

# MARSA

BAKU 2024

MEDIA  
AUDIENCE  
RESEARCH  
SYSTEM OF  
AZERBAIJAN

# CONTENT

- KANTAR & MARSA
- PM7
- INSTAR SW
- AZE ESTABLISHMENT SURVEY & PANEL
- AZE MEDIA INDUSTRY
- OUR SERVICES
- OUR CLIENTS



# MARSA & KANTAR

**KANTAR** - PEOPLE-BASED  
MEASUREMENT

**MARSA** - NEW TAM SYSTEM  
IN AZERBAIJAN, technical  
partner & official provider  
of KANTAR

**MARSA**

---

# KANTAR IN DETAILS

**75+**

years of experience

**61**

markets where our  
technology and solutions are  
used to measure audiences

Developed the world's  
first People Meter

Real-time TV  
audience market share

**4,500**

TV channels referenced in our  
secure reference sites daily

**70,000**

People Meters installed  
across  
40,000 homes

First data science algorithm to  
convert household data to  
individual data

Appointed to deliver the  
world's first cross-media  
total audience  
measurement solution

**MARSA**



# MARSA IN DETAILS

## TAM PANEL SIZE



National panel  
950 HH gross

350 Baku  
300 Region cities  
300 Rural

## ESTABLISHMENT & ONGOING SURVEY



ES: 9,500 interviews  
Ongoing: 4,750  
interviews

## PANEL RECRUITMENT



- CATI recruitment
- 25% annual panel turnover

## TAM SYSTEMS



KANTAR Technology:  
- PM 7 Tablet Meters  
- Atria data processing  
- Instar reporting s/w

## QUALITY CONTROL



Daily QC checks by MARSA  
KPIs monitored by Kantar

## DAILY DATA DELIVERY



Next day data delivery  
available in reporting  
and planning SW

## REPORTING

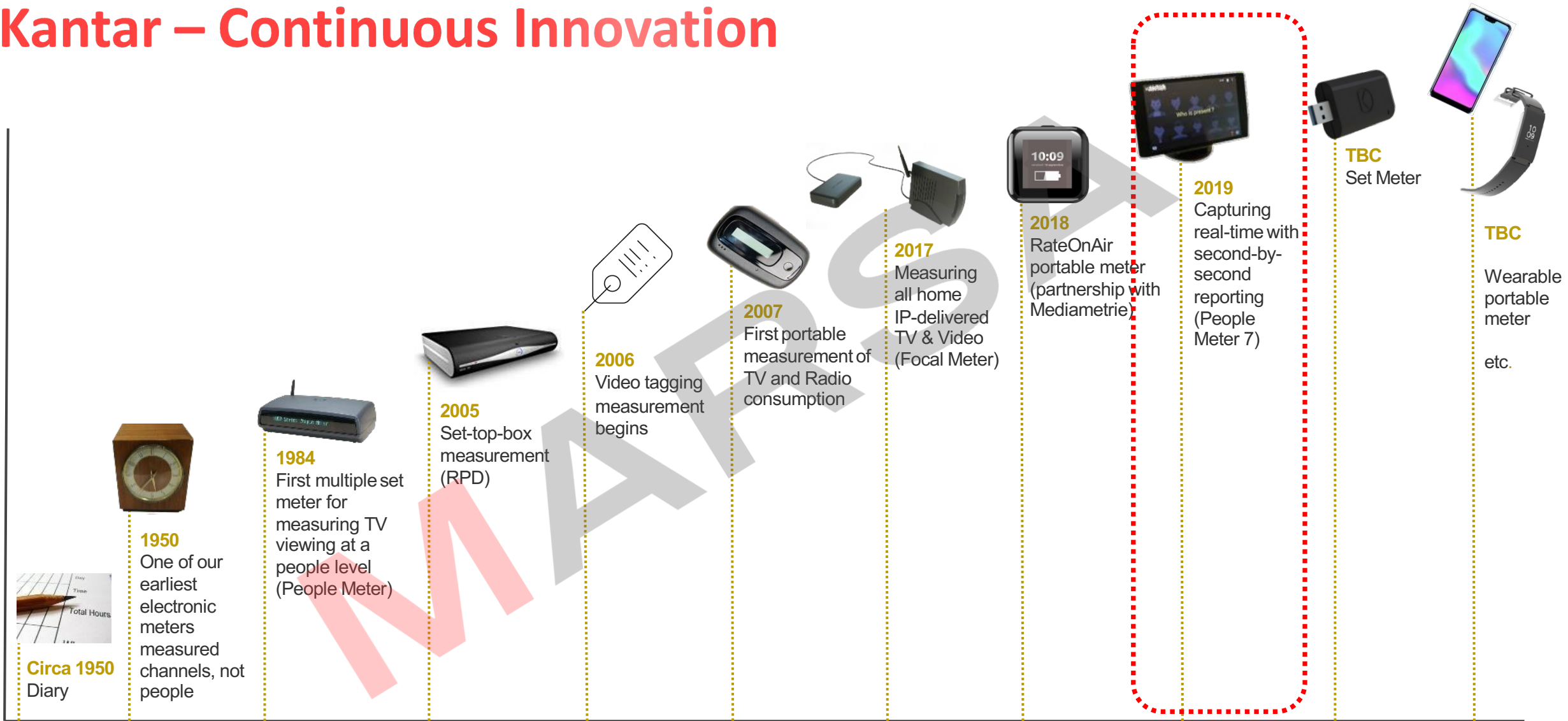


- Programs & Spots
- Guest viewing incl.
- Time Shift viewing incl.

**PM 7**

**People Meter 7**

# Kantar – Continuous Innovation



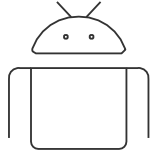


The PM7 provides an accurate and connected view of what audiences are watching on the TV set

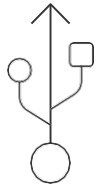
#### Kantar PM7

- A step change in consumer design
- Engaged panel members
- Easy installation and usage
- Guest viewing
- Time Shift viewing

# PM7 Main Technical Characteristics and Functions



Android OS



Powered with  
USB port



4G  
communication



WiFi  
communication



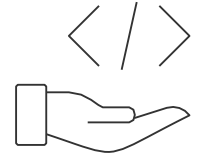
Bluetooth  
communication



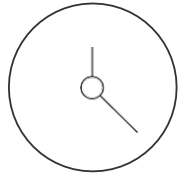
Built-in  
microphone



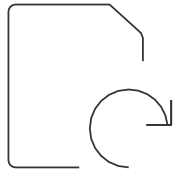
Audio  
Matching



Audio  
Watermarking



Real Time  
Reporting



Remote  
firmware  
upgrades



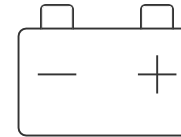
Touch screen



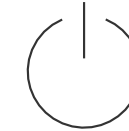
Handset  
support



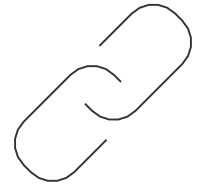
Registration  
via app



Rechargeable  
battery



TV ON/OFF  
detection device



Peripheral  
detection device



# INSTAR

**Instar Analytics is the most heavily used audience measurement software**

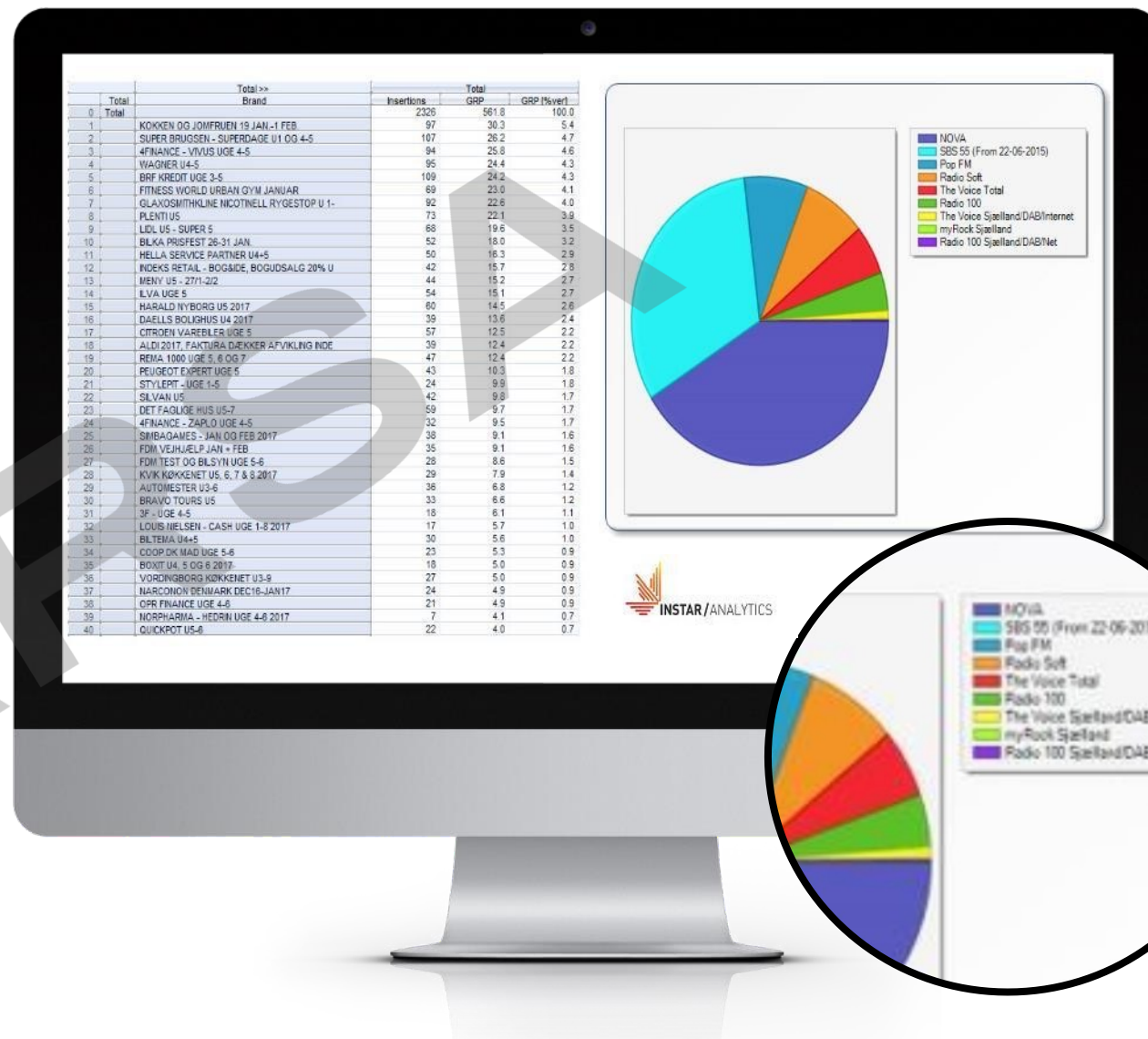
**MARSA**



# INSTAR

Instar enables you to analyse data in-depth to enhance your advertising planning, and make fast and easy programming decisions.

Instar Analytics combines in one single tool data processing, a powerful calculation engine and a set of report types and visualizations to present the results in a attractive way.





# Instar Reporting Software

Break down ratings and audience data into meaningful reports:

- Daily Curve, Channels
- Top Programmes
- Time Slots, Channels
- Commercial Summary by Brand & Channel Share
- Planning module



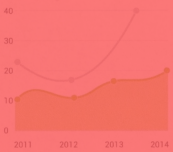
# ES & PANEL

## Morris Charts

Line Chart



Area Chart



Bar Chart



Donut Chart



## Sparkline Charts

Line Chart



Bar Chart



Pie Chart



## Easy Pie Charts



# Establishment Survey & Panel

# ESTABLISHMENT SURVEY & PANEL DESIGN

A panel is only as good as the sample it's built on

- Initial ES Sample Size - 10 times the gross panel / Ongoing Survey – 5 times
- Provides universe estimates, and monitors changes over time universe estimates
- Determines panel control targets
- Source of panel homes
- Provides information about a/ socio-demographics, b/ TV viewing patterns
- Panel conforms to target audiences determined by ES
- Ensures TV viewing habits across the measured population are represented

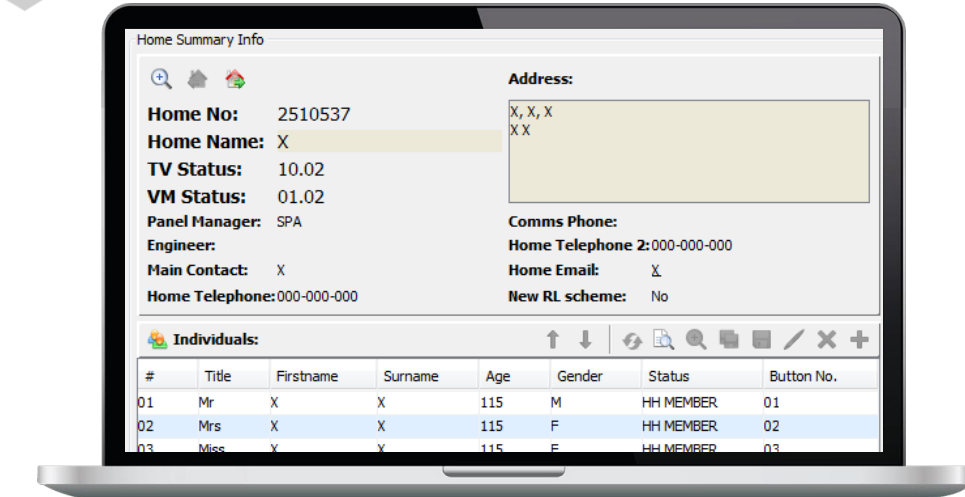
# PANEL CHARACTERISTICS

Based on the results from the Establishment survey, the panel represented by all these target groups.....

<b>Geographic</b>	National; Urban & Rural
<b>Age</b>	4+ years, split into 6 age groups
<b>Gender</b>	Female / Male
<b>Household size</b>	1 person / 2 / 3 / 4+ people
<b>SEC / Income</b>	SEC AB / C1 / C2 / D
<b>Reception Type</b>	Terrestrial / Digital (Satellite & Cable & IP)
<b>Matrix</b>	SES / HH size / Internet / Children

Communications with the panel  
g & problem solving  
Quality control checks the field  
Monthly Panel Reports

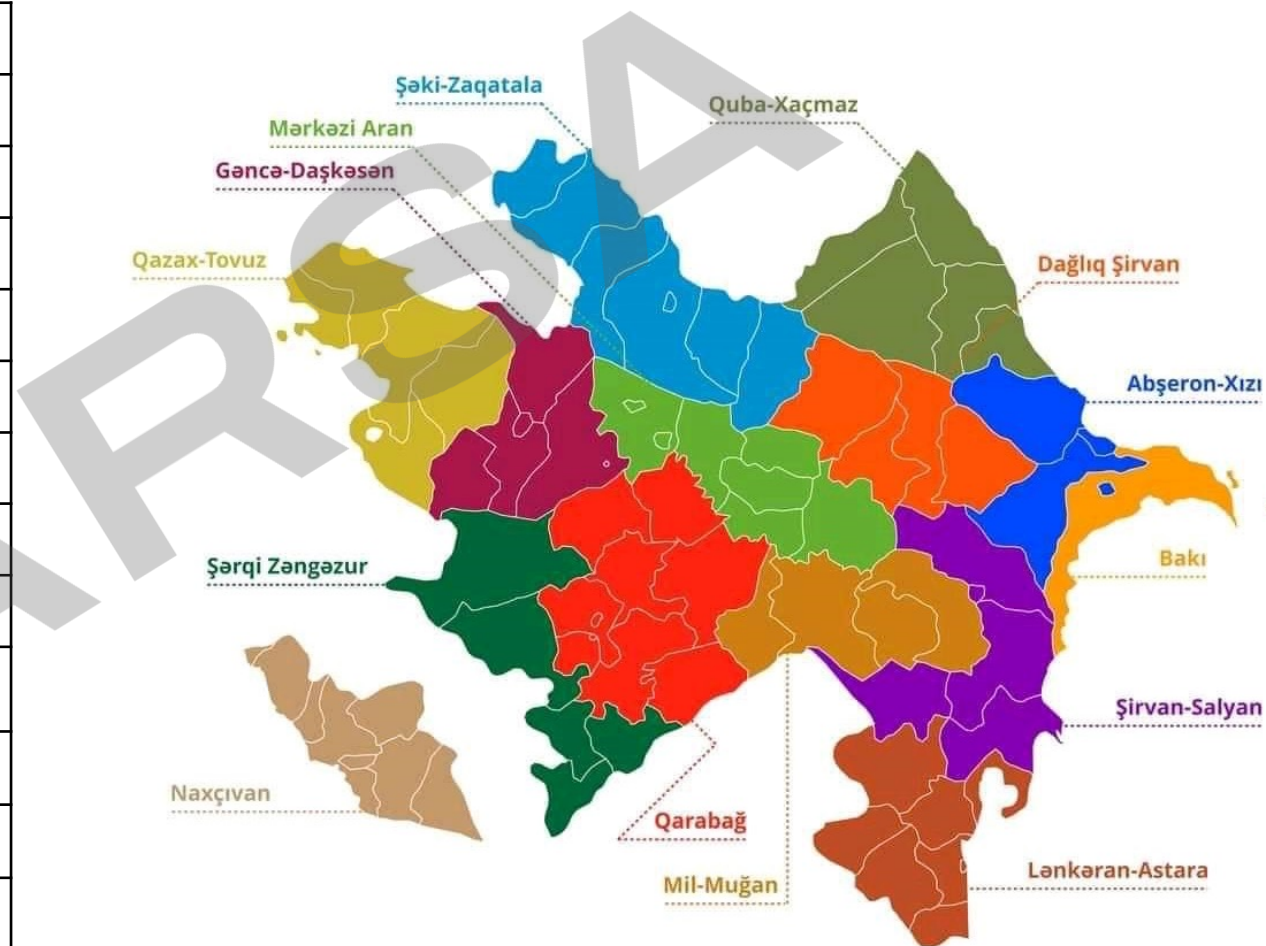
- # Monthly Panel Report





# PANEL COVERAGE

Economic Regions	Total	Urban	Rural
Baku	350	350	
Absheron-Khizi	64	60	4
Daghlig Shirvan	30	13	17
Ganja-Dashkasan	62	48	14
Karabakh	35	14	21
Gazakh-Tovuz	59	18	41
Guba-Khachmaz	50	21	29
Lankaran-Astara	83	29	54
Central Aran	69	35	34
Mil-Mughan	45	15	30
Shaki-Zagatala	56	20	36
Shirvan-Salyan	47	27	20
Total	950	650	300



# TAM PANEL SIZE – GLOBAL COMPARISON

Country	TAM / VAM	Population (ml)	TAM / VAM Panel (HHs)	Ratio
Azerbaijan	TAM (national)	8.3	950	1 : 9,000
Georgia	TAM (Urban 40K+)	1.5	540	1 : 3,000
Georgia (2023+)	TAM (national)	3.1	800	1 : 4,000
Uzbekistan	TAM (Urban 100+)	6.5	550	1 : 12,000
Kazakhstan	TAM (Urban 100+)	8	1,000	1 : 8,000
Belorussia	TAM (Urban)	7	550	1 : 13,000
Turkey	TAM (national)	85	4,000	1 : 21,000
Russia	VAM* in process (nat.)	146	9,000	1 : 16,000
Germany	VAM in process (nat.)	84	5,500	1 : 15,000
UK	VAM in process (nat.)	68	5,100	1 : 13,000
Spain	VAM in process (nat.)	47	4,700	1 : 10,000
Romania	TAM (national)	19	1,200	1 : 16,000



**MARSA**

**Media industry**

**MARSA**

---

# MEDIA INDUSTRY – GENERAL INFORMATION



## Television

11 main national channels,  
22 cable-satellite channels,  
5 regional channels



## Radio

19 main national stations.  
Radio monitoring is available.



## Digital

85% penetration



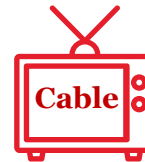
## Sales Houses

4 sales houses, selling the 10 TV  
channels advertisement



## Media Agencies

8 Network agencies  
7 Local Agencies



## Cable Operators

45 cable&IPTV operators



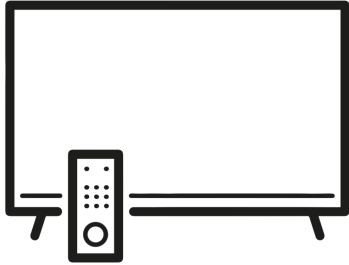
**MARSA**

# Our Services

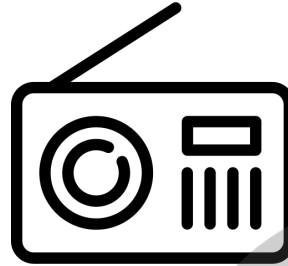
**MARSA**

---

# MARSA PROVIDE WIDE RANGE OF VARIOUS SERVICES



TV Measurement & Monitoring



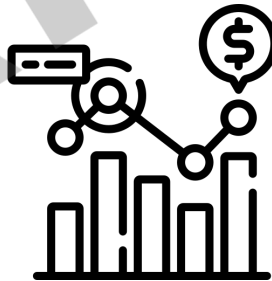
Radio Monitoring



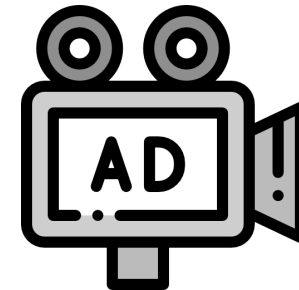
Airing Reports



TV and Radio  
Market Overview



Analytic Reports



TV and Radio  
Commercials Recordings



**MARSA**



**Our Clients**

**MARSA**

---

# TV CHANNELS



arb

arb24



Günəş  
arb



**M**ARSA

# RADIO STATIONS



**M**ARSA



# ADVERTISING AGENCIES

Only TV subscribers



**BANNER**  
group

**omm**

**MCA**

TV + Radio subscribers



Starcom



Only Radio subscribers

**ADMEDIA**  
MƏDİA BƏLƏDÇİNİZ



**MARSA**

# GLOBAL PARTNERSHIP



**Glance**  
Global Audience &  
Content Evolution



pure X media

**tmi**  
TRI MEDIA INTELLIGENCE



◀▶ **Nielsen Sports**

**WUENZI**



**Research**  
Official partner of KANTAR  
in Central Asia



**MARSA**

**THANK YOU!**

**MARSA**