

VISIONCRITICAL®
**PANEL *
SUMMIT**

Haymarket Media Group

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Head of Business Intelligence

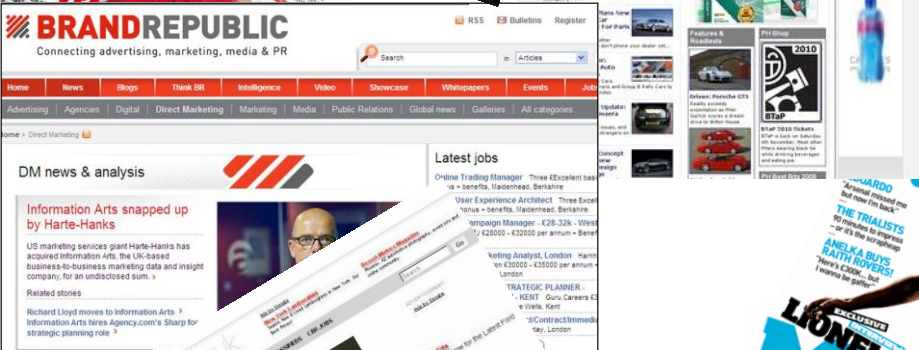
Outline

1. A bit about Haymarket
2. Why a panel
3. Selling Internally
4. Commercial or not?

Who are Haymarket?

- The UK's largest privately owned media company
- Group T/O of £250m
- Offices in 7 countries
- Magazines and websites produced and licensed in 142 countries

Our Scope



Our Core Philosophy

We do one of three things

Help People Buy



Help People Enjoy



Help People Succeed



Our Business Model is Simple



But, the world is changing

15 years ago, consumer choice for media was pretty limited,
and our consumer was contented



For example, if he wanted to buy a new car,
his choice of information was limited



But today.....



PistonHeads GAMES STATION

My Info The Forum Members Links Search What's New

Last visit was 09:28

Forum	People	Posts	Last Post
General Gaming			
↳ Motors News	95,828	Thursday 09:00	
↳ Games Reviews	1,373,249	08:58	
↳ The GTA & Grand Theft Auto	1,209,946	08:58	
↳ Website Feedback	28,280	07:40	
↳ Forums	3,993	08:57	
↳ Advanced Gaming	10,738	08:57	
↳ Reviews, Clips	14,802	08:58	
↳ Track Days	28,742	08:58	
↳ Games, Mods & The Like	813,492	08:57	
↳ Site News Bulletin	5,039	Thursday 08:58	
↳ News Alerts	98,438	08:58	
↳ The Official Forum	8,874	08:58	
Multiplatform			
↳ Games Multitasking	98,828	08:58	
↳ Software	6,144	Thursday 08:58	
↳ PC, PS3, Xbox	8,763	Thursday 08:58	

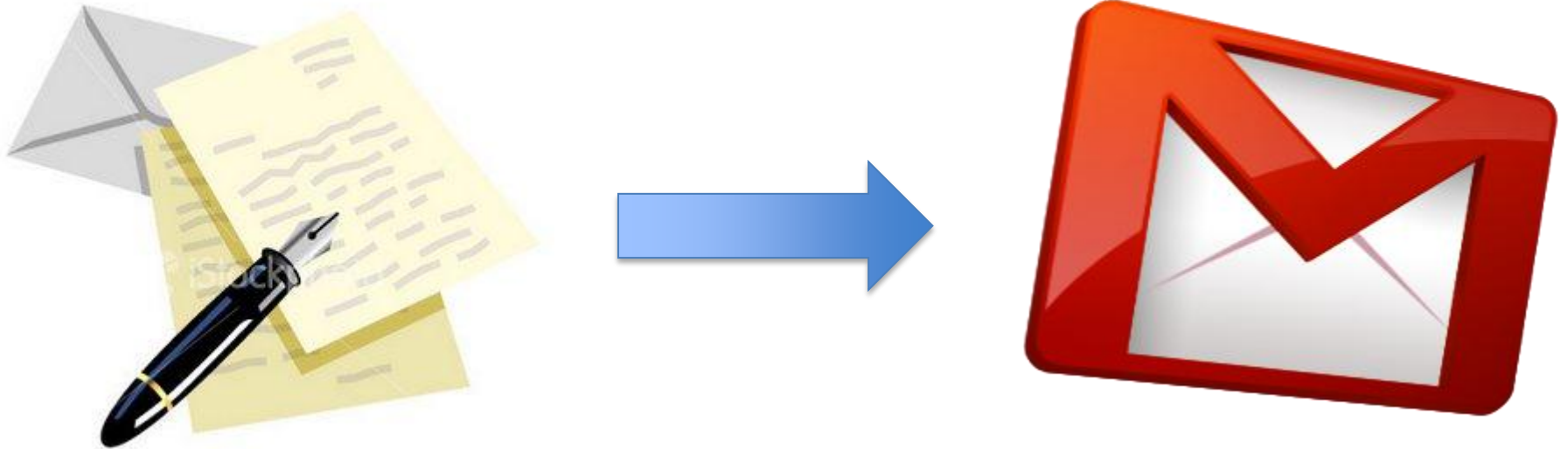


So.....

- Not only is our consumer confused
- Our advertisers struggle to get to know them
- We struggle to replace our core revenues
- So, we needed something new for us and our advertisers

But, if one thing has
remained constant

It's our relationship with our customers



Indeed..

- The web has actually enhanced it, making communication two-way



It is a relationship that

- We are beginning to understand
- Our consumers are (on the whole) happy to tell us
- Our advertisers want to be a part of!

Business Models are Changing

- And with it, so must we
- To develop more revenue streams, we have to take advantage of this relationship
- A Reader Panel was (for some of us!) an obvious development
- So, welcome to.....



welcome

We've invited a select group of people to join The Motoring Panel and take part in our regular surveys, questionnaires and opinion polls. As a member, as well as playing an essential part in shaping our magazines and websites you will also have the opportunity to let car companies know what you think, and you will be helping to shape opinions on important motoring issues.

And of course, we hope you have fun while you're at it too!

member login

Please enter your login information below:

Email Address:

Password:

Remember me

[forgot password?](#)

SIGN IN



FAQ'S

Do You have a question for The Motoring Panel? Here you will find answers to some of the things we are most asked about.

[more info](#)



WHY JOIN THE MOTORING PANEL?

Help shape the future of motoring and motoring publications, tell us what you think!

[more info](#)

What does a panel give us

- Knowledge for our publishers and editors
- Commercial Opportunities for our clients

But, it's never as simple as that

Editors understand their users

- They don't actually need the users to tell them what they want
- In reality, user opinions and views are more of a hindrance than a help

Our advertisers know their audience

- Their market research is bang up to date
- Why change from what they've always done

So, why bother with a panel?

Common Sense!

But.....

- Common Sense doesn't give you ROI
- So, we scrimped, begged and borrowed to try it out
- Baby steps at first – find a market that's large enough to justify spending the money

Haymarket in Motoring

Two of the UKs largest brands and the second largest UK motoring website



Importantly

- A massive market
- Able to tap into various different audience types:
 - What Car? – Active Buyers
 - Autocar – Enthusiasts
 - Pistonheads – Devotees
- Gave us variety of audience that a single brand wouldn't

So, we launched

THE
motoringpanel 

June 2011

HELLO AGAIN FROM THE MOTORING PANEL

Welcome to our second Motoring Panel newsletter. Since our first newsletter in February we have run three surveys asking about buying new vehicles, car reviews and our magazine cover design, amongst other things. If you took part in any of these surveys, thanks again.

READERS' RECOMMENDATIONS

We have always been aware that readers of our titles (Autocar, What Car? and PistonHeads) love to talk about cars with other car enthusiasts. This is plain to see by just looking at the activity on our online forums on any given day. One thing that we have always suspected is that our readers also tend to offer car advice to people who don't share their same level of expertise. We now know this to be true; almost nine in ten of you who took part in our

A NEWER VERSION OF YOUR CAR IS AVAILABLE FOR DOWNLOAD

Downloadable gadgets are predicted to be 'the next big thing' in automotive technology. Rather than requesting optional extras at the point of purchase, car buyers may soon have the option of digitally upgrading their car and its software throughout its lifetime. Audi was the first company to go public with the concept and many other

Successful or not?

A partial success

- Recruitment was relatively easy
 - We closed recruitment within a week, after hitting our targets
- Has proved its value, editorially
 - Being used as a key driver in the redesign of Autocar
 - Used by the publishing teams to inform marketing decisions
- Response has been good
 - Averaging around 45%, though showing some signs of natural decline

Commercially

- Early days
 - A number of challenges
 - We're not a natural port of call for research from our clients
 - Setting a value is difficult
 - Our panel's not representative of the general public

So, in summary...

As it turns out....

- Our Editor's have realised they don't know their audience quite as well as they think
- Our advertisers might like a little bit more information on our (and their!) consumers

Our Key Lessons

- Don't do a panel because you believe it will make you money immediately
- Try and work in a market with a large, diverse base
- Have dedicated internal resource – it's harder than it looks
- Make sure you have champions within the company
- Manage the panel continuously – reward and feedback to panellists
- Listen to the guys at Vision Critical – they are quite good at what they do!

THANK YOU
&
QUESTIONS

**ENGAGING MUSIC
FANS ONLINE
VISION CRITICAL
SUMMIT
1st NOV 2011**



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