring their audiences, with a particular focus on how they respond to their media experiences. Methods such as program liking scales, attentiveness and commercial recall studies, observational camera and “spy” research and even dial-switching studies have all been employed in the hopes of quantifying (and ultimately optimizing) the viewing experience—defining and proving “engagement” in so many words. There were pros and cons with each of these approaches, and yet we wonder, based on what we see in the trades, if this body of knowledge is being considered or applied as the process of measuring “engagement” is developed.

What the research tells us is that, beyond the ratings, there are significant differences between viewer interest and involvement, depending on program content, but also mitigated by factors such as dayparts, network types, demographics, mindsets, etc. No one argues this. But now what? How do we move forward and turn “engagement” from a buzz word to a meaningful system of measurement?

Media Dynamics, Inc. has prepared a new 25-page report, “The Rules Of Engagement,” which provides an in-depth analysis of engagement-style research to date, discussing its different methodologies, findings and pitfalls. From this analysis emerges key recommendations on how a new approach to engagement might be developed, one that *takes the research beyond what’s been done before* under other auspices. Specific steps are included, as well as a hypothetical case study on the results of such research and how it might be applied to—and impact—TV buys. From seasoned media pros who value an impartial second opinion on research development, to industry newcomers who may lack valuable industry background, knowing “The Rules Of Engagement” provides the answers, so that you know what questions to ask.

“The Rules Of Engagement” is now available for purchase on our website:

<http://www.mediadynamicsinc.com/products/articles.cfm>.