



INDUSTRIES



Ask Target Groups –
Create Content

INNOFACT Business Unit
Media Industry

Cooperation with **INNOFACT** in two completely different areas is on offer for media business: Classical market research for media products and cooperation based on partnership in the field of content delivery.

Numerous media businesses use the cooperation with **INNOFACT** to check image and acceptance of their products among their target group, to test new formats or to generate high-quality content. In this way, they secure decisive competitive advantages in highly competitive markets.



Market research and content development

Classic market research

Online activities

- What influence, and what effects do online activities have?
- How are websites and other online offers perceived, used and evaluated by the target group?
- What cannibalisation or synergy effects exist between the readers, users, listeners and viewers of offline- and online editions?
- Under what conditions is the internet suitable as an additional value-added channel?
- Who are the competitors on the internet?

Reader analysens and copy tests

- Who are my readers?
- How do readers use certain products?
- How do readers rate the entire magazine or individual sections?
- What is the relationship between readers and a newspaper or magazine?
- How satisfied are customers with the content, offers, services?
- Which contents, offers, services are particularly important or unimportant for the target group?
- Which future contents, offers, services are particularly attractive for the target group?

Testing of individual concepts and established formats

- Where are the value creation potentials of new formats?
- Which readers, users, listeners, viewers are addressed with a new or an established format?
- Where do existing readers, users, listeners, viewers see the optimisation potential of a format?
- Under what circumstances can new target groups be tapped for a new format?

- Which contents, offers, services are particularly important or unimportant?
- Which future contents, offers, services are attractive?
- Is there added value potential in new formats, and what mechanics must business models have in order to be successful?

Exclusive generation of content

In cooperation with **INNOFACT**, attractive market research data can be continuously generated exclusively for media partners, that allows media to be published in their formats extremely promptly.

Sample cases:

■ TV station

INNOFACT delivers content for a trend programme every two weeks. The **INNOFACT** project manager presents and comments on the results in the studio.

■ Online financial website

How does the monthly survey on the attitude of financially interested target groups on the subject of "DAX forecast: one week, one month, one year" develop?

■ Radio station

How does a representative consumer panel assess regional, national or global political issues?

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