



Case Study: Media Analysis SKULD-Episode
„21st Energy Globe World Award“
- Cologne, July 2021 -



05 July 2021

IRIS MEDIA RESEARCH

**21ST ENERGY GLOBE WORLD
AWARD**

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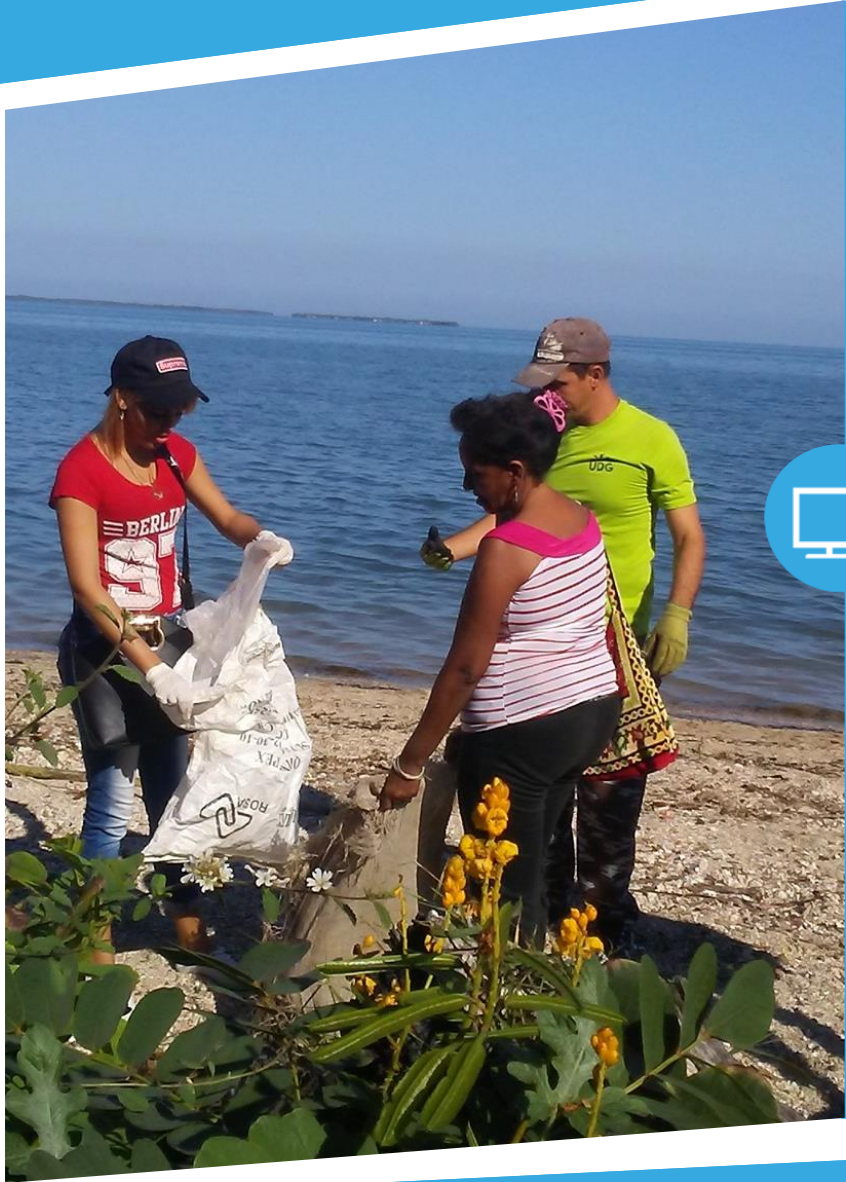
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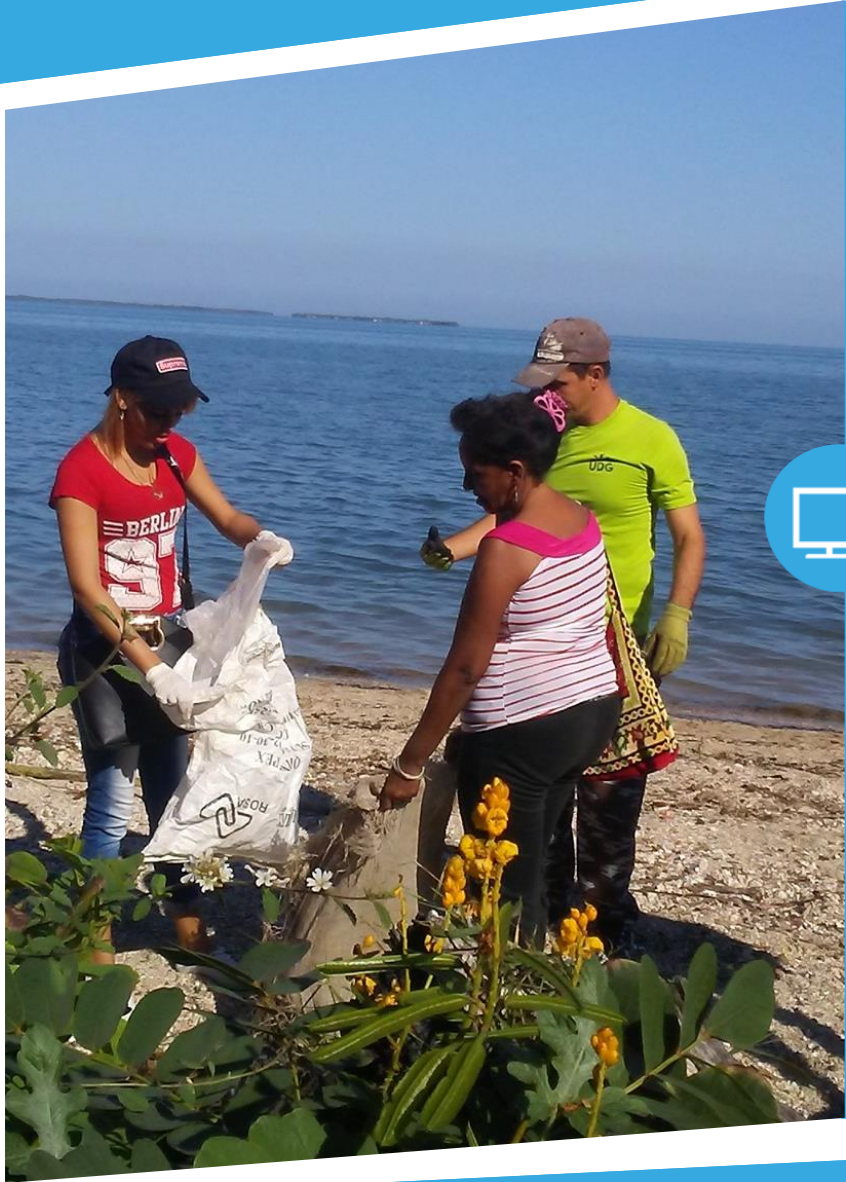
BASIS OF DATA



BASIS OF DATA



SKULD-Episode	21st ENERGY GLOBE WORLD AWARD
OBSERVATION PERIOD	07 – 27 JUNE 2021
MARKETS	Africa, Asia / Australia / Oceania, Europe, North- & South America
LENGTH OF EPISODE:	23:37 minutes



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BROADCAST LIST (ABSTRACT)



BROADCAST LIST

(ABSTRACT)

Region	Broadcasting Station or Media Outlet	Date	First Broadcast / Repeat / Online	Time	Number of Broadcasts	Average Reach (total in Millions)	Complete Episode (00:23:37)		
							Duration (hh:mm)	Media Contacts (Million)	PR Value (Euro)
Nigeria	Sports Focus	21.06.2021	First Broadcast	22:00	5	0,15	01:58	7,085	70.850
South Africa	Sports Focus	22.06.2021	1st Repeat	09:30	5	0,06	01:58	3,068	30.679
		23.06.2021	2nd Repeat	22:00					
		26.06.2021	3rd Repeat	09:30					
China	LUXE TV	22.06.2021	Online	-	3	0,09	01:10	4,263	42.626
		17.06.2021	First Broadcast	19:30					
		19.06.2021	1st Repeat	15:00					
India	LUXE TV	22.06.2021	2nd Repeat	20:00		0,08	01:10	3,911	39.109
Finland	ALFA TV	18.06.2021	First Broadcast	18:00	4	0,04	01:34	2,078	20.783
		19.06.2021	1st Repeat	17:00					
		22.06.2021	2nd Repeat	8:00					
		22.06.2021	3rd Repeat	12:00					

BROADCAST LIST

(ABSTRACT)

Region	Broadcasting Station or Media Outlet	Date	First Broadcast / Repeat / Online	Time	Number of Broadcasts	Average Reach (total in Millions)	Complete Episode (00:23:37)		
							Duration (hh:mm)	Media Contacts (Million)	PR Value (Euro)
Belarus	Belarus 1	07.06.2021	First Broadcast	15:00	5	0,39	01:58	18,421	184.210
		09.06.2021	1st Repeat	10:00					
		09.06.2021	2nd Repeat	18:00					
		11.06.2021	3rd Repeat	19:30					
		08.06.2021	Online	-					
Bosnia and Herzegovina	BHRT	16.06.2021	First Broadcast	11:00	3	0,13	01:10	5,951	59.514
		20.06.2021	1st Repeat	15:00					
		21.06.2021	2nd Repeat	21:00					
Bulgaria	BTV	10.06.2021	First Broadcast	19:30	6	1,82	02:21	85,870	858.702
		10.06.2021	1st Repeat	22:30					
		12.06.2021	2nd Repeat	18:00					
		12.06.2021	3rd Repeat	21:00					
		14.06.2021	4 Wdh.	11:00					
		12.06.2021	Online	-					
Russia	LUXE TV	17.06.2021	First Broadcast	19:30	3	0,04	01:10	2,068	20.679
United Kingdom		19.06.2021	1st Repeat	15:00	3	0,02	01:10	0,962	9.619
	22.06.2021	2nd Repeat	20:00						

BROADCAST LIST

(ABSTRACT)

Region	Broadcasting Station or Media Outlet	Date	First Broadcast / Repeat / Online	Time	Number of Broadcasts	Average Reach (total in Millions)	Complete Episode (00:23:37)		
							Duration (hh:mm)	Media Contacts (Million)	PR Value (Euro)
Malta	SMASH	08.06.2021	First Broadcast	16:00	4	0,04	01:34	1,818	18.185
		09.06.2021	1st Repeat	16:00					
		10.06.2021	2nd Repeat	16:00					
		11.06.2021	3rd Repeat	12:00					
		10.06.2021	Online	-					
Germany, Austria Switzerland	Welt der Wunder	24.06.2021	First Broadcast	15:30	4	0,67	01:34	31,363	313.630
		26.06.2021	1st Repeat	12:00					
		27.06.2021	2nd Repeat	10:30					
		27.06.2021	3rd Repeat	21:00					
Canada (Ontario)	CaribVision	15.06.2021 17.06.2021 19.06.2021 19.06.2021 20.06.2021	First Broadcast 1st Repeat 2nd Repeat 3rd Repeat 4 Wdh.	18:00 18:00 09:00 16:30 12:00	5	0,36	01:58	17,205	172.047
Canada (Quebec)					5	0,21	01:58	10,019	100.194
USA (New Jersey)					5	0,22	01:58	10,488	104.882
					USA (New York)	5	0,21	01:58	9,941

BROADCAST LIST

(ABSTRACT)

Region	Broadcasting Station or Media Outlet	Date	First Broadcast / Repeat / Online	Time	Number of Broadcasts	Average Reach (total in Millions)	Complete Episode (00:23:37)		
							Duration (hh:mm)	Media Contacts (Million)	PR Value (Euro)
Argentina	TV Azteca	07.06.2021	First Broadcast	19:30	12	0,11	04:43	5,286	52.859
Chile		09.06.2021	1st Repeat	07:00		0,68	04:43	32,342	323.418
Dominican Republic		09.06.2021	2nd Repeat	15:30		0,21	04:43	9,991	99.910
Guatemala		09.06.2021	3rd Repeat	19:30		0,31	04:43	14,580	145.800
Columbia		11.06.2021	4th Repeat	07:00		0,89	04:43	42,270	422.705
Mexico		11.06.2021	5th Repeat	15:30		0,37	04:43	17,244	172.442
Panama		11.06.2021	6th Repeat	19:30		0,12	04:43	5,897	58.967
Peru		12.06.2021	7th Repeat	19:30		0,16	04:43	7,385	73.850
Puerto Rico		13.06.2021	8th Repeat	19:30		0,17	04:43	8,219	82.186
United States		13.06.2021	9th Repeat	04:30		0,13	04:43	6,008	60.081
Venezuela		14.06.2021	10th Repeat	07:00		0,47	04:43	22,391	223.910
		14.06.2021	11th Repeat	15:30					



3 MEDIA ANALYSIS

MEDIA ANALYSIS

KEY FACTS



Episodes

1,451



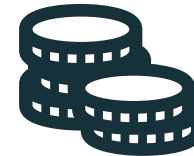
Reach

11.7 Mio.



Media
Contacts

551 Mio.



PR-Value

5.5 Mio.

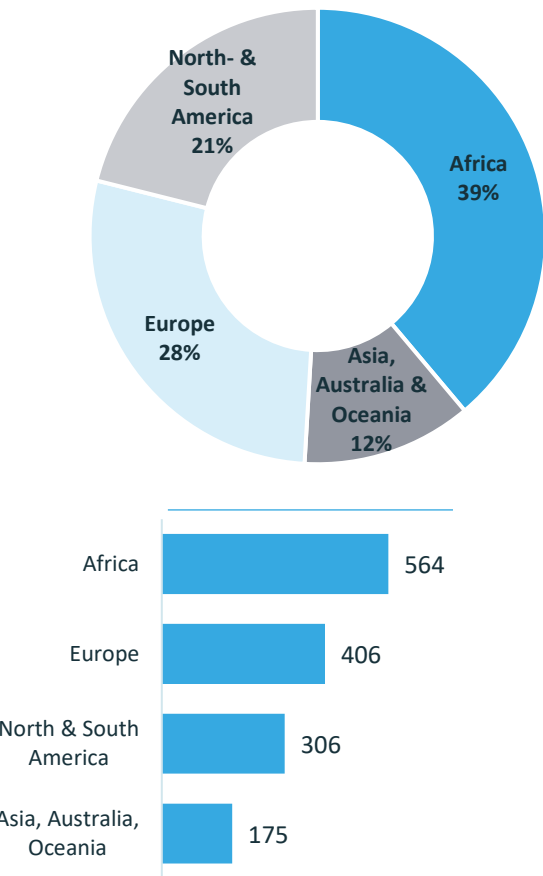
Globale Berichterstattung:

Afrika		Asien, Australien & Ozeanien		Europa		Nord & Südamerika	
Ägypten	Mali	Afghanistan	Myanmar	Albanien	Moldawien	Antigua und Barbuda	Kolumbien
Algerien	Marokko	Armenien	Nepal	Andorra	Monaco	Argentinien	Mexiko
Angola	Mauretanien	Aserbaidshan	Neu Seeland	Belgien	Montenegro	Bahamas	Nicaragua
Äquatorial Guinea	Mauritius	Australien	Neukaledonien	Bosnien und Herzegowina	Norwegen	Barbados	Panama
Äthiopien	Mosambik	Bahrain	Nord Korea	Bulgarien	Österreich	Belize	Peru
Benin	Namibia	Bangladesh	Oman	Dänemark	Polen	Bolivien	Puerto Rico
Botswana	Niger	Bhutan	Osttimor	Deutschland	Portugal	Cayman Inseln	St. Kitts & Nevis
Burkina Faso	Nigeria	Brunei	Pakistan	Die Niederlande	Rumänien	Chile	St. Lucia
Burundi	Republik Zentralafrika	China	Palästina	Estland	Russland	Costa Rica	Trinidad und Tobago
Dschibuti	Reunion	Fidschi-Inseln	Palau	Finnland	San Marino	Dom. Republik	Uruguay
Elfenbeinküste	Ruanda	Indien	Papua Neu Guinena	Frankreich	Schweden	Dominica	USA
Eritrea	Sambia	Indonesien	Philippinen	Georgien	Schweiz	Ecuador	USA (Conneticut)
Eswatini	São Tomé and Principe	Irak	Salomon-Inseln	Griechenland	Serbien	El Salvador	USA (New Jersey)
Gabun	Senegal	Iran	Saui Arabien	Irland	Slowakei	Guatemala	USA (New York)
Gambia	Seychellen	Israel	Singapur	Island	Slowenien	Honduras	Venezuela
Ghana	Sierra Leone	Japan	Sri Lanka	Italien	Spanien	Jamaika	
Guinea	Simbabwe	Jemen	Südkorea	Kosovo	Tschechien	Kanada	
Guinea Bissau	Somalia	Jordanien	Syrien	Kroatien	Ukraine	Kanada (Ontario)	
Kamerun	St. Helena und Ascension Island	Kambodscha	Tadschikistan	Lettland	Ungarn	Kanada (Quebec)	
Kap Verde	Südafrika	Kasachstan	Taiwan	Liechtenstein	Vatikan		
Kenia	Sudan	Katar	Thailand	Litauen	Vereinigtes Königreich		
Komoren	Südsudan	Kirgistan	Türkei	Luxemburg	Weißrussland		
Kongo	Swasiland	Kuwait	Turkmenistan	Malta	Zypern		
Lesotho	Tansania	Laos	Usbekistan	Mazedonien			
Liberia	Togo	Libanon	Vanuatu				
Libyen	Tschad	Malaysia	Vereingte Arabische Emirate				
Madagaskar	Tunesien	Malediven					
Malawi	Uganda	Mongolei					

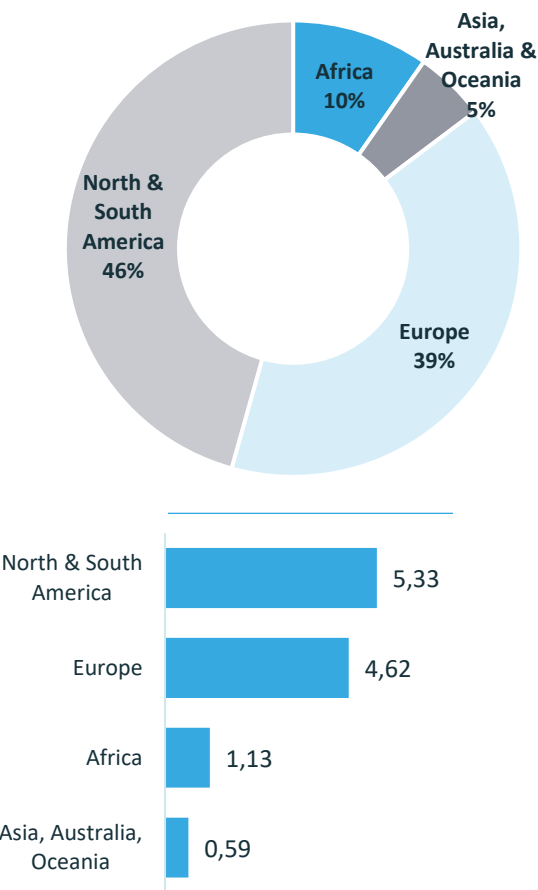


CONTINENTAL ANALYSIS

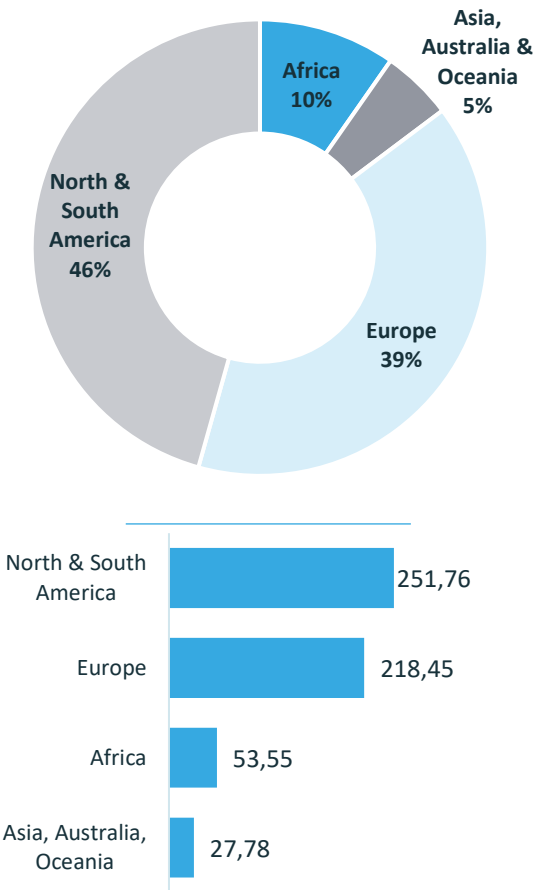
Broadcasts



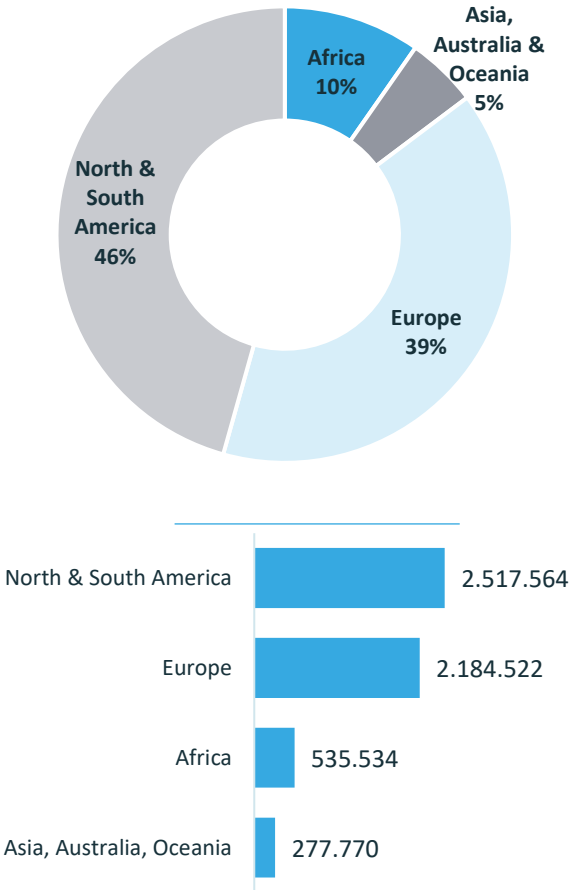
Reach



Media Contacts



PR Value



MEDIA ANALYSIS

MEDIA SUMMARY



TV and Online

Number of Episodes	1,451
Number of Countries	173
Total Broadcast Duration (hh:mm)	571:07
Reach (Millions)	11.68
Media Contacts (Millions)	551.54
PR-Value (€)	5,515,391





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TARGET GROUP PROFILE



Target Group Profile SKULD:

- „**...health conscious**“: strong Interest in work-life-balance / do sports several times a week / wellness- and health travel / frequently take advantage of wellness opportunities
- „**...high income earners**“: predominantly male (60%) / 30-50 years / well educated / fully employed / hold professional jobs / upper middle class families
- „**...modern & open-minded**“: conscious about modern appearance / regular shoppers / high intensity e-commerce users / consumption- and value orientierted
- „**...explorers**“: active & interested / want to see & experience new things / strong interest in personal travel and new innovations & future-related topics / regular readers
- „**...connected**“: extremely pronounced media- and consumption behavior - triple-play internet use, at least 1 hour daily and more / high mobile usage / extensive device ownership
- „**...mobile**“: above average holder of a drivers license and at least one car in the household / strong interest in purchasing a new car / high interest in new mobility solutions

Summary: Regardless of location, the SKULD target group is characterized by high professional qualifications and intensive and demanding consumer and media behavior. They are socially well-connected, mobile, open-minded, and value- and future-oriented.

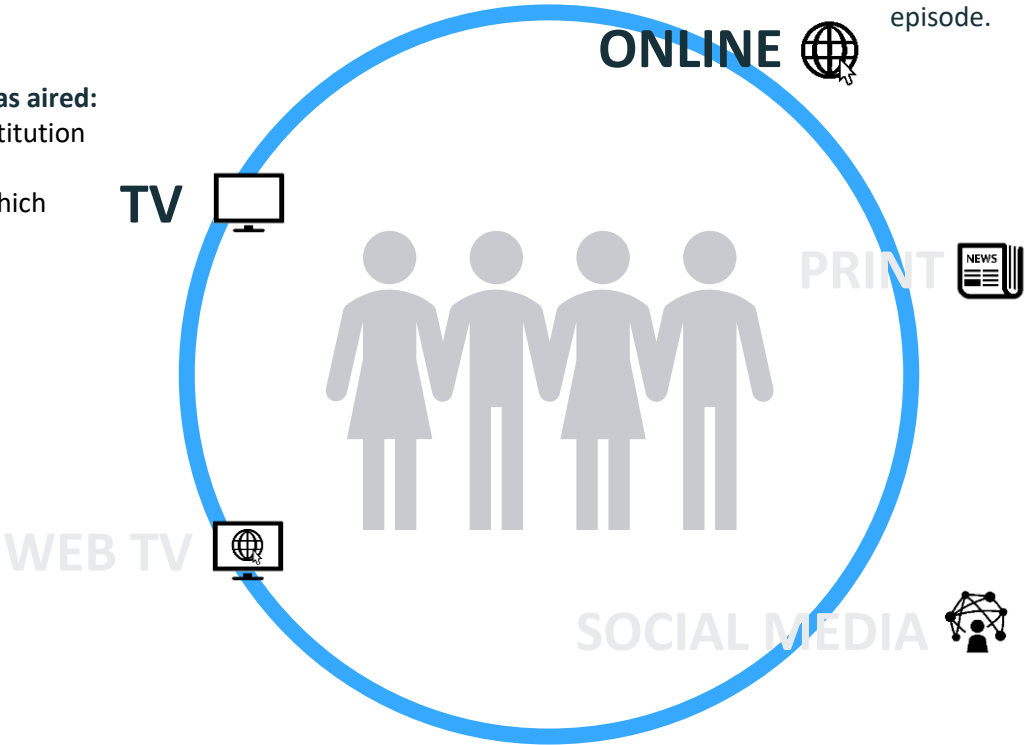


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PROJECT TERMINOLOGY

DETERMINATION OF REACH

Average reach of broadcast, in which the episode was aired:
Viewer Rate Information of the designated Quota Institution for measured transmitters,
IRIS Viewer Rate Prognosis Model for transmitters, which are not measured



Page visits of Website, on which the episode was posted:
Since the page visits are only output centrally for the web pages and not article-related, the page visits are weighted according to the viewing probability (genre-related) of the episode.

KPI OVERVIEW

KEY PERFORMANCE INDICATORS



PR VALUE (EVENT-VALUE)

Any coverage of the observed event generates communicative countervalue independent of sponsor visibility. Therefore, a "PR value" (=event value) is calculated, which is quasi the advertising equivalent value of the event.



TV / WEB TV / OTT / SOCIAL VIDEOS

Based on commercial prices / defined CPMs (depending on preference)

$PR - Value = Advertising\ Price\ per\ Second\ (Euro) \times Duration\ (Seconds)$

$$PR - Value = CPM \times \frac{Duration\ (Seconds) \times Reach\ (Millions) \times 1000}{30\ Seconds}$$



ONLINE

$$PR-Value = \frac{CPM \times Reach}{1.000}$$

CPMs are based on banner prices of the websites (between 20€ - 35€)

MEDIA- OR ADVERTISING MEDIA CONTACTS

Combination of length and range of coverage:



TV / WEB TV / OTT / SOCIAL VIDEOS

Reach is continually summed up every 30 Seconds (Duration) (FASPO Convention)

$$ADVERTISING\ MEDIA\ CONTACTS = \frac{Duration\ (Seconds) \times Reach\ (Millions)}{30\ (Seconds)}$$

Example: An episode with 5 million viewers and a broadcast duration of 2 minutes results in 20 million **advertising media contacts**. The calculation is performed separately for each individual episode.



ONLINE

For the calculation of reach, multiple articles on the same website on the same day are only counted once. When calculating advertising media contacts, however, all articles are added up, regardless of whether they were published on the same website on the same day. The calculation is performed separately for each individual article.





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IRIS CREDENTIALS & CONTACT INFO



INTELLIGENT RESEARCH IN SPONSORING
MEDIA | MARKET | INTELLIGENCE | DIGITAL

IRIS CREDENTIALS

INTRODUCTION

Dear Sir or Madam:

in 2014, Christian Riedle and Peter Weber founded IRIS in Karlsruhe, building on a core team of highly experienced employees in sports marketing research. Many employees previously held management positions at REPUCOM, IFM, SMS and Sport + Markt.

Within the last seven years, we have successfully established IRIS and become the **largest independent international full-service provider** in sports marketing research.

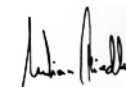
We employ approximately 50 people and serve about 250 customers from two German locations (Cologne and Karlsruhe) and with a local branch in Lausanne, Switzerland.

Well-known national and international customers, such as the DFB, AUDI, Viessmann or LIDL have become satisfied long-term customers. It is with pride that we look at a **renewal rate of more than 95%**, which is for us the most valuable proof of the satisfaction of our partners.

PETER WEBER
Managing Director



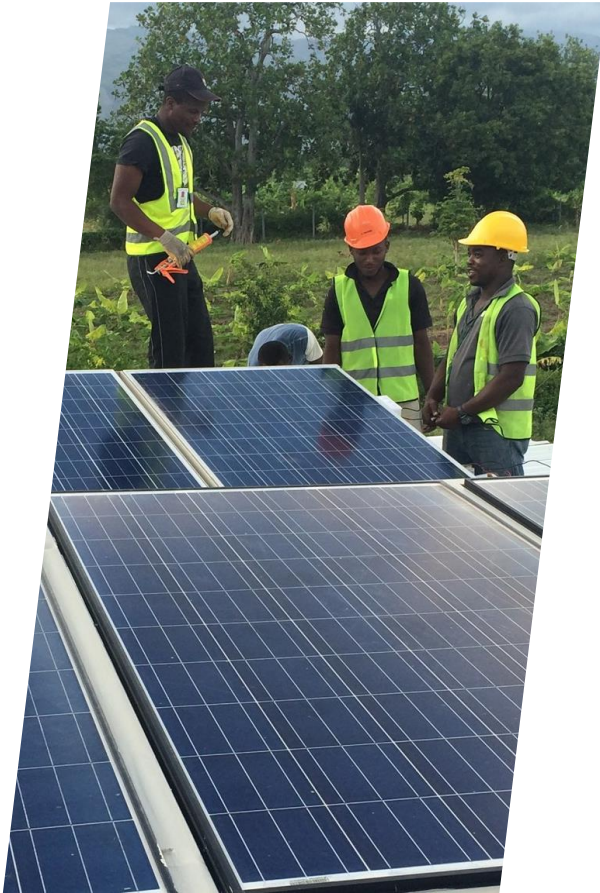
CHRISTIAN RIEDLE
Managing Director



SIMON FINK
Managing Director



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