



Using Interactive Custom Panels to Gauge Readers' Opinions and Build Ad Revenue

The Marketing Challenge

Daily news media have to balance two extraordinary and often volatile variables: the day's breaking news and the preferences and opinions of their readers. Their advertising and single-copy revenue streams depend on getting the media mix right every issue. CanWest Media wanted to enhance their reader experience and boost their ad revenues – by understanding their readers better.

The Interactive Custom Panel Approach

Ipsos partnered with CanWest Media to build twelve Interactive Custom Panels – one for each of their regional daily newspapers,* one for their national web property, Canada.com, and one for the national daily, the National Post.

Each Panel ranges in size from 1,000 to 2,500 loyal readers for a combined total of over 18,000 readers across Canada.

The CanWest Media custom panels were created to:

- assess the appeal of special interest sections in order to expand the publication's advertising base
- provide editorial content for the newspapers, showing reader opinion
- investigate new products that would appeal to readers
- determine satisfaction levels among loyal readers while continuously improving the newspaper

**Newspapers: Vancouver Sun, The Province, The Gazette, Ottawa Citizen, Edmonton Journal, Calgary Herald, Victoria Times Colonist, Saskatoon Star Phoenix, Regina Leader Post and Windsor Star Herald.*

The Result

Once the panels were built, online survey research with panellists was done to accomplish all of the above objectives. In addition to a proven ROI, CanWest has found that the online panels provide insights into readers' thoughts on hot-button topics fast (in real-time 24/7). And in the world of newspaper deadlines, FAST is important.

CanWest Media was able to identify content areas that would create opportunities for new revenue streams; the quick online polls with their panels created exclusive content for the paper. Participants were able to see content that reflected their opinions, while CanWest was seen as being responsive to their readers' interests.

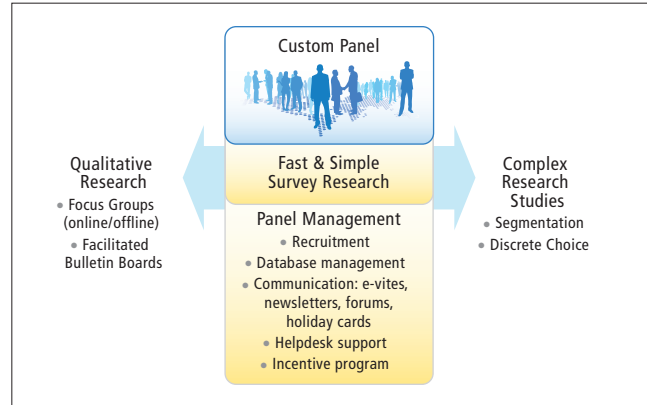




Ipsos Interactive Custom Panels

An *Interactive Custom Panel* connects you directly with your stakeholders – your customers, employees, investors, or donors – providing you with fast research data to support decision makers while also being cost-effective and ideally suited to reaching niche populations.

Each *Interactive Custom Panel* is designed, managed, and maintained by Ipsos online research experts who partner with you to achieve your organization’s specific research goals. We manage day-to-day research activities and nurture the health of your unique panelist database, while you focus on the results.



Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services – guided by industry experts and bolstered by advanced analytics and methodologies – in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Ipsos conducts polling on behalf of the Associated Press, the world’s oldest and largest news organization.

In 2007, Ipsos generated 927.2 million euros (\$1.27 billion U.S.) in total revenues, of which 31% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

Visit www.ipsos-na.com to learn more about Ipsos’ offerings and capabilities.

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