



Ipsos Mendelsohn is a division of Ipsos OTX MediaCT, the global leaders in research-based solutions that connect media, content and technology.

Mediator

Keeping in close touch with customers in the fast-changing, challenging environment facing media, content and technology companies is vital.

Mediator, powered by Interactive Forum (IAF), is Ipsos OTX MediaCT's online panel product, enabling companies to:

- Gather instant feedback on programs, content or product features;
- Investigate customer needs, attitudes and preferences;
- Test new ideas and concepts;
- Provide input for editors and programers;
- And much more...

A Mediator panel can be branded or unbranded. It can be recruited via customer lists, company websites or via other methods, depending on the research objectives.

But the panel is built for a client, it is shaped by the client and it is owned by the client.

Faster, Better, Cheaper

Mediator is fast. Underpinned by Ipsos Interactive Forum's integrated panel management software, Mediator offers clients online access to real-time results – even while a survey is in progress – allowing you to analyze data on the fly. You can also pull reports at any time.

Mediator offers high quality panel research. It is a professionally managed panel, rather than simply a series of online customer surveys. This is valuable for a number of reasons:

1. Surveys are designed professionally to maximize the quality of response and actionability of the findings
2. The panel is recruited to be representative of your target group and is actively managed to ensure it is properly balanced. Survey responses are 'cleaned' and weighted where required to ensure the data are accurate;
3. Panelists are not overburdened with too many or excessively long surveys;

Mediator is cost-effective. For the price of just a few custom research projects, you will be able to generate a continuous stream of insights throughout the year.

As budgets are challenged and penalties for making mistakes increased, the ability to stay in regular contact with customers will provide you with the tools you need to stay ahead of the game.

Mediator at work

- In North America, OTX MediaCT manages a panel of mobile phone owners used to test concepts and ideas and to monitor **brand awareness and perceptions**. The company has been able to eliminate some ad hoc research and still gain valuable and cost-effective insights about mobile content, service enhancements and delivery models preferred by mobile phone users.

- In 2008 a leading computer technology company asked OTX MediaCT to recruit a panel of IT decision makers to provide them with **insights about customers' buying decisions and the company's competitive position in the market**. The panel was set-up to include extensive enterprise profiling and sampling variables and as a result the client is able to better market their products to its target customers.
- Since 2005 Ipsos has managed a series of 12 panels for a major North American newspaper publisher. The panels provide feedback and help **generate editorial content as well as gauge customer satisfaction with subscription services**. The panels have now run for three years and continue to bring cost savings and inform decision making for the publication.

Contact Information:

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About Ipsos Mendelsohn

Ipsos Mendelsohn, a division of Ipsos OTX MediaCT (The Media, Content and Technology Research Specialists), focuses on studying and researching the impact and use of media across America. Our syndicated surveys are used by hundreds of advertisers, agencies, and the media to assess communications planning and buying activities. We manage comprehensive and innovative media surveys, including The Mendelsohn Affluent Survey and Ipsos BE:USA.

About Ipsos OTX MediaCT

Ipsos OTX MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behavior, the value of brands across different platforms and how they can minimize risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information about Ipsos OTX MediaCT, please connect with us at:
www.ipsos-na.com/mediact