



GfK Entertainment Panel

Bridging the gap in today's market data



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GfK NOP's new Entertainment Panel doesn't just tell you which DVDs and Games have been bought and when, but also:

- Reason for purchase
- Previous experience of the title
- Level of enjoyment of the title
- Likelihood to recommend to somebody else
- How did they become aware of the title?
- How much time elapsed between initial consideration of purchase and actual purchase?
- Purchase channel used (online, in-store etc)
- Reason for choosing that particular retail outlet
- Satisfaction with chosen retailer

As the most detailed data source available on the market, our Entertainment Panel brings you a far more vibrant picture of the immediate market landscape and trends – together with the ability to analyse and forecast consumers' purchase patterns.

Key tracking metrics delivered include:



Retailer share

- » How retailers are performing in current market
- » How this compares by channel, demographics, studio distribution and title

Studio performance

- » Show how studios are performing across products
- » Market share of studios
- » Distribution landscape

Consumer demographics and segmentation

- » Demographics of the market place
- » Who shops where and why
- » How studios perform within each of the key segments

Cross product consumption and loyalty

Reason for purchase

- » Driver for the purchase decision: gift, recommended, on offer, etc?
- » Reasons for choice of retailer

Spend, usage and consumption (6 monthly)

- » How consumers digest the product
- » How titles compare
- » How this compares across demographics

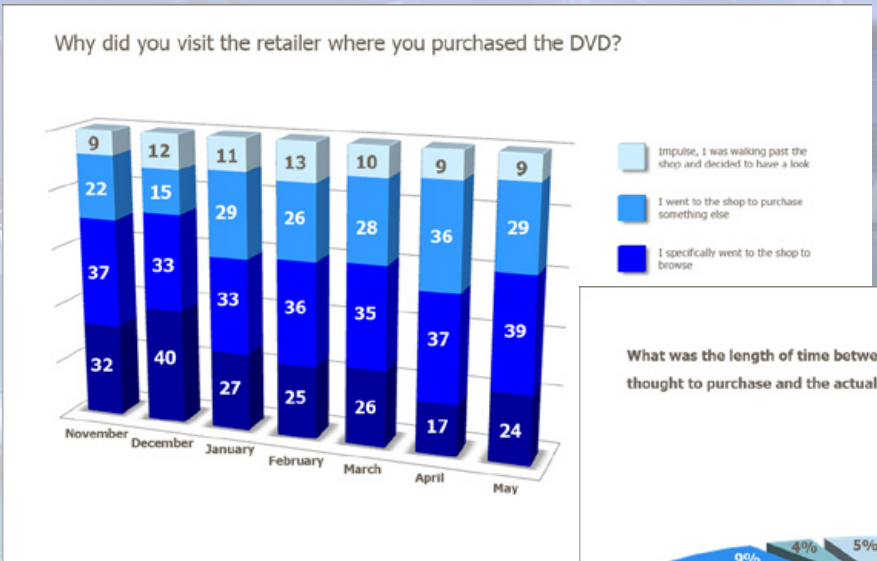
Customer satisfaction

- » How retailers compare
- » Is Amazon achieving higher KPIs than HMV?
- » Which studios are they reliant upon?

Forecasting

- » Likelihood of future purchases and cross-purchases
- » Threat from different shopping channels (online, in-store etc)

What a typical report includes: ≡

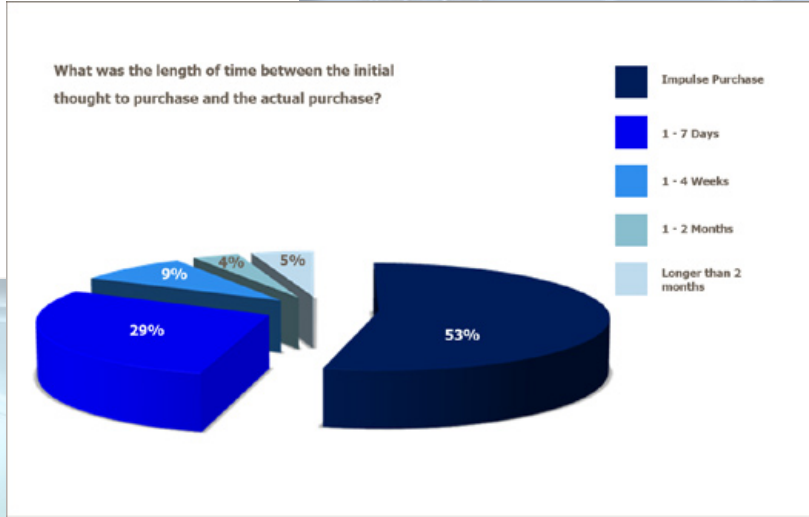


» Trends

Why did you buy the title?
Top 6 reasons in December 2009

- I bought the item as a gift 52%
- Due to an attractive price promotion 11%
- I collect the series 8%
- Saw the film at the cinema and wanted it for home 6%
- Film appealed to me spontaneously 6%
- Film was recommended 4%

» Quotes



» Snapshots



[How the panel works ≡

Our Entertainment Panel consists of 12,000 individuals reporting continuously on their purchase and shopping experience.

It currently covers the DVD and Games markets (purchase, download and rental) and we will soon be adding:

- » Music – CDs and downloads
- » Cinema visits
- » Books

The strength of our continuous panel is its measurement of change; both in determining the size of change and its duration, and in exploring the reasons for that change. In addition, continuous panels offer:

Reliability - a panel where 80% of the sample is present in two surveys is more than five times more reliable at measuring change than two independent samples.

Task comprehension – panellists rapidly learn what is expected of them in these continuous surveys, which generates consistency of measurement.

Difficult tasks – because panellists have an ongoing relationship with GfK, they are more willing to take on ‘difficult’ research tasks.

Reduced over-claim – the “willingness to please” factor, which can lead to overstatement in ad hoc studies, rapidly disappears as panellists come to regard their task as routine.

Data quality – short recall periods and repetition of task assist the panellist to accurately record their behaviour and QC to identify ‘outliers’.

Cost – because the sample is “in situ” and data collection techniques are efficient, panel research can be very cost-effective, interview for interview.

Why you can trust us for data and insight

GfK Research Panels has managed consumer panels across Great Britain for over 60 years. Using our continuous panels, we provide market tracking information and insight to many leading multi-national companies across 65 product fields.

Contact Us



For more information on any of our continuous panels and ad-hoc research services, please contact researchpanels@gfk.com or visit our website: www.gfkresearchpanels.com