



INDUSTRIES



Interview Readers – Create Content

INNOFACT Business Unit Publishers

Cooperation with **INNOFACT** in two completely different areas is a good option for publishers: Classic market research for publishing products and cooperation in the field of content delivery.

Many publishing companies have long used **INNOFACT** to test formats, analyse readers, explore online activities, or generate high-quality content. In this way, they secure decisive competitive advantages in highly competitive markets.



Here the readers speak

Tests of concepts or established formats

- Where are the value creation potentials of new formats?
- Which readers are addressed by a new or established media concept?
- Where do previous readers see optimisation potential of a trade journal?
- Under what circumstances can new target groups be tapped for a format?
- Which contents, offers, services and performances are particularly important or unimportant?
- Which future contents, offers, services are particularly attractive?

Reader analyses, copy tests

- Who are my readers?
- How do readers use certain products?
- How do readers rate the entire magazine or individual sections?
- What is the relationship between readers and a newspaper or magazine?
- How satisfied are readers with content, offers, services?
- Which contents, offers, services are particularly important or unimportant for readers?
- Which future contents, offers, services are particularly attractive for my readers?
- To what extent do they identify with my offer?
- What is the probability of re-purchase/termination?

Online activities

- What influence and what effects do online activities have?
- How are websites and other online offers perceived, used and evaluated by the target group?
- What cannibalisation and synergy effects exist between the readers/users of offline and online editions?
- Who are the main competitors on the internet?

Exclusive generation of content

In cooperation with **INNOFACT**, attractive market research data can be continuously generated exclusively for publishers, that can be published extremely promptly in print editions or online media, for example.

Sample questions:

- **Financial magazine:**
How does the monthly surveyed attitude of my readers on the DAX forecast develop: one week, one month, one year?
- **Local or weekly newspaper:**
How does a representative consumer panel assess regional, national or global political issues?
- **Trade journal communications:**
Which of five advertising motifs is chosen as "Motif of the Week" by 15 creative directors and 250 consumers in parallel?
- **Mobile trade magazine:**
What future or value creation potential does an exclusive circle of experts offer certain apps?

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