



Understanding Emerging Media Behaviors Since 2008

LMX (Longitudinal Media eXperience) is a portfolio of unique, syndicated studies that capture where, when, and how both new and traditional media are consumed.

LMX offers you the context you need

The LMX approach

LMX combines two techniques to better understand the actions and motivations of consumers – a 24 hour media diary and an Attitudes and Usage module.

24 hour diary of new & traditional media


Central to LMX is a 24 hour media diary that records all media consumption in the context of daily activities as well as co-usage, location and simultaneous media activities.

Deeper insight into new behaviors


Alongside the diary, the LMX Attitudes & Usage module captures current ownership and intent to purchase of devices; spend on media content, and participation in media activities.

LMX provides the complete picture


This unique approach means that LMX studies provide a complete and up to date picture of today's consumer and the technology adoption that is driving changes in their media consumption.




This is Tom. Tom is a 22 year old male. You should know Tom.



Yesterday, Tom spent 3 hours and 36 minutes in front of a TV watching comedy (Top Genre – 51%), 28% of which was time shifted.



Tom spent 23 minutes of this time simultaneously online visiting his Social Network (Top Online Activity While Watching TV – 61%).



Tom also spent 2 hours playing video games yesterday on his gaming console (Top Gaming Device – 56%). Tom spends 25% of his media content budget on video games.

Trending new behaviors since day one

Since its launch in 2008, LMX has covered many of today's most important new media behaviors – such as tablet computers and connected TV – from an early stage in their development. This trend data gives us a historical perspective; essential when trying to make sense of new behaviors.

Available for a range of audiences

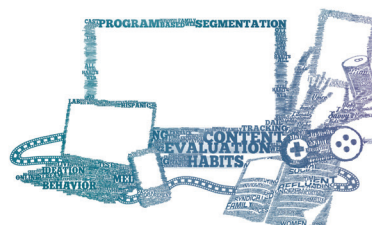
The suite of LMX products tracks different audience groups. Large sample sizes provide reliable trend data and offer the ability to drill down further into specific behaviors and groups with confidence.

	Focus	Fielding Period	Sample
LMX Core	General	Twice Yearly	7,000 US online consumers 13–74
LMX Family	Families	Annual	2,000 kids, 6–12 years old and their parents; 700 parents of kids 0–5
LMX Hispanic	Hispanics	Annual	2,000 US online Hispanics

Smarter ways of reporting

To help you get the most from your subscription, LMX data is delivered in two ways:

- Online, interactive database giving you easy access to every data point
- LMX Reports that cover specific topics of interest, such as tablet computers, connected TV and teenagers



Ipsos MediaCT

The Media, Content & Technology Research Experts

KIDS INSIGHT HISPANIC SAVVY AFFLUENT
TECHNOLOGY EMERGING TEENS LITERATE
CONNECTED VOICE GAMER WOMEN MOVIE
KIS GAMERS LMX AUDIENCE FAMILY REV
CROWD ATTENTION AFFLUENT HISPANIC
MEDIA MOVIE-GOERS ASPIRATIONAL REV
INFLUENTIAL CHILD SAVVY TECHNOLOGY

About Ipsos MediaCT

Ipsos MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space.

We work with leading companies in technology, entertainment and all sectors of media – TV, online, print, mobile, outdoor, radio – helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they use to discover, talk about and access this content.

We do this through industry-leading products and services such as LMX (Longitudinal Media eXperience) and the Ipsos Mendelsohn Affluent Survey; as well as through custom research to answer specific and often complex questions from our clients. Many of these questions are focused on cross-platform effects and the relationship between different media channels. They also cover the consumer's relationship with new technology and how it impacts on their attitudes and decisions. Answering them requires an innovative approach to market research together with sector experience and ultimately, thought leadership.

The senior team at Ipsos MediaCT has extensive experience of working with and for media owners, studios, agencies, advertisers, technology and entertainment companies, allowing us to look at the issues from all angles. The techniques we use to answer research briefs encompass a wide range of approaches from the humble survey or focus group to semi-ethnographic online techniques, biometric testing and the use of on-device metering.

Ipsos MediaCT is a specialist division within Ipsos, one of the world's largest market research agencies. Ipsos has offices in 84 countries, generating revenues of €1.140 billion (\$1.6 billion U.S.) in 2010. Alongside media, content & technology, Ipsos has specialist practices in advertising, loyalty, marketing and public opinion research.



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