



Ipsos OTX MediaCT



The LMX Suite of All-Media Syndicated Studies

Over 3 years of capturing where, when, and how new and traditional media are consumed

LMX (Longitudinal Media eXperience) is a portfolio of unique, syndicated studies that provide a reliable, complete and evolving picture of today's consumer and the technology adoption that is driving changes in media consumption. For over three years, LMX studies have been tracking media behaviors – many of those behaviors since they began.

The LMX methodology uses 2 core online elements:

- A past 24 hour eDiary
- A Usage, Attitudes & Aspirations module



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 1/4 of his
media content budget
on video games

LMX OFFERS THE CONTEXT YOU NEED

An eDiary paints the full picture

The LMX eDiary captures media in the context of daily activities and also tracks co-usage, location, and simultaneous media activities.

Understanding both new and traditional media

LMX is at the forefront of understanding new and emerging media usage and their relationship with traditional media.

Flexibility means the most up-to-date insights

The LMX UA&A module nimbly adapts to changing media behaviors, capturing ownership of the newest devices, spend on the newest types of media content, and participation in the newest media activities.

THE LMX SUITE OF PRODUCTS

	Focus	Fielding Period	Sample
LMX	General	Twice Yearly	7,000 US consumers, 13–74
LMX Family	Families	Annual	2,000 kids, 6–12 years old & parents; 700 parents of preschoolers
LMX Hispanic	Hispanics	Annual	2,000 US Hispanics, 13–74

LMX studies come with robust sample sizes, access to new and historical data via an online reporting tool, and engaging topical reports.

For more information:

Julanne Schiffer | 646.313.7692 | julanne.schiffer@ipsos.com

Mark McLaren | 646.313.7681 | mark.mclaren@ipsos.com

Rhiannon Shane | 646.313.7693 | rhiannon.shane@ipsos.com

Ipsos OTX 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. By integrating new technologies and immersive techniques with extensive traditional research experience, Ipsos OTX MediaCT's market leading research solutions help clients better understand media and technology consumption, evaluate content, monitor the value of brands and provide guidance for successful innovation. The Ipsos OTX MediaCT approach results in deeper and more profound consumer insights that allow companies to maximize their return on investment.