



IPSOS CONNECT AND  
FREMANTLEMEDIA INCREASE  
ENGAGEMENT WITH QUESTBACK

CASE STUDY IPSOS CONNECT AND FREMANTLEMEDIA

# IPSOS CONNECT AND FREMANTLEMEDIA INCREASE ENGAGEMENT WITH QUESTBACK



## SITUATION

### Objectives

- › Increase engagement through innovative new panel features
- › Deliver faster results through easier to manage platform

In the competitive TV and media industry, collecting viewer feedback is crucial to fine-tuning programmes to ensure their lasting success. Recognising this, global content company FremantleMedia commissioned Ipsos Connect to create and run its iCount viewer research panel.

Operating in the UK, US, Australia and the Netherlands, iCount provides FremantleMedia with feedback on some of its biggest shows, including X Factor and American Idol.

However, as the need grew for faster, more innovative ways of engaging with panellists, Ipsos Connect realised it needed a more flexible feedback platform for iCount.



## SOLUTION

Ipsos Connect therefore turned to Questback, the company's global partner of choice for research panel software, for a solution. Ross Williams, Research Director, Ipsos Connect, explains more about why Questback was chosen, "We previously ran iCount on an internal tool, with support located in North America. This naturally limited the speed of response, and made it difficult to make changes and upload new questions quickly. We saw the advanced functionality that Questback provides, the flexibility it offers, and were impressed by the 'can do', positive attitude that the team demonstrated in our meetings. We were therefore fully confident in adopting Questback as iCount's platform for the future."

Working together, iCount was quickly migrated to Questback's secure, global feedback platform. Since then, Questback and Ipsos Connect have partnered to develop iCount, making it faster and easier to run new research campaigns, and easier to analyse results and communicate them to FremantleMedia.



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ROSS WILLIAMS  
Research Director,  
Ipsos Connect



## RESULT

### Results at a Glance

- > Ability to launch new research in an hour, rather than days
- > Greater engagement through innovative new features such as video rating tool
- > Easier management through flexible platform and close partnership

Amongst the most innovative features developed has been a completely new video rating tool for iCount. While watching content, panel members give their feedback by moving a slider on a scale as the clip plays. Questback has customised this feature to provide aggregated reporting that shows overall sentiment across the clip, enabling FremantleMedia and Ipsos Connect to highlight particular sections, as well as marking if they stop watching the clip. This can be further drilled down by demographic factors such as age, providing detailed results that can feed into programme making.

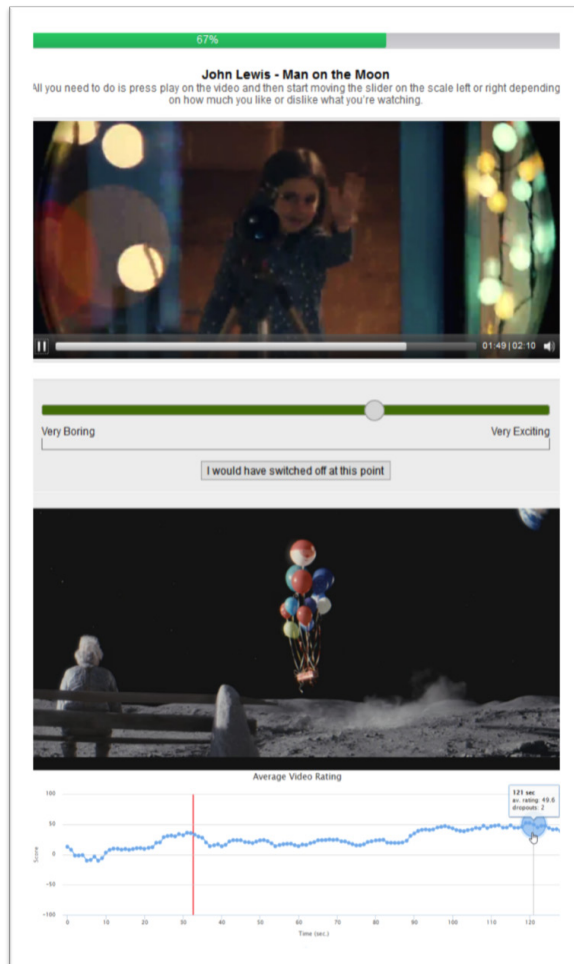
Additionally, FremantleMedia now benefits from a more powerful platform for the 19,000 members of its panel across the UK, US, Australia and Netherlands. Ipsos Connect is able to create and launch surveys more quickly, meeting client needs and making management simpler. Questback’s technology is fully flexible, allowing them to launch multiple research types, including panels, from the same platform and have them live within an hour.

“Since moving to Questback we’ve seen a definite difference in what we can achieve through iCount,” said Paul Wood, Head of Global Research & Insight at FremantleMedia. “Innovations such as the video rating tool give us invaluable insight that helps us engage more deeply with our audiences and ensure we’re providing the programmes that they want to watch, day in, day out.”



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PAUL WOOD  
Head of Global Research  
& Insight  
FremantleMedia





**Company**

Ipsos Connect and FremantleMedia

**Industry**

Media/ Market Research

**Area of Use**

Market Research

## ABOUT IPSOS CONNECT

Ipsos Connect is a global specialised business that coordinates Ipsos' research services in the domains of Brand Communication, Advertising and Media.

## ABOUT FREMANTLEMEDIA

FremantleMedia is one of the world's largest global independent production and distribution companies, responsible for many of the world's highest rated prime time entertainment, drama, serial drama, factual entertainment and kids & family programming.

### Ipsos Connect and FremantleMedia increase engagement with Questback

Ipsos Connect created and runs the international iCount viewer research panel for global content company FremantleMedia.

#### The Challenge

With a growing need for faster, more innovative ways of engaging with panellists, Ipsos Connect required a more flexible feedback platform for iCount.

#### The Solution

Ipsos Connect turned to Questback, the company's global partner of choice for research panel software. Working together, iCount was quickly migrated to Questback's secure, global feedback platform. Since then, Questback and Ipsos Connect have partnered to develop iCount, making it faster and easier to run new research campaigns, and easier to analyse results and communicate them to FremantleMedia.

#### The Results

FremantleMedia now benefits from a more innovative, powerful platform for the 19,000 members of its panel across the UK, US, Australia and Netherlands. Ipsos Connect is able to create and launch surveys more quickly, and introduce new features, such as an innovative video rating tool. Questback's technology is fully flexible, allowing Ipsos Connect to launch multiple research types, including panels, from the same platform and have them live within an hour.

