

## comScore; PMB announce release date for second fused database in Canada

TORONTO, CANADA, RENTON, US: comScore, Inc and PMB Print Measurement Bureau have announced the release date of May 26 for their second fused database linking Canadians' online media habits with other media consumption data, along with product and brand usage, all in a single database.



The fused database is available exclusively to PMB members and comScore Canada clients, with access through software suppliers licensed jointly by PMB and comScore. The first release, in September 2010, has proved extremely successful with over 70 companies, print publications, advertising agencies and Internet companies now accessing the fused database and using the data in their buying, planning and selling operations.

### A valuable marketing resource>

"The partnership with comScore that we put into place last year is an important part of the PMB Board strategy for our members as we face the considerable changes and challenges happening on the media scene," says Fred Auchterlonie, executive vice president Client Service at PHD Canada and PMB Board Chair. "The fused print and online data is already a valuable marketing resource at PHD. The information gives an added dimension for the planning and buying decisions we make on a daily basis for our clients."

"The combination of online and offline audience data has broken new ground in the Canadian media industry," adds Brent Bernie, president of comScore Media Metrix Canada. "We are continually striving to expand our product offering in the Canadian marketplace, and this enhanced level of data really helps all our clients - publishers, advertisers and advertising agencies. All now will have far greater insight into consumer behaviour to use in the buying and selling process."

As with the first fused database release in September, print publications are shown to gain significantly through the online channel. Several PMB measured magazines gained between 10% and 25% unique readers through their website brand - figures very similar to the levels recorded in September 2010.

### Combined using split weight data fusion

The database also provides enhanced information about product usage by website visitors. For example, the online visitors to the website of some PMB-measured magazines are 50% more likely to use mascara and 60% more likely to do aerobics than the average Canadian female. The data also provide valuable insight into other consumer behaviour; for example, one in every five visitors to a major travel site report renting a car in the past year.

The comScore and PMB databases were combined using a state-of-the-art data linkage technique known as split weight data fusion to ensure that the audience data from the two original databases are retained - a critical element for both buyers and sellers. The statistical process used in the fusion process does not involve the exchange or matching of any personally identifiable consumer information.

The May 2011 release consists of the complete PMB 2011 Spring database combined with comScore 3-month average data for unique visitors and page views from September, October and November 2010. The fused database is now released twice yearly, in May and November.

### **About PMB Print Measurement Bureau ([www.pmb.ca](http://www.pmb.ca))**

PMB is Canada's leading syndicated study for single-source data on national print readership, non-media exposure, product consumption, brand usage, demographic and lifestyle data. Its reputation is based on almost 40 years of accurate, in-depth measurement of Canadian consumer behaviour. PMB has over 500 corporate members including print publications, other media companies, advertising agencies, advertisers and educational establishments.

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