

## VIII Markdata International Meeting

In the 22<sup>nd</sup>, 23<sup>rd</sup> and 24<sup>th</sup> April 2009, was held in Sesimbra, Portugal, the Eighth International Meeting of Markdata.

This meeting brought together representatives of France, Belgium, Holland, Ukraine, and this year the Latin American countries marked a strong presence with people from different areas of IBOPE Pesquisa de Media from Brazil, Ecuador, Chile, Argentina, Peru, Costa Rica and Mexico.

There were also new faces, a representative of Georgia, Morocco, South Africa and Switzerland.

As in previous years, the reunion had as main objective to introduce the latest market developments of the company in strategic terms, as well as to analyze and discuss realities of each market in order to devise joint strategies for the future.

The international meeting began with an introduction by José Manuel Oliveira (Marktest Group COO), followed by Paulo Silva and Miguel Saraiva who summarized the work done by the different development departments of Markdata over the past year.

Markdata introduced new progresses made in the development platform, MAP (Markdata Application Platform) under the theme "Creative Technology".

Andre Moreira addressed Markdata Application Platform from a technical approach, explaining the new structure, objectives and improvements of the new platform for generation of tools for analysis and media planning.

Francisco Giménez and Luis Alferes presented the potential that the platform provides both to the representatives of each country and also the value that the end-users can extract from it. For demonstration purposes was based on the Markdata Media Workstation V5 already generated with MAP.



*"Markdata continues to increase the flexibility of the products allowing the representative to create their own tools, with their own branding and marketing strategies, using a more graphical approach, without losing the current potential of tables of results.."*

*For end users this results in the generation of simplified tools for multimedia analysis, and fully oriented to the working methods of each client, case by case”*

*With this objective Markdata becomes the first international company that shares technology for the creation of high-level solutions for Media, with MAP ( Markdata Application Platform) and also for development of low-level solutions for Media, with MMF (Markdata Media Frame Work)”*

Under the MAP concept, Paulo Silva showed applications of different concepts of statistical analysis for media analysis, bringing another approach to the interpretation of results.

Statistical Analysis such as Segmentation of audience, Correspondences between variables, PCA-Correlation between audiences or Clusters of consumption-patterns enriches the data interpretation and simplifies the investigation work of the research teams.



Adam Torzecki presented two new solutions:

- The new module for the projection of audiences as a strategic tool for TV Broadcasters to estimate their future Programs Grid and future Commercial Breaks prices.

- A new concept of building databases whose greatest potential is the processing speed, extremely fast, highly indicated for quick search of information!



Alex Callay representing Eurodata TV (Médiamétrie Group), gave an overview of Eurodata TV and presented MyETV V2, a software developed by Markdata exclusively for Eurodata TV.

Francisco Giménez made an introduction about the evolution of the concept of Executive Reports, demonstrating how the first version of our Executive reports concept was already a major improvement in the performance and simplicity of several Client's workflow to obtain their final ad-hoc analysis.

Jaime Hermida of Markttest Spain and Ana Cristina Dias of Mediamonitor continued to present the Spanish and Portuguese experience, respectively, on the implementation of Executive tools using the second version of Executive Reports concept.

This second version using the MRS system (Markdata Reporting Service) is characterized by being even more flexible in making usage of parameters which make such reports entirely dynamic. Applications of particular customers were presented and the positive impact of using these solutions in their day-to-day work was highly noticed.



The presentation was concluded by showing the latest concept of Executive Report using the MRS-MAP platform, which still assures the flexibility and dynamism and also allows Executive Reports to be built without any programming knowledge.

Vitor Morais and Filipe Pereira showed MAFRAS (Markdata Application Framework Services), a new tool to access the Markdata Audience engines & results for their integration into the Customer's property systems. IBOPE AGB Mexico, represented by Rodrigo Juárez and Héctor Matus completed the presentation of MAFRAS talking about the Mexican experience in using this tool and its strategic importance.

The first day of the meeting ended with a wine tasting in Catralvos vineyard where the process of the different types of wine produced in this winery was explained, followed by a dinner at the beautiful Palmela Castle.



In the second day of the meeting Ricardo Saraiva began the demonstration sessions with a presentation of the new technical platform for web applications based on Web Services, whose added value is to use the physical resources dynamically and build the web application, services, sized of each customer, as well as access to databases or other services remotely.

Pedro Queirós of Marktest presented the FolioTrack, a service of introduction and analysis for tracking of promotional brochures in supermarkets and big commercial surfaces, based on the new web platform.

Manuel Monteiro of Mediamonitor introduced the new Web Tool for Clipping survey, which presents interesting progress on its predecessor version: it increases the speed in the query, increases the dynamic in the analysis and simplifies the process of searching and filtering information.

Barbara Gomes and Filipa Varela from Marktest presented the experience with Target Group Index in Portugal and the tools used in the local market to analyze the TGI data.



Nathalie Costa of Mediamonitor closed the demonstration sessions presenting the complete set of Media Management and Planning system used in Portugal; an integrated system that includes Customer management and price-negotiations (Customer Management System), managing and invoicing buying\selling orders (Adlog), Strategic planning (Advisor) and tactical planning\booking (Planview).

To finalize the meeting, Jose Manuel Oliveira opened the parallel working groups sessions where the specific situations of each customer / country where analyzed together.



The balance of the meeting was again very positive, with very good reactions to the concepts presented, creating great expectations in the short / medium term and preparing the groundwork for a sustainable future.



*All that Markdata is today is due to its customers; learning with all of you is the best legacy we can give to all.*

*“In this new age of discoveries we wish keep sailing this ship with you”*

