

MEASUREMENT & THE THREE i'S

BARCELONA
12-14 June, 2018

Insights, Innovation and
Integration driving the future

Headline Sponsor:



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10th

Global Summit on Measurement



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Barry Leggetter

—
CEO, AMEC



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The AMEC Global Business Insights Survey

—
10 years on...



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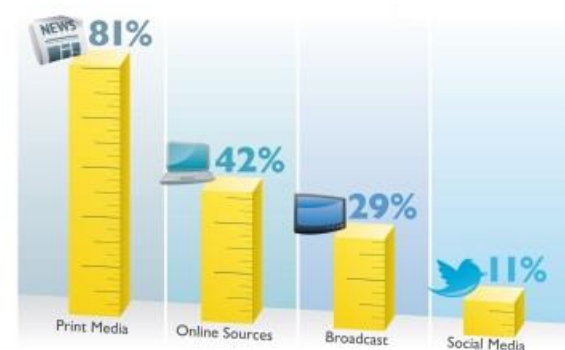
Some history

- The AMEC Global Business Insights Study started ten years ago...



Business Monitor Survey 2008

- By 2012, there was a new logo and name



AMEC International Business Monitor 2012

- The current branding launched in 2015



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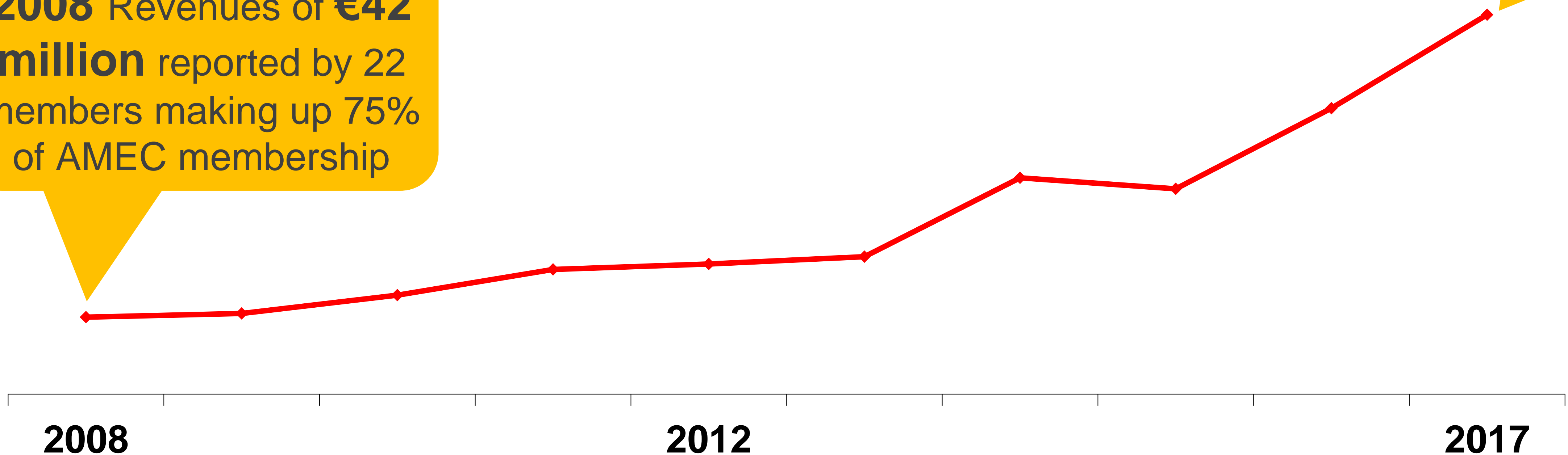


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The defining trend ... industry growth

2008 Revenues of **€42 million** reported by 22 members making up 75% of AMEC membership

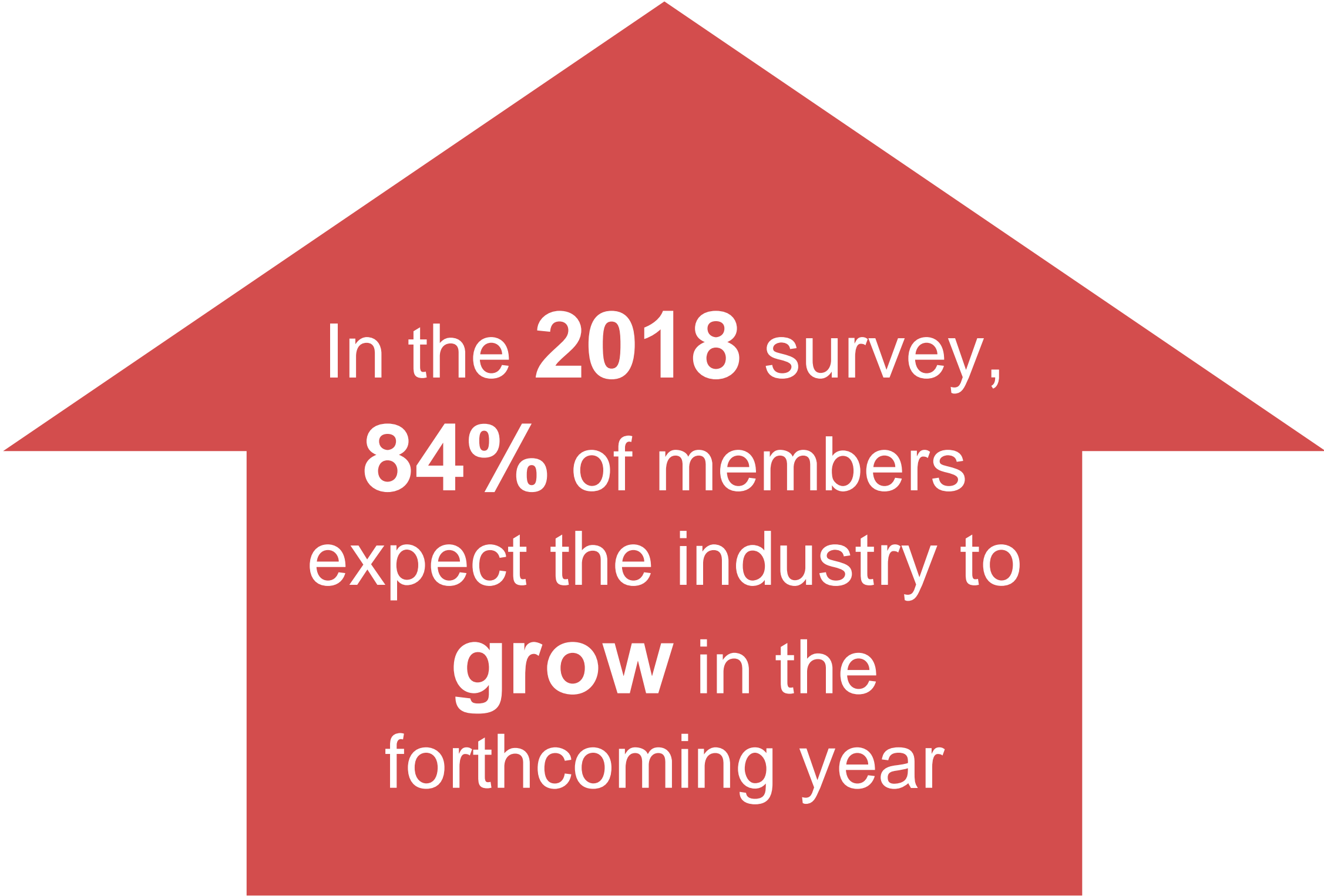
2017 Revenues of **€207 million** reported by 39 members making up 32% of AMEC membership



But it's not always been a smooth road



In **2008**, **48%** of members expect the general condition of the industry to **stay the same** or **get worse** in the upcoming year



In the **2018** survey, **84%** of members expect the industry to **grow** in the forthcoming year



The channel revolution

In 2008...

5%

of clients include **social media** in the scope of projects



In 2018...

52%

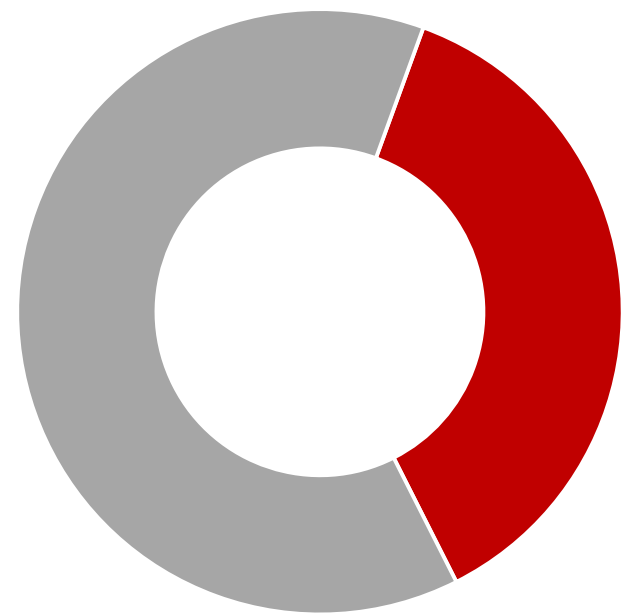
of clients include **social media** in most work, and

66%

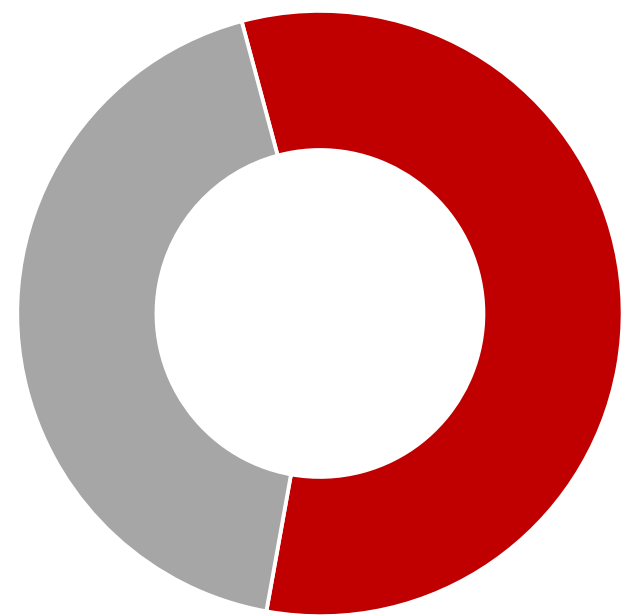
of members say demand is **growing**



The technology challenge



In **2014**, 37% see new/automated measurement technologies as a **potential growth activity**



In **2016**, 57% plan to invest in **new data capture & processing technology** in the coming year



In **2018**, 68% say their business **can compete effectively only** by investing in new technology (e.g. AI)



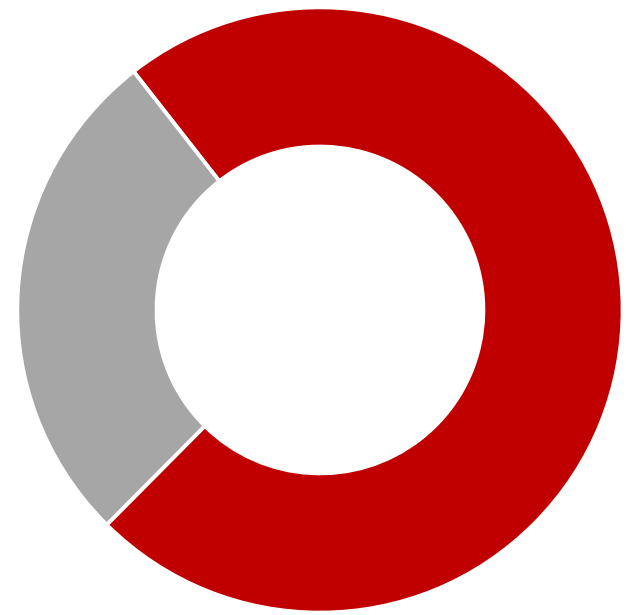
A globalising industry

In **2010**, 12% are developing partnerships with other AMEC members to offer a more **international proposition**

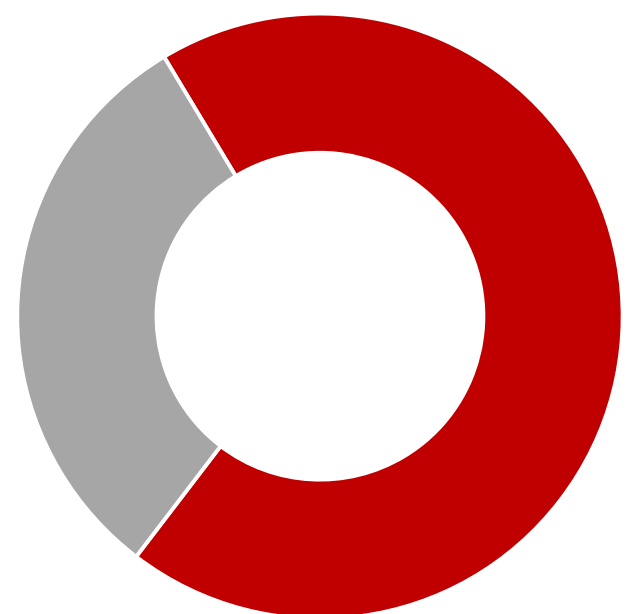
In **2018**, 67% report an **increase in demand** for global services, and 44% see partnerships to offer **global services as a main focus for growth**



The credibility challenge



In **2017**, 73% say ***fake news*** has had an impact on the industry, with 34% saying clients had **expressed concerns** they want the industry to address



In **2018**, 69% agree that people in general are **less likely to trust** media content now than two years ago



Changes in client demands shape the industry

2011 – 76% say clients are becoming more interested in **linking media analysis metrics to business outcomes**

2013 - 83% find clients asking for **more insights reporting** to demonstrate **business benefits** of their work

2014 - 2018 – for five years in a row, the majority say clients are putting **increasing emphasis on insights** and less on measurement / evaluation

2008

2013

2018



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Khali Sakkas

Chief Insights Officer, Isentia



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SCENE SETTER WORKSHOP

A Changing Landscape – What AMEC's Global Business Insights Survey tells us



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5 steps to your success

A satellite image of the Earth showing the Americas, Africa, and Asia. South America is on the left, Africa is in the center, and Asia is on the right. The oceans are a deep blue, and the continents show various shades of green, yellow, and brown. A semi-transparent circular overlay is on the right side of the image, containing the text.

**1. Base yourself
in Latin America,
Africa or Asia**

A composite image featuring a red apple on the left, a green apple in the center, and an orange on the right. A semi-transparent, light-colored circle is overlaid on the right side of the image, partially covering the orange and the right side of the green apple. Inside this circle, the text "2. Provide integrated measurement using a mix of internal and external capabilities" is written in a bold, black, sans-serif font. The word "external" is underlined.

2. Provide integrated measurement using a mix of internal and external capabilities

The background of the slide features a blue-toned collage of financial symbols. On the left, a portion of a calculator is visible, showing buttons for numbers 1 through 9, a plus sign, a percent sign, and a memory plus button. In the center, there is a line graph with a grid. The y-axis has labels at 6,000, 6,250, 6,500, and 6,750. The graph shows two lines: one trending upwards and another trending downwards. To the right of the graph, a stack of several coins is visible. The entire scene is overlaid with a semi-transparent white circle on the right side, which contains the text.

3. Focus on Financial & Professional Services



**4. Invest in AI for
keyword matching,
topics and entity
extraction**

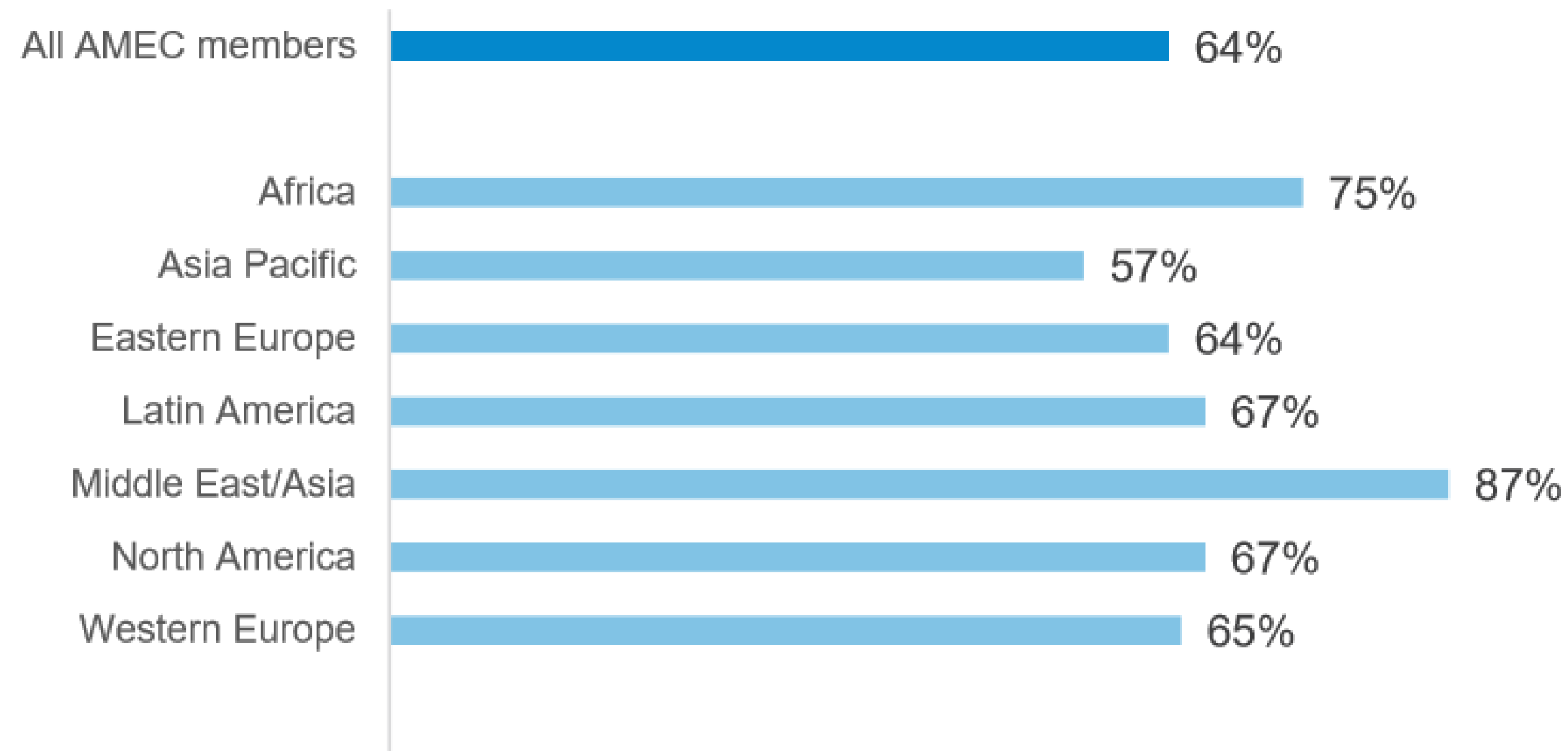
A photograph of a formal event featuring a bottle of champagne on a silver tray, surrounded by numerous glasses filled with champagne. In the background, a person with blonde hair is visible. A semi-transparent circular overlay on the right side of the image contains the text.

**5. Sit back and
have a glass of
champagne and
thank Barry**

Insights primed for continued growth

My business is seeing stronger revenue growth from measurement and insight than last year

(% = agree slightly + strongly)



The proportion observing an expansion in the industry is at a three year high –up from 74% in 2017 and 71% in 2016



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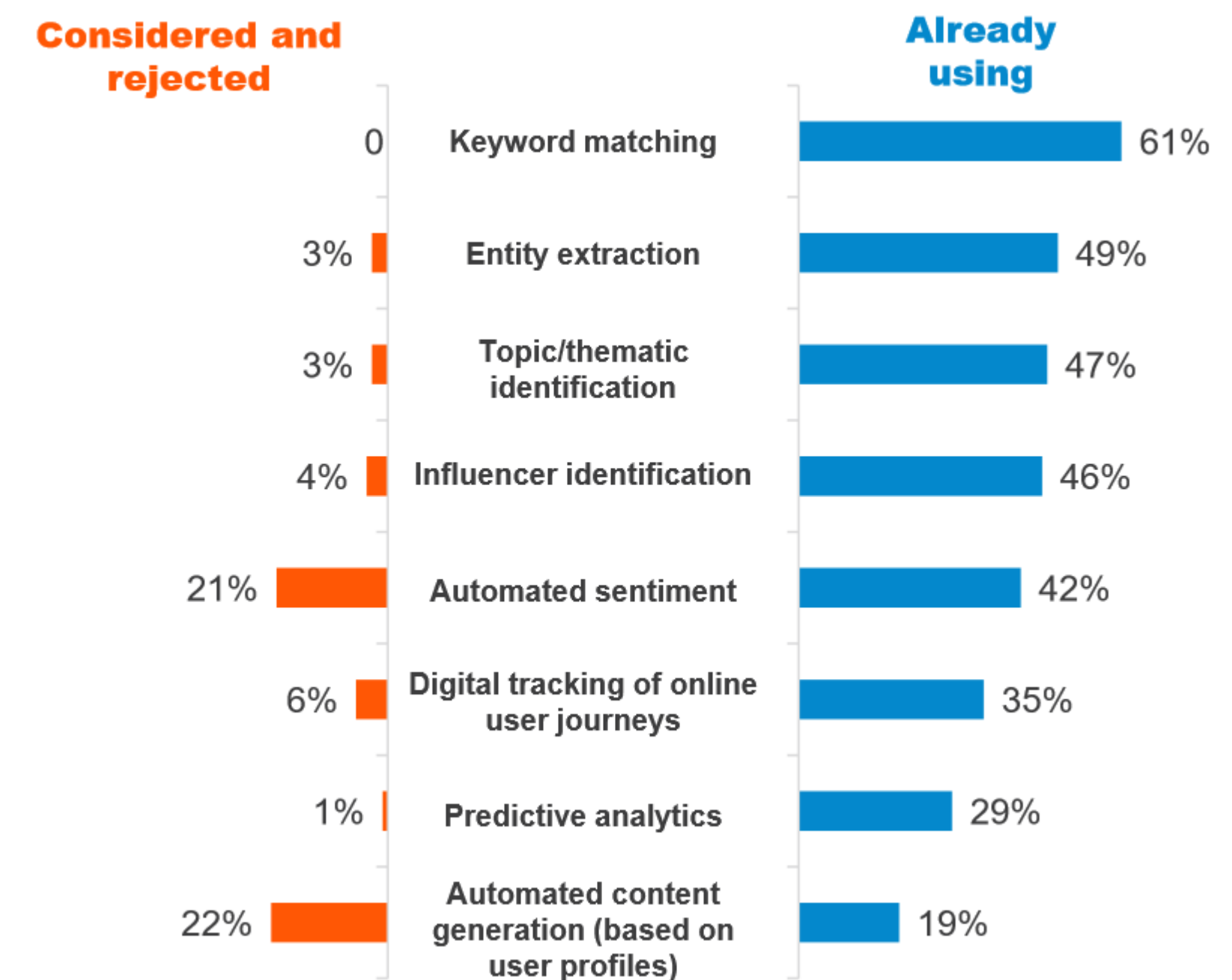
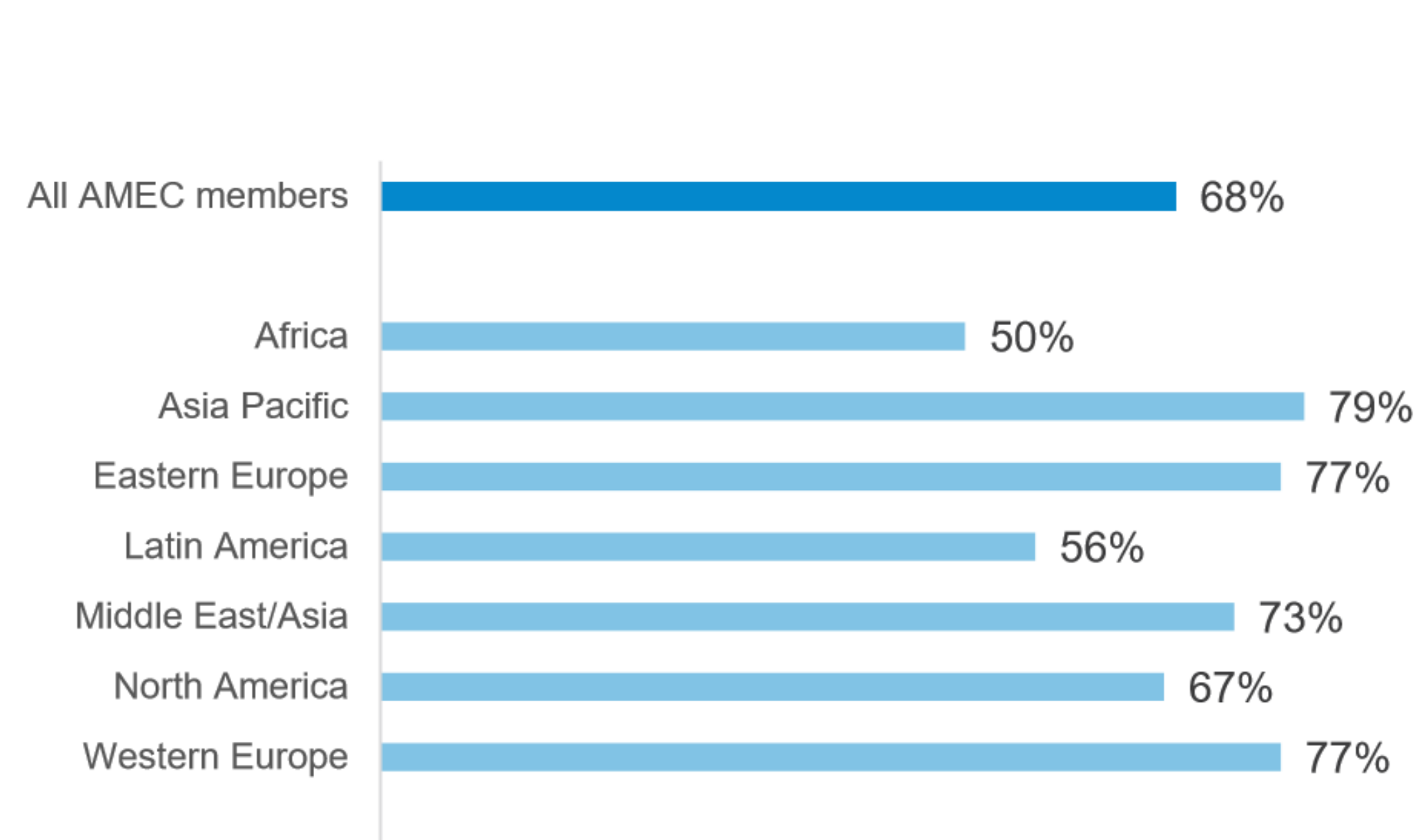
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Innovation is a key challenge and opportunity

My business can compete effectively only by investing in new technology (e.g. artificial intelligence, software development etc) (% = agree slightly + strongly)



Integration continues to be a key trend

