

MAKING METRICS MATTER

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Communications Measurement: In a Bull or Bear Market?

amec INTERNATIONAL SUMMIT ON MEASUREMENT

LONDON
15-16 JUNE 2016



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AMEC World Media Intelligence and Insights Study 2016

Moderator: David Rockland, Partner & CEO, Ketchum Global Research & Analytics

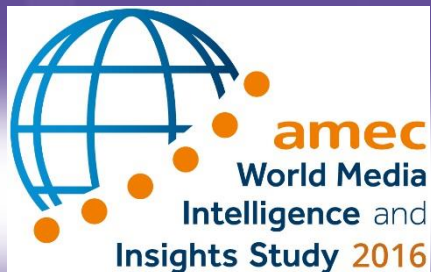
Panel:

Petra Mašínová, Global CEO, NEWTON Media Group

Mazen Nahawi, CEO, CARMA

Kevin Read, Executive Chairman and Partner - Corporate Brand, Digital, Consumer and Design, Bell Pottinger

Jeremy Thompson, AMEC Chairman & Managing Director, Cision EMEA




Purpose & Methodology

Purpose: Understand the current health of the communications measurement industry.


Methodology: Online survey completed by MD/CEO level participants. Invitations sent to all current AMEC members.

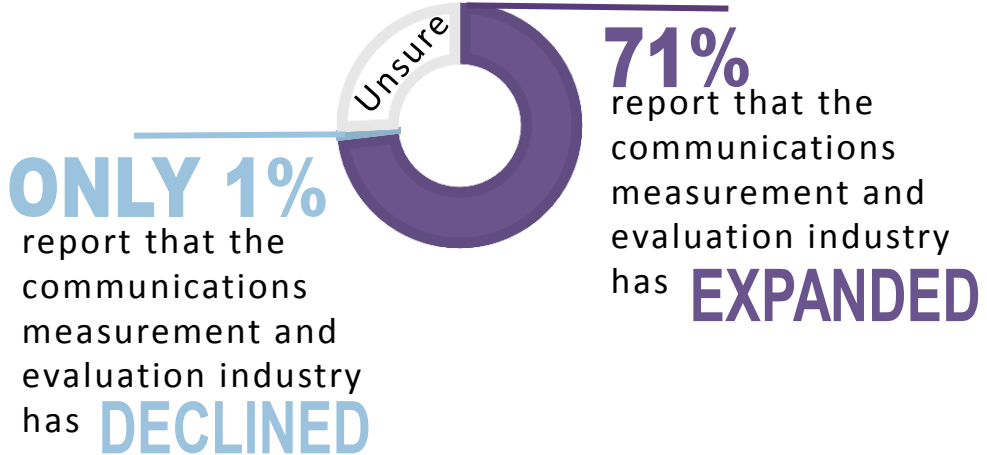
- In total, 103 organisations qualified for inclusion in the 2016 survey.
- Overall response rate of 80%.
- Research was carried out between 4th April and 31st May 2016.

I. Industry Growth: Optimism High But Waning

 **IN 2015**
74%
members see revenue growth compared to the year prior.



 **IN 2016**
54%
members see revenue growth compared to the year prior.



12% of AMEC members expect **DOUBLE DIGIT** growth across the industry in the next 12 months.

BUT, A DECREASE FROM LAST YEAR (23%)

ONLY 1% see any kind of shrinkage.

AMEC members see **greater demand** for:

- 71%** Digital/social media team
- 68%** Corporate communications function
- 67%** Brand/PR function

DIGITAL IS THE NEW #1

II. Measurement in PR Agencies Up

66% of all AMEC members agree strongly (22%) or slightly (44%) that PR consultancies are increasingly



BUILDING MEASUREMENT SERVICES INTO THEIR OVERALL OFFER TO END CLIENTS

AND

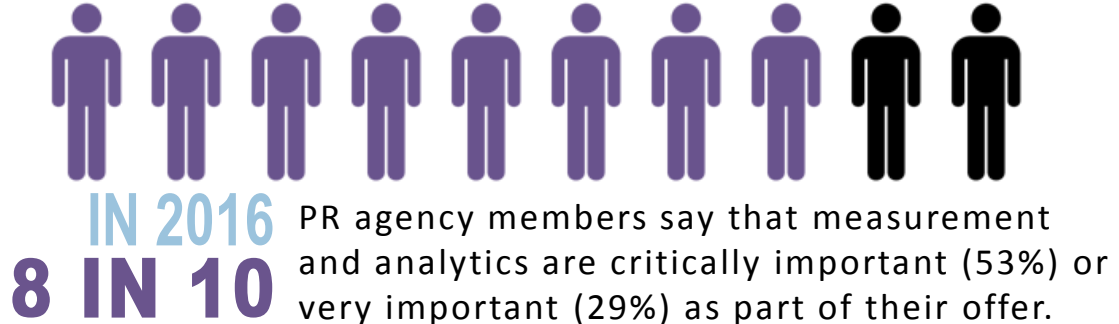


88%

PR agency members report that measurement has been identified as

A KEY BUSINESS PRIORITY FOR THEIR FIRM IN THE COMING YEAR

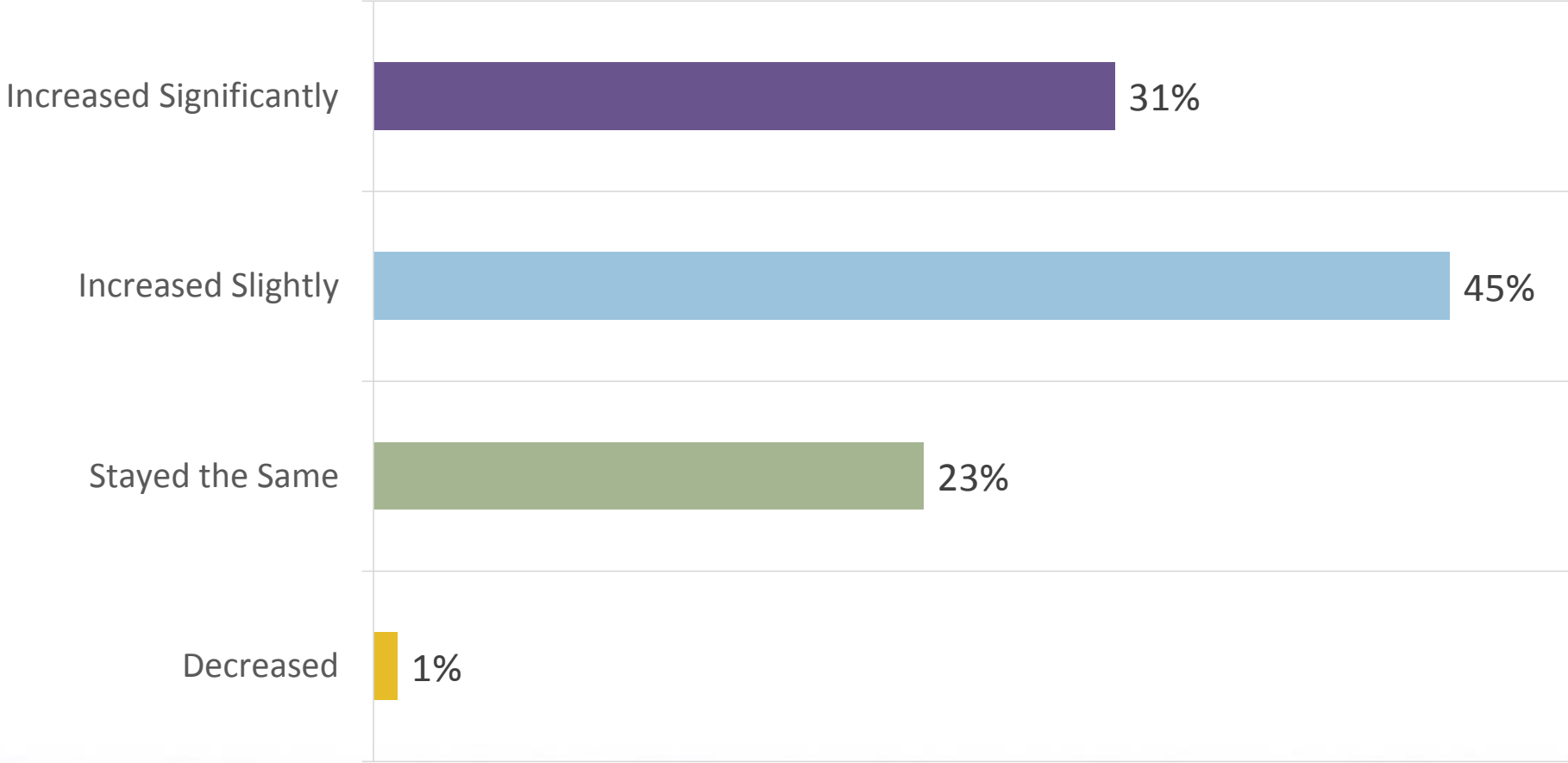
including 59% who agree strongly.



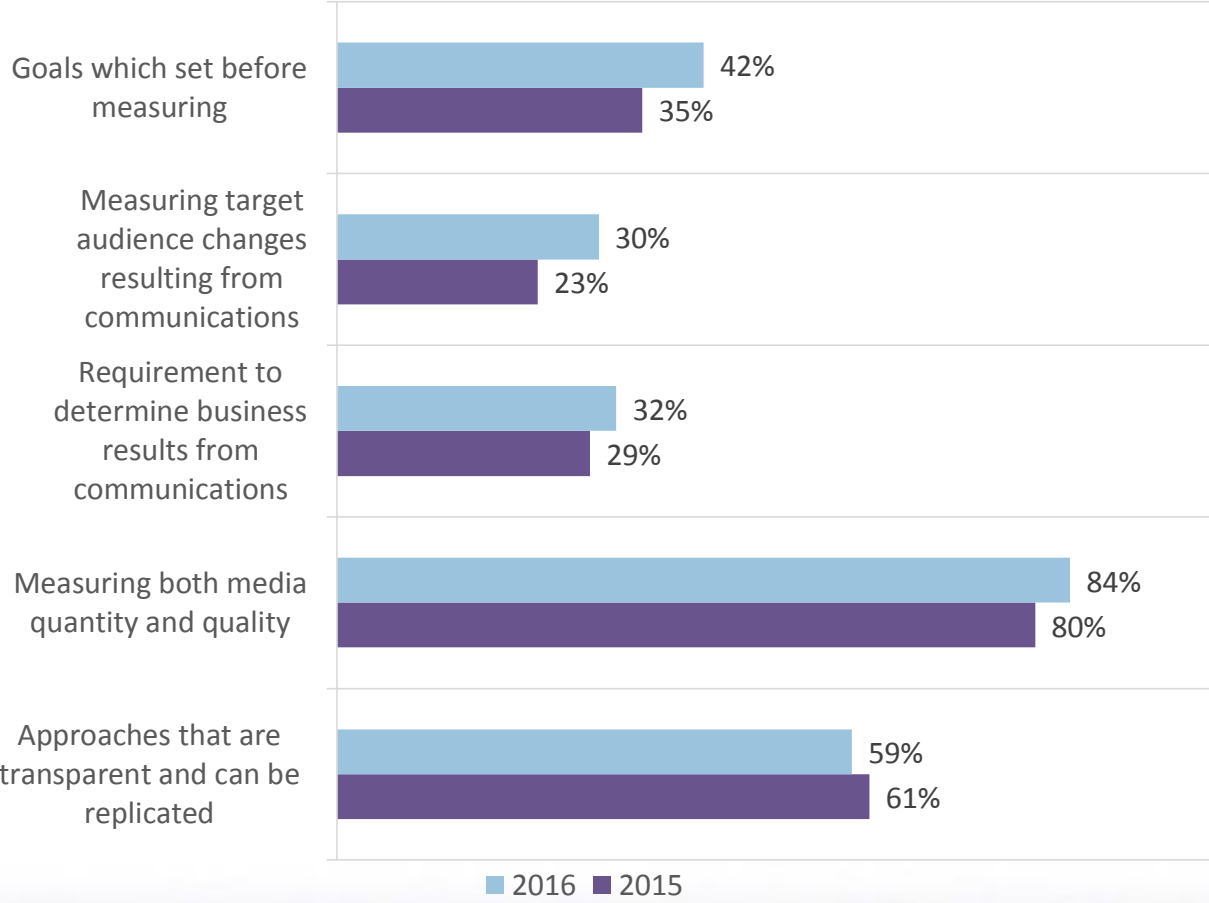
VS.



III. Investment in Innovation: 76% Say Increased



IV. Barcelona Principles Adoption Occurring

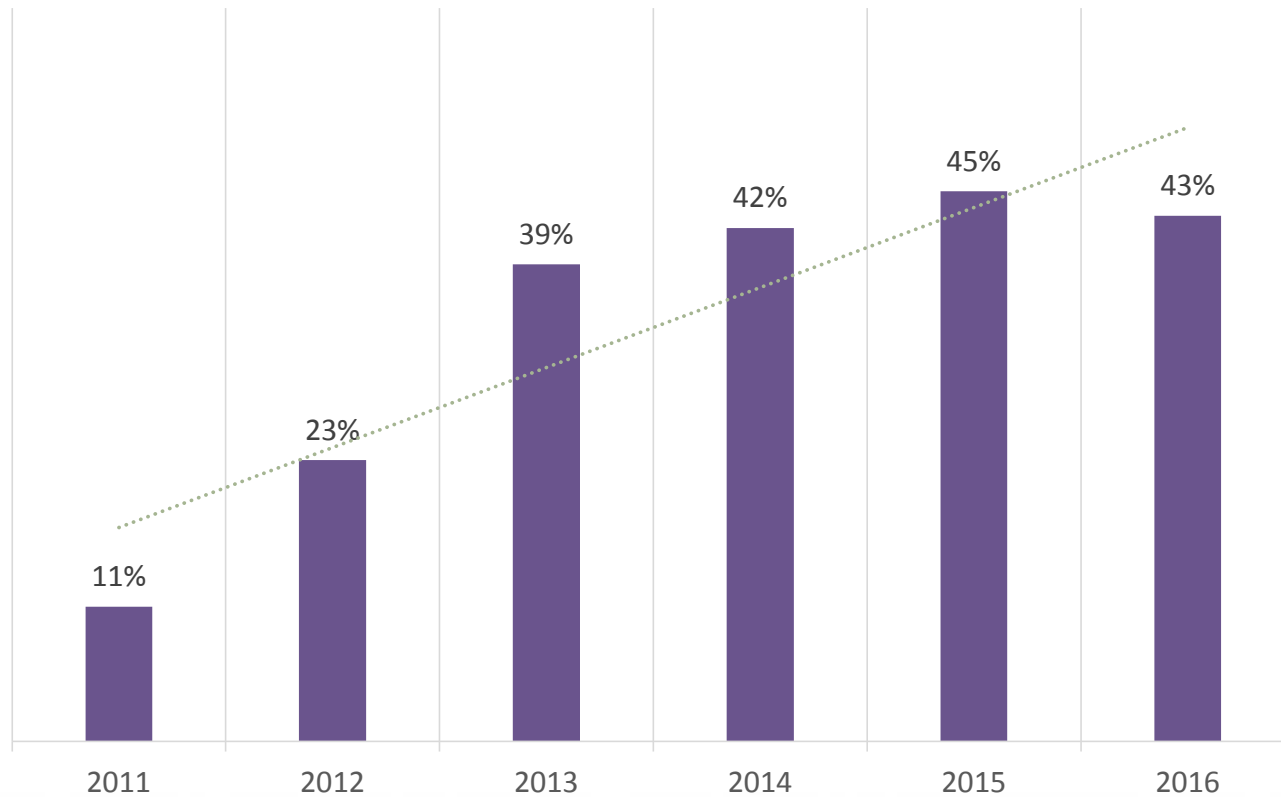


IN 2015
27% → TODAY
14%
ALL OR MAJORITY OF CLIENTS
STILL USE AVEs

AND

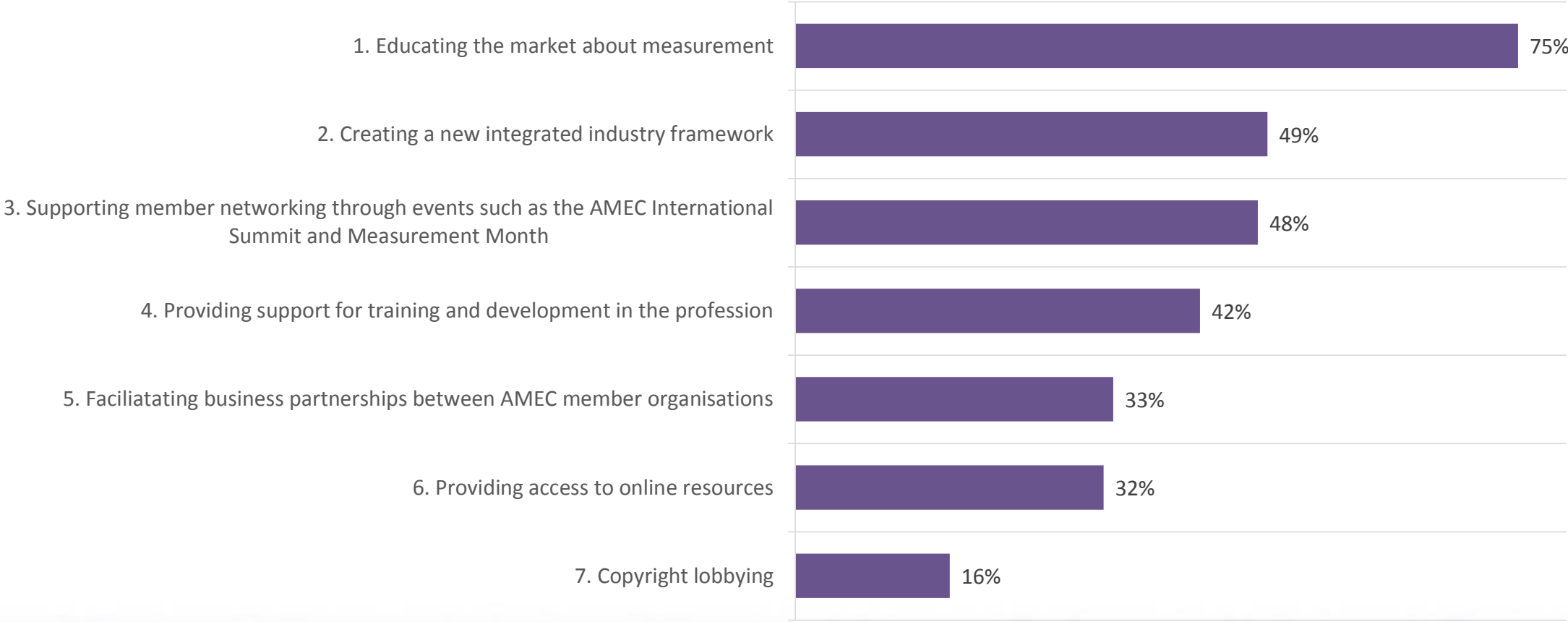
IN 2015
23% → TODAY
32%
CLIENTS DO NOT USE AVEs

V. Social Media: Saturation Point Reached?



AMEC members now report that **43%** OF CLIENTS INCLUDE SOCIAL MEDIA MEASUREMENT IN THEIR PROGRAMMES.

VI. The Role of AMEC: Education & Training, Framework and Networking



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