

## Key facts about EMS and EMS Digital Life

**Who** EMS is designed to measure the habits of Europe's most affluent consumers and top business decision makers.

**EMS** provides a representative sample the top 13% of all adults based on income. Universe: EMS 40 million, CEMS 6.1 million.

**Digital Life** is a recontact survey, to qualify EMS respondents must use the internet for at least 1 hour per week. Universe: 38.8 million (including CEMS Poland, Hungary, Czech Republic)

**What EMS** is a vast strategic planning database, including detailed information on the respondents business and personal life, their behaviour and how they consume media.

- Allows multi-media Reach & Frequency analysis. The survey includes national and international print titles, TV channels, key media websites, portals & search engines.
- Detailed personal and business classification data including; job function, purchase decision making responsibility, life stage...
- Detailed psychographics and lifestyle data
- Travel behaviour
- Product usage
- Brand awareness

**Digital Life** is in two sections lifestyle and diary. The lifestyle section is designed to give more insight in the use and consumption of digital tools and products. The diary part captures the "yesterday" behaviour of the respondents; where people were, what they did, what devices they used, the preferred content and what they did at the same time simultaneously (multi tasking).

The lifestyle part focuses on:

- Digital products owned / in household
- Connection digital devices to home networks
- Awareness of Digital features
- Social/professional networking
- Media consumption
- Communication with others
- TV features used
- Online features used / online features used mobile
- Online activities
- Music consumption
- Ecommerce

The diary provides companies with detailed insight of what a 'day in a life' of affluent Europeans looks like:

- What media content their target audience is actually engaging to
- What time and place the media content is being accessed
- What devices are the target audience using to access the media content
- The amount and nature of multi tasking when consuming media content

**Where** Single consistent survey incorporate 20 Western and Central European countries  
**EMS:** Austria, Belgium/Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and UK **CEMS:** Poland, Hungary, Czech Republic and Russia

**Digital Life** incorporates all EMS and CEMS countries excluding Russia

**When** Both EMS and Digital Life have continuous fieldwork.

**EMS** is released twice a year and was first conducted in 1994.

**Digital Life** is an annual survey; the first release was on 10<sup>th</sup> of September 2008.

**How** **EMS** is a mixed methodology survey conducted by Synovate based in the Netherlands. Screening is conducted by telephone using random digit dialling. The initial interview is conducted by telephone using CATI to collect all the reach and frequency data and key classification. The telephone interview is followed by a self completion questionnaire where the marketing data is collected. This questionnaire is currently offered to respondents both by post and online.

**Digital Life** is a recontact survey conducted among EMS respondents, it is an online survey

**Subscribers** **EMS**  
**Agencies:** Aegis Media, Hakuhodo, Inviso, Mediacom UK, MPG UK, OMD International, OMD France, Ogilvy, Mediaedge:CIA, Mindshare, Starcom, UniversalMcCann, ZenithOptimedia UK, ZenithOptimedia France  
**TV:** BBC World News, Bloomberg, CNBC Europe, CNN, Discovery Channel, EuroNews, Eurosport, France24, History Channel, National Geographic Channel, Russia Today, Sky News, Travel Channel, TV5MONDE  
**Print:** Fortune, Metro International, National Geographic Magazine, Newsweek, TIME Magazine, IMB, The Economist, The Financial Times, The International Herald Tribune

**Digital Life**

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