



**amec**



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# Which is the most powerful: Traditional or Digital Media?

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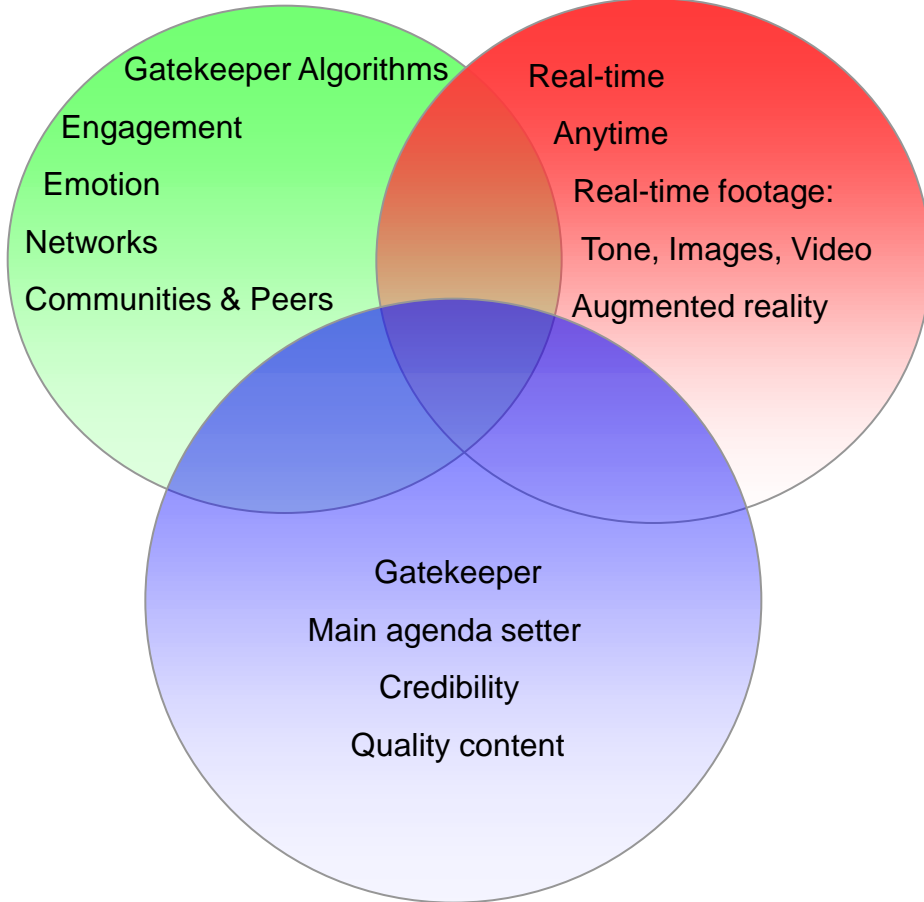


# Which Power?

**Today**

**Digital Media**

**Mobiles**

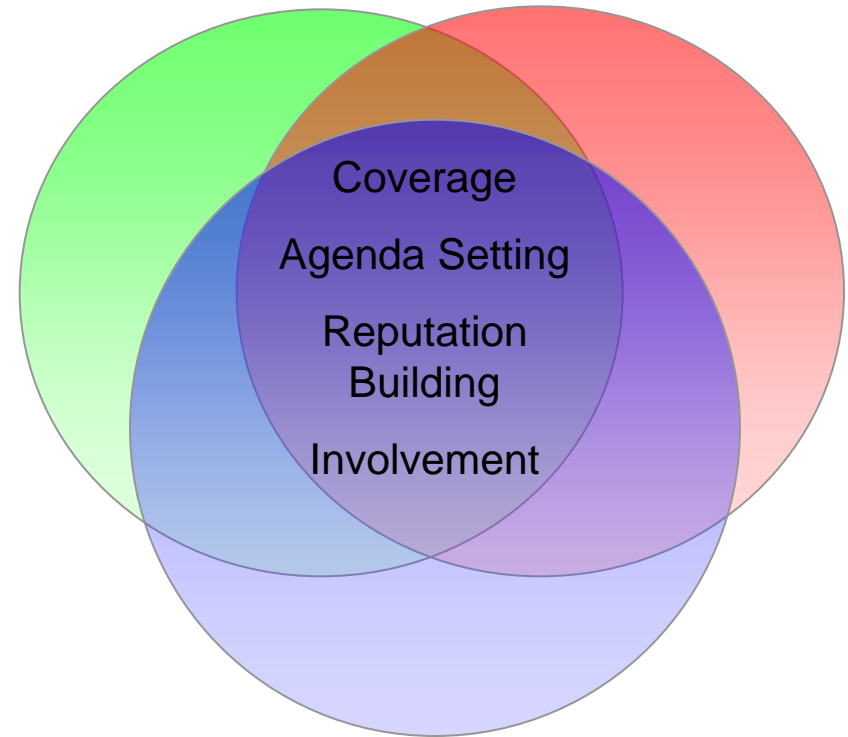


**Traditional Media**

**Tomorrow**

**Digital Media**

**Mobiles**



**Traditional Media**

# Convergence of Media

# Media Landscape

- Fragmented and amorphous
- Structured by social networks
- Acts and reacts emotionally
- Requires opinion leaders of general relevance
- Gatekeepers known for independence and quality



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# Challenges

## for media evaluation

- To give orientation within this fragmented media landscape
- To lend an individual overview of the social networks relevant for the customer
- To analyse protagonists and their roles
- To understand the dynamic interactions within these networks
- To give advice in getting stakeholders involved and engaged

