

The American Media Mom: Always-On, In Control, and Changing the Rules for Marketers

Nielsen webinar with babycenter
June 2012

Jenna Berger, Research Manager, Nielsen
Michal Clements, Principal, The Cambridge Group; Strategist & Author
Inna Kern, VP, Global Sales Marketing, BabyCenter



nielsen
.....

nielsen
.....

babycenter

Where, when, and how do Moms engage with media?

- Project was commissioned by BabyCenter to support the latest installment of their 21st Century Mom[®] Insights Series, American Media Mom
- Identify specific usage of BabyCenter Moms, and see how their usage overlaps and/or differs from other Moms
- Key question: On which media types are we most likely to find Moms?
- Measurement period: October 2011

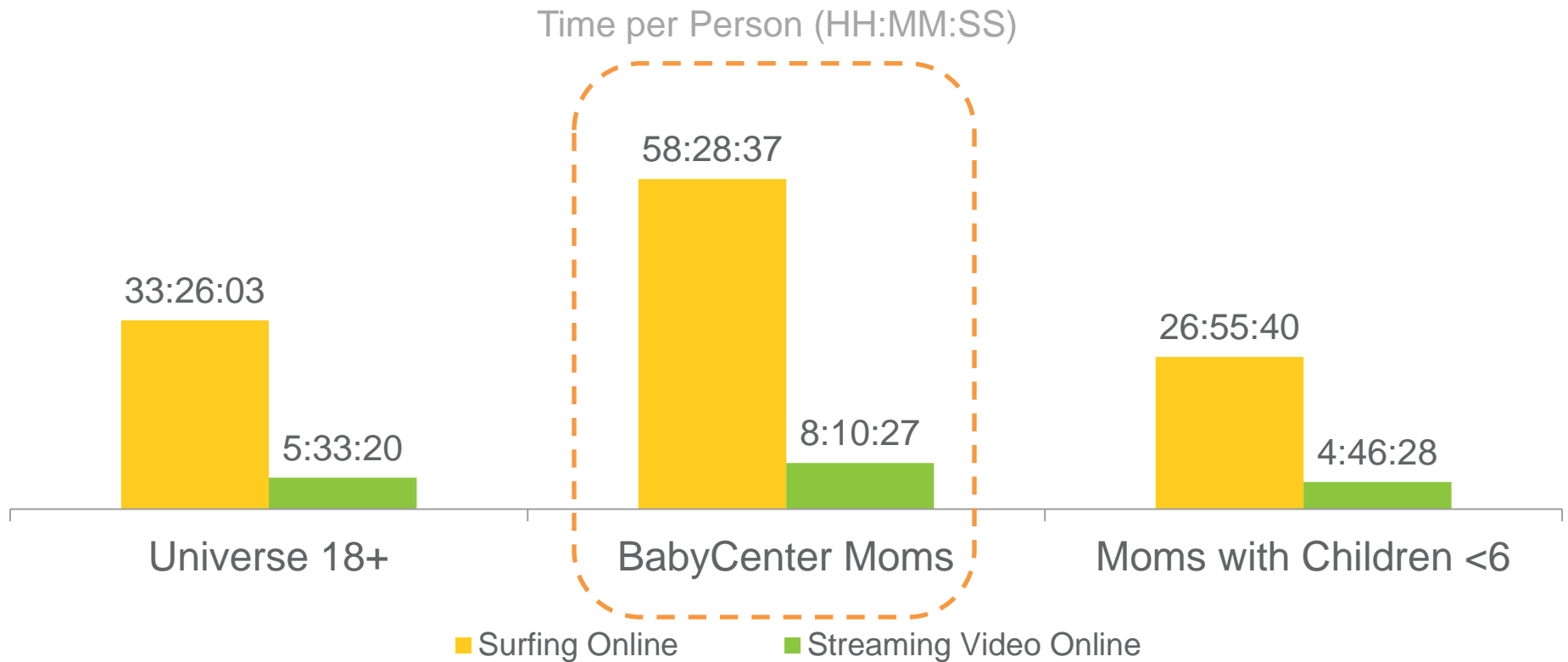
Mom's Media Landscape

The Nielsen logo is contained within a white circle that is partially obscured by a yellow curved shape at the bottom of the slide. The word "nielsen" is written in a lowercase, sans-serif font, with a horizontal line of seven dots underneath it.

nielsen
.....

babycenter

BabyCenter visitors spend significantly more time online than the average user

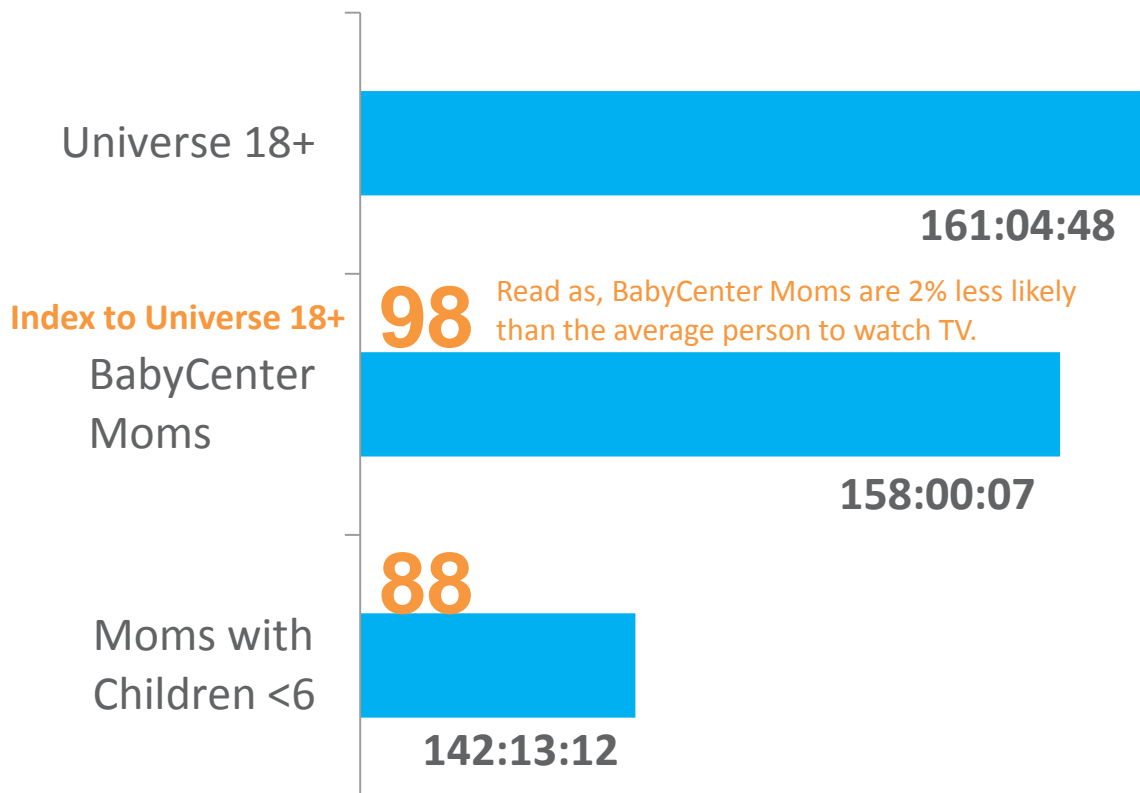


Definition: BabyCenter Moms are women 18+ in a household with children under the age of 3 that visit BabyCenter.com

Source: Nielsen NetView online, October 2011

On average, Moms watch less TV than average TV viewer

Total TV Viewing Per Person (HH:MM:SS)

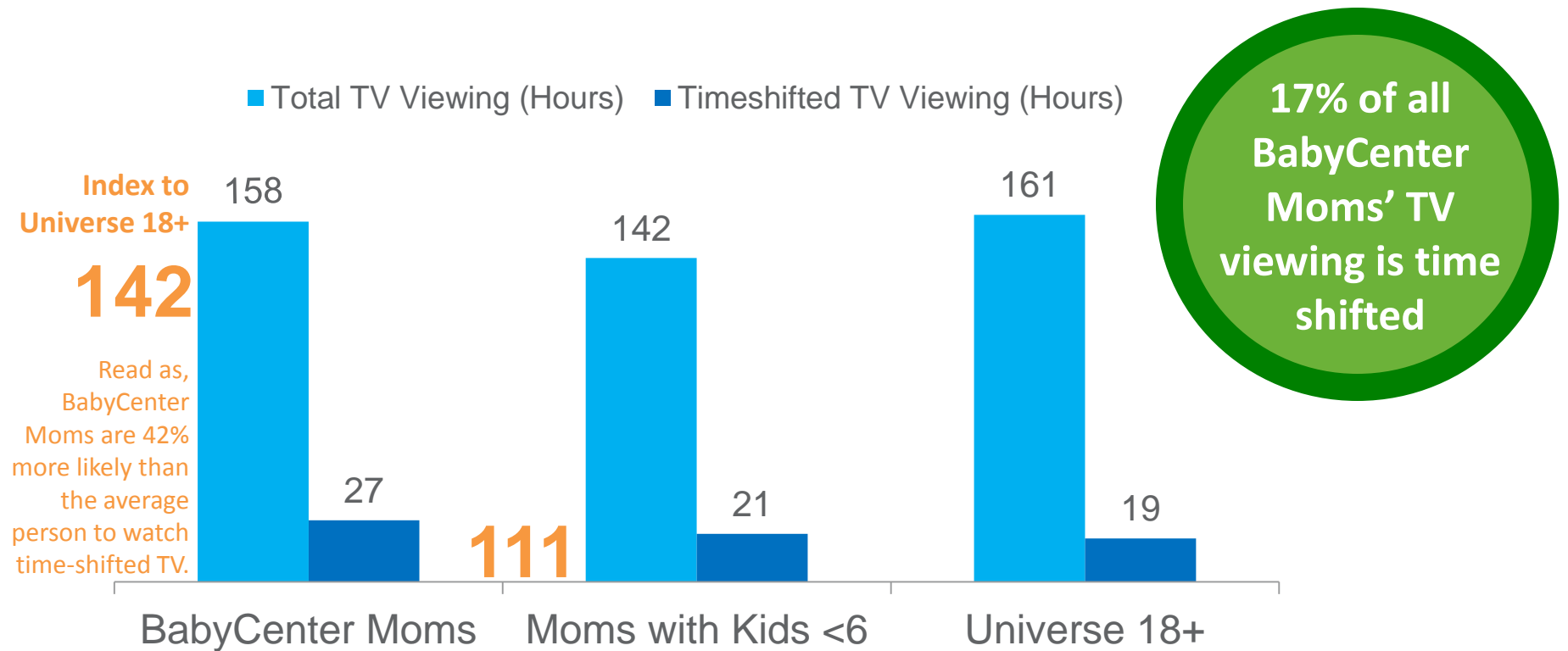


Moms with children under 6 years old watch 19 hours less TV per month than the average TV viewer

Definition: BabyCenter Moms are women 18+ in a household with children under the age of 3 that visit BabyCenter.com

Source: Nielsen TV/Internet Data Fusion, October 2011

However, Moms over index in time-shifted TV viewing



Definition: BabyCenter Moms are women 18+ in a household with children under the age of 3 that visit BabyCenter.com

Source: Nielsen TV/Internet Data Fusion, October 2011

Moms TV viewing skews more towards programming with a strong female lead

Universe 18+



- Dancing with the Stars
- 60 Minutes
- Two and a Half Men
- X-Factor
- Castle
- Person of Interest
- Amazing Race 19
- The Good Wife
- Hawaii Five-0
- Body of Proof

BabyCenter Moms



- Modern Family**
- Grey's Anatomy**
- X-Factor
- Two and a Half Men
- Dancing with the Stars
- New Girl**
- 2 Broke Girls**
- Private Practice**
- Parenthood**
- Biggest Loser

Moms with Children <6



- X-Factor
- Grey's Anatomy**
- Dancing with the Stars
- Two and a Half Men
- Modern Family**
- Private Practice**
- Parenthood**
- New Girl**
- 2 Broke Girls**
- Biggest Loser

Definition: BabyCenter Moms are women 18+ in a household with children under the age of 3 that visit BabyCenter.com

Source: Nielsen TV/Internet Data Fusion, October 2011

Moms focused on content on demand and engage with TV programming across all screens

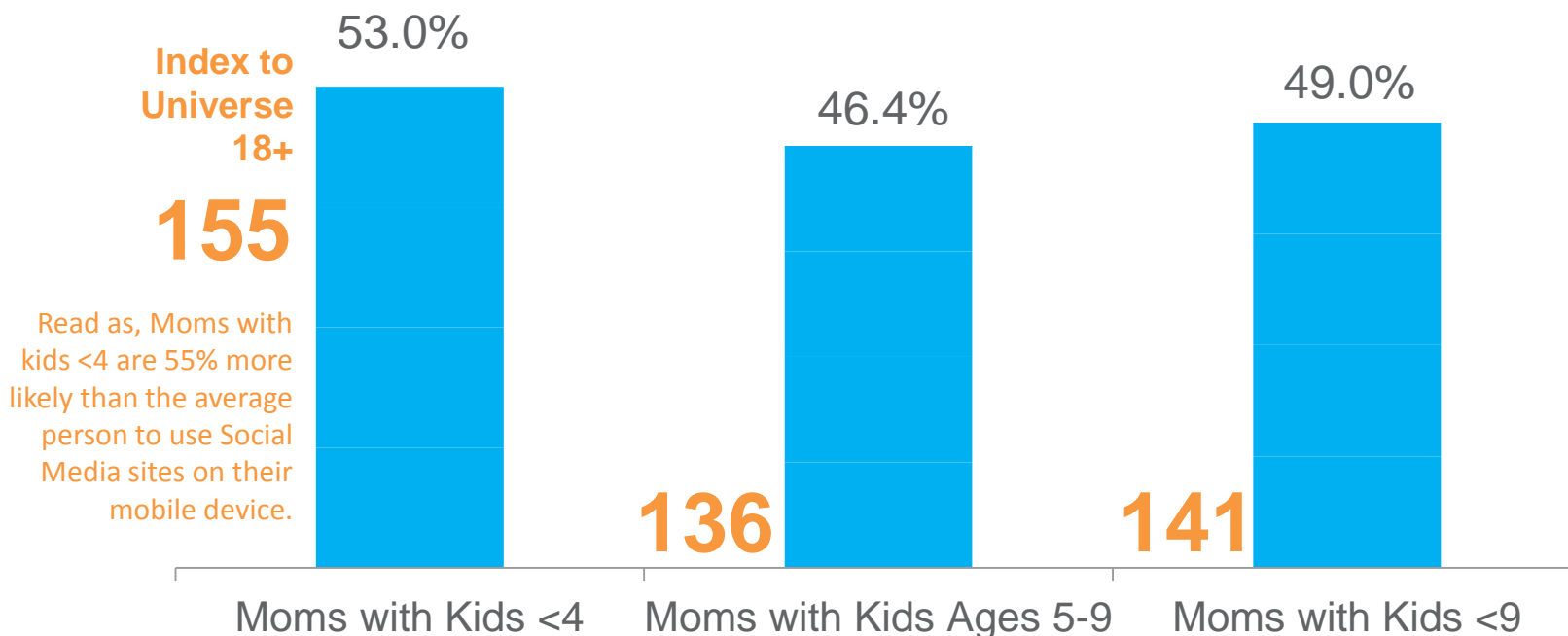
1 out of every **5** people that stream Broadcast Media online are Moms.

67% of Moms used the Internet and watched TV concurrently **yesterday**.

Source: Q4 2011 Mobile Connected Device Report; Nielsen @Plan Q4 2011; Nielsen NetView online October 2011

Moms engage heavily with social networks on all platforms accessible

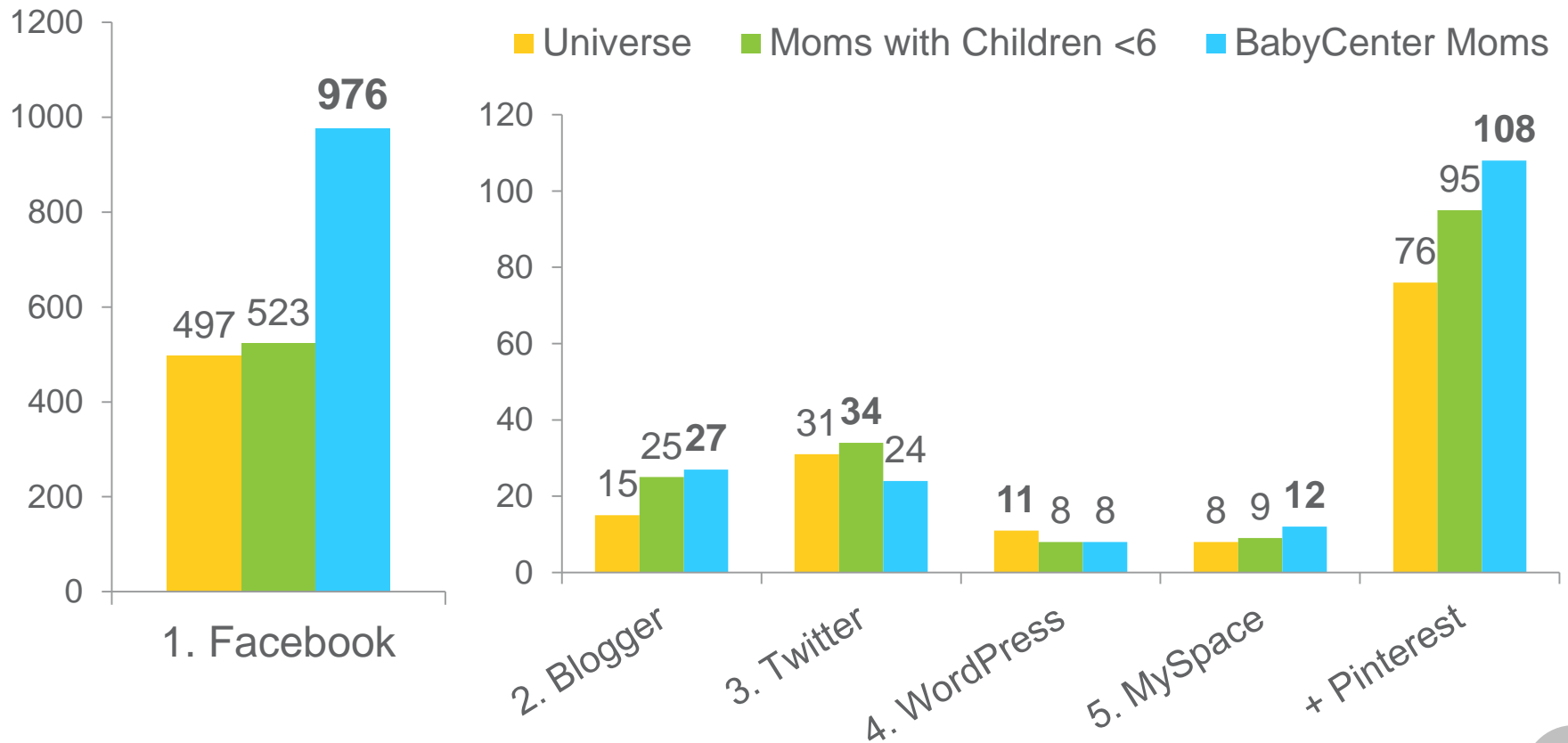
% of Moms that use Social Media sites or apps on their mobile phone



Source: Nielsen Mobile Insights Q4 2011

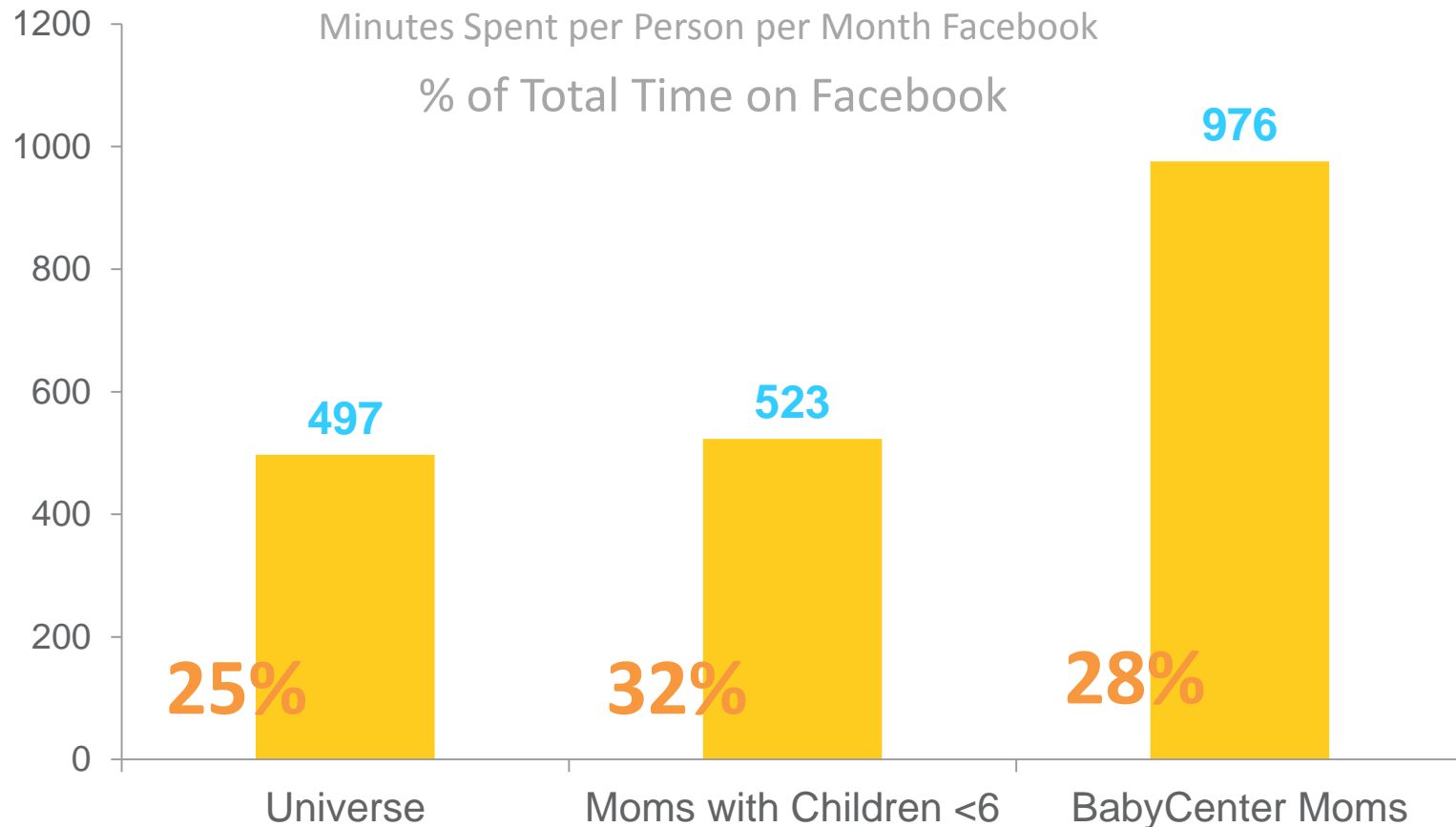
Moms spend significantly more time on social networks on computers than average user

Minutes Spent per Person per Month on the Top 5 Largest Social Networks for Moms



Definition: BabyCenter Moms are women 18+ in a household with children under the age of 3 that visit BabyCenter.com
 Source: Nielsen NetView online, October 2011

Nearly one out of three minutes a Mom spends online on a computer is on Facebook

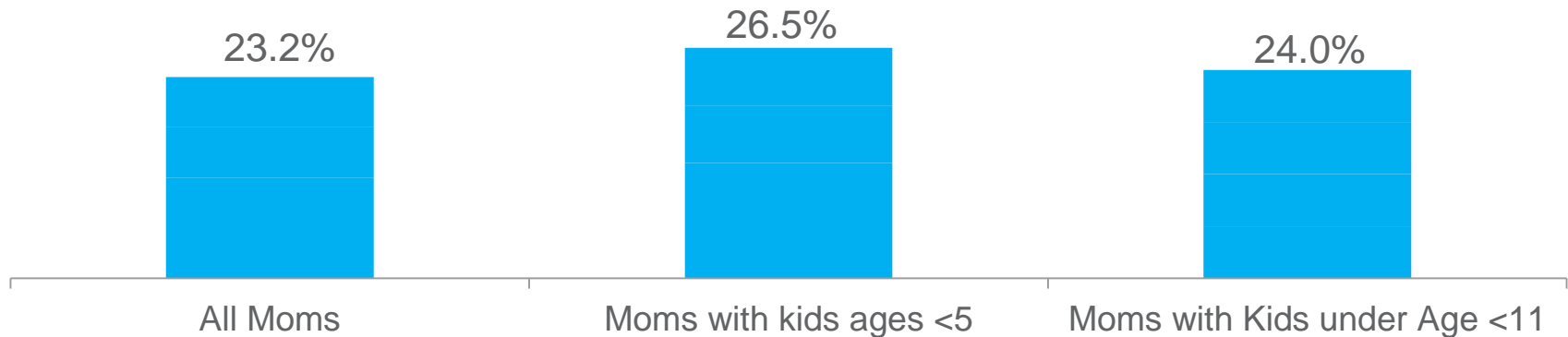


Definition: BabyCenter Moms are women 18+ in a household with children under the age of 3 that visit BabyCenter.com

Source: Nielsen NetView online, October 2011

Moms multi-task across all media types, using both computer and smartphone for a range of tasks

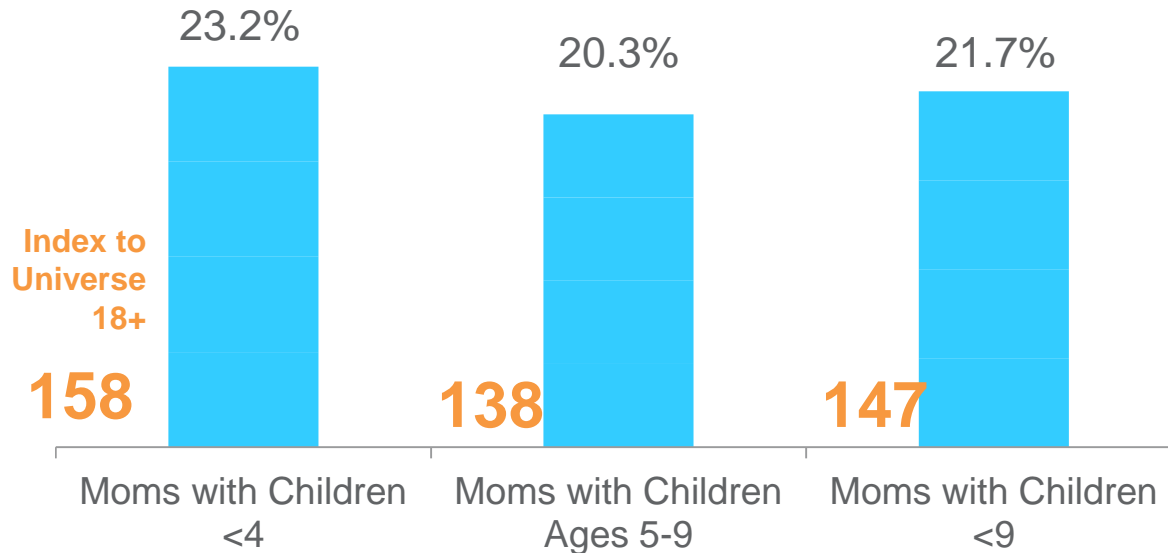
% of Moms that use a Tablet while Watching TV –
Several Times a Week



Source: Nielsen Mobile Insights Q4 2011

Moms use e-Commerce on emerging platforms more than the rest of the population

% of smartphone-owning Moms that exhibit mobile shopping behavior on their phone



Read as, Moms with kids <4 are 58% more likely than the average person to exhibit mobile shopping behavior their smartphone.

Top 5 e-Commerce Sites for Moms* by Time Spent per Person:

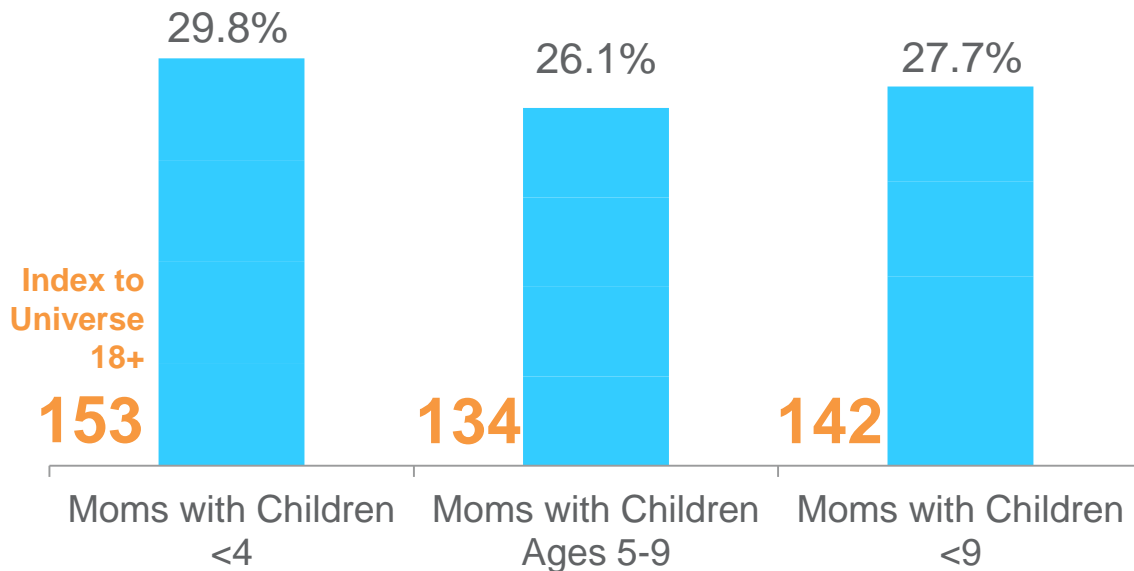
*Moms = Moms with children <6 years old

- 1.eBay (56 minutes)
- 2.Amazon (28 minutes)
- 3.Etsy (19 minutes)
- 4.WalMart.com (15 minutes)
- 5.Target.com (13 minutes)

Source: Nielsen NetView online, October 2011; Nielsen Mobile Insights Q4 2011

In addition to e-Commerce, Moms use both computer and smartphone for keeping track of finances

% of smartphone-owning Moms that use mobile banking sites or apps on their phone



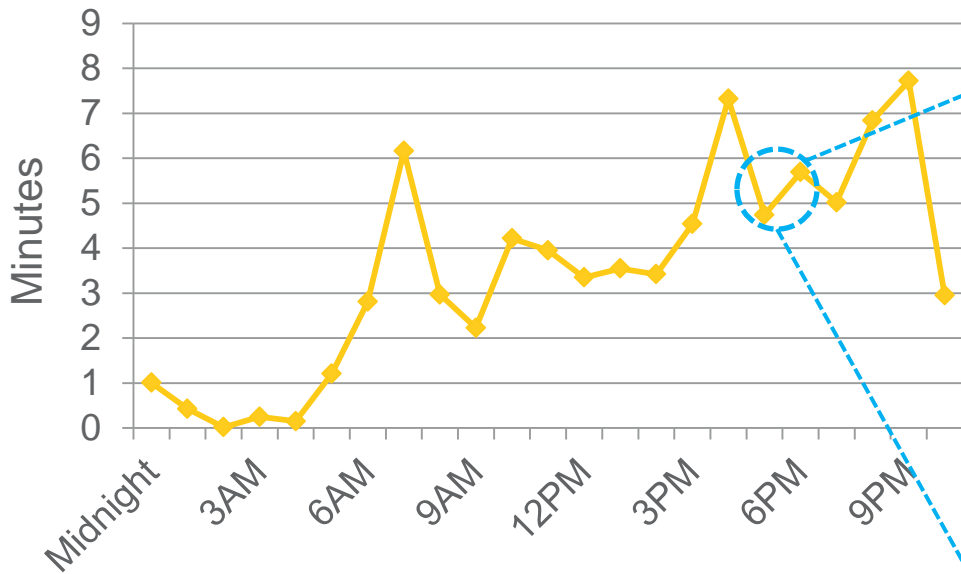
Read as, Moms with kids <4 are 53% more likely than the average person to use mobile banking sites or apps on their phone

Moms* spend more time per month visiting WellsFargo.com on their computer than they do on FoodNetwork.com or Huffington Post

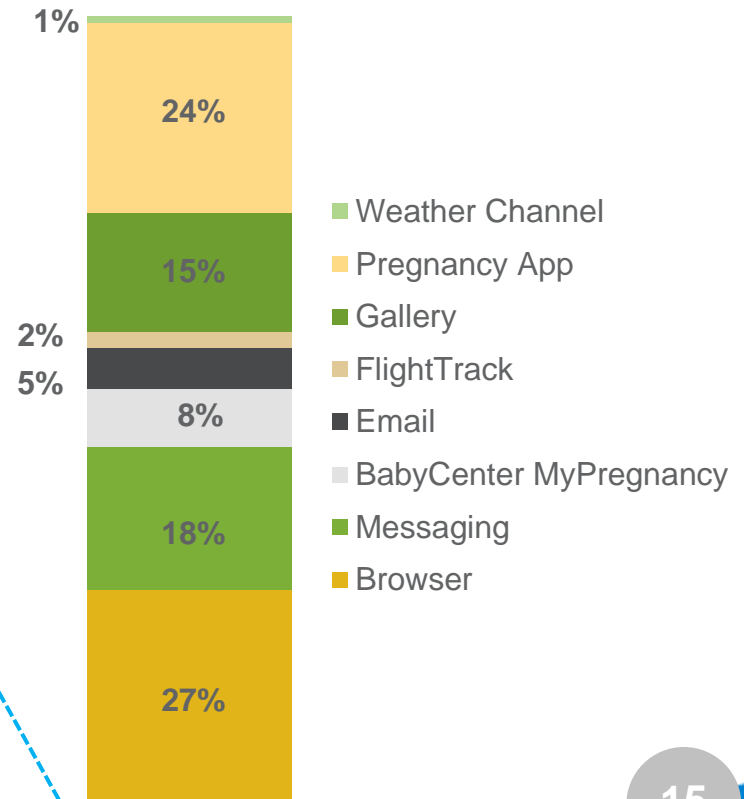
*Moms = Moms with children <6 years old

Source: Nielsen NetView online, October 2011; Nielsen Mobile Insights Q4 2011

Average day for a BabyCenter mobile user shows that Moms are using their phones constantly



% of Usage from 5-6PM



User visited BabyCenter MyPregnancy app an average 5x/day during October

Source: October 2011 Nielsen Smartphone Analytics
 Note: Does not include voice usage

Outlook for Moms

The Nielsen logo is contained within a white circle that is partially obscured by a light blue curved shape at the bottom of the slide. The word "nielsen" is written in a lowercase, serif font, with a series of seven dots underneath it.

nielsen
.....

babycenter

How Moms media habits have changed

Then...

May 2009

“Power Moms” are 25% more likely than the average consumer to write a blog.

May 2009

Moms are 30% more likely to use text messaging.



Now...

April 2012

About 1 in 3 bloggers are Moms and 52% of bloggers are parents with children under 18.

Q4 2011

83% of all Moms text and 50+% of Moms own a smartphone.

Source: Nielsen

Continued shift towards digital is best exemplified through Moms' tablet adoption

- 10% of all Moms own a tablet
- 15% of all smartphone-owning Moms own a tablet
- 71% of tablet-owning Moms let their children use their tablet
- Moms with young children (under 5 years old) significantly over index (159) on using their tablet several times a week while shopping or running errands

Source: Q4 2011 Nielsen Mobile Insights – Connected Devices Study

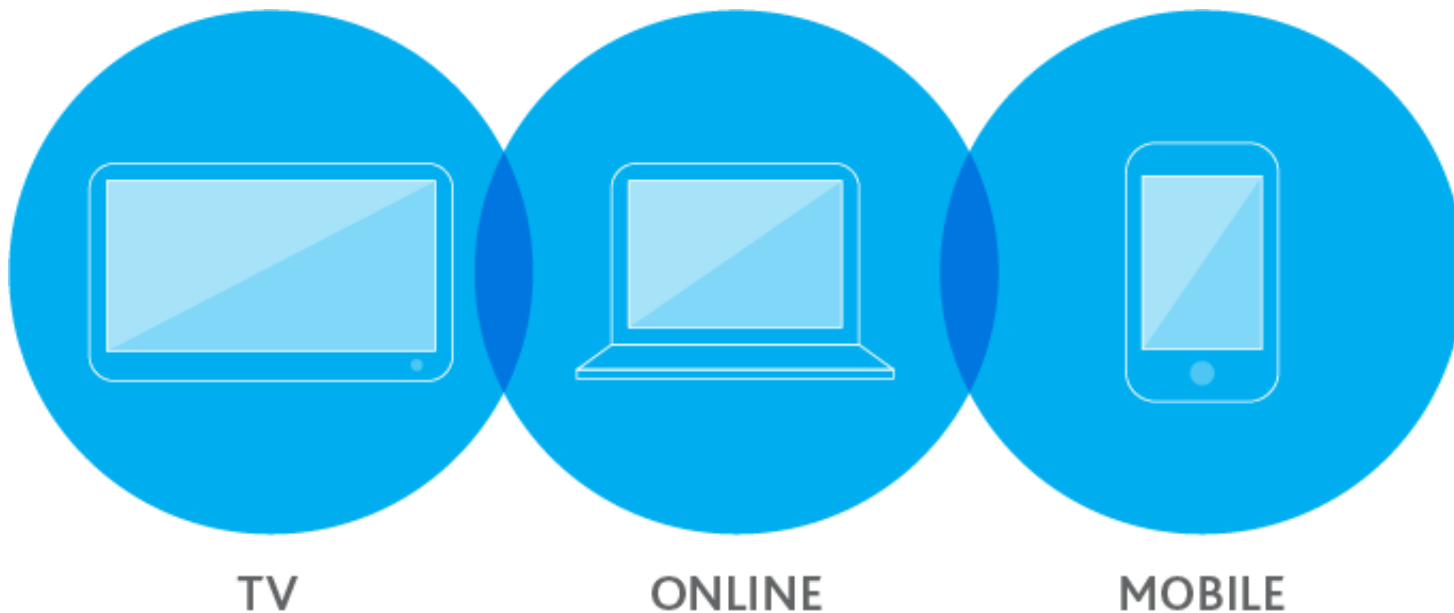
Where do we go from here?

The Nielsen logo is contained within a white circle. It features the word "nielsen" in a lowercase, sans-serif font, with a horizontal line of seven dots positioned directly below the text.

nielsen
.....

babycenter.

Moms have a wide variety of media habits, but we see more as better



More opportunity to reach a hard-to-find captive audience

Planning cross-platform campaigns is critical when marketing to Moms

Advertisers and Agencies

Challenge:

Moms multi-task across media – their computer and mobile usage span from shopping online to mobile banking to loaning their tablets to their kids for gaming.

Recommendation:

Plan campaigns that synthesize activations across platforms so that Moms feel engaged with brands across all devices.

Creating content for all platforms is critical

Networks and Publishers

Challenge:

Moms are focused on content on-demand, resulting in higher than average DVR usage as well as accessing traditional TV content on tablets and other devices.

Recommendation:

Develop content for emerging platforms.

Q&A

Inna Kern, Inna.Kern@babycenter.com
www.babycentersolutions.com

Michal Clements, mclements@thecambridgegroup.com
www.chicagonow.com/marketing-strategist

 @michalclements

Jenna Berger, Jenna.Berger@nielsen.com

Thank you for attending

For more insights, go to Nielsen Wire
<http://blog.nielsen.com/nielsenwire/>

 @nielsenwire

#AmericanMediaMom



nielsen
.....



nielsen
.....

babycenter