

PRC develops new media planning tool

The Publisher Research Council (PRC) has developed Media Imperatives (MI), a tool to balance and assign ratings across the entire Target Market (TM). The tool allows users to segment one medium's audience into Light, Medium and Heavy (LMH) users, and cross-tab with LMH users of a second medium.

With this tool, media planners are able to assess whether the planned schedule is actually reaching all segments of the TM with a similar media weight, plus identify the size of each segment and balance the media plan to ensure reach and frequency ratings are equalised across all consumers.

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