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de estrategias,
tendencias
e innovación
en comunicación

(ENGLISH VERSION)

Online media and Crisis? of advertising media planning

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Keywords

New media, media research, advertising planning, online audiences, big data.

Abstract

Nowadays, online media represent a great choice for advertising. From de advertising media planning, new media give new ways to reach the consumers, but they also add more complexity.

The communication capacity of online media and the greater use of that media by part of the users open up the debate about the necessity of rethinking the approach of the 'traditional' advertising media planning, which structure and work processes were developed when media were offline.

So, this article gives a panoramic view about the influence of new media in advertising media planning. To do this, in first place, describes the current scenario, analyzing the penetration and advertising expenditure in Internet.

Also, it shows the main online media according to their proximity to the offline advertising media planning conception. In second place, this article addresses the current challenges at measuring new media as a symptom of the impulse at the change of model.

Finally, the article ends up showing some trends that are presented as drivers of change. However, after this analysis, comes up the point that those aspects would not change the essence of advertising media planning, so it is questionable if we can speak of a crisis or, instead, if new media are showing the necessity that media planning have to be involved with this new scenario.

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1.Introduction

In advertising, and particularly in the case of media planning, the relevance of the so-called 'new media' lies in strategic planning and evaluation of advertising objectives.

New media offer greater possibilities for reaching the public, although, from a traditional perspective of advertising media planning, they add great complexity, both due to the high number of vehicles[1] that enter into play as well as the need to know the population that consumes online content (how many people and who they are).

New media present certain characteristics that are always attractive for the advertiser such as: segmentation capacity (which allows the development of specific content for concrete populations, therefore reducing print versions or unproductive contacts); the economy of access (which allows different advertisers with different budgets to access the media); the possibility of high profitability; high flexibility in contracting (allows carrying out campaigns with short lead time); the great potential offered by evaluation of the results (generates a large amount of data); versatility (accepts a large number of formats); content production (more dynamic than in offline media); and, most importantly, the great communicative capacity that permits diverse types of creativity and maintaining conversations with the user.

The qualities open the debate to the need to reevaluate the- already weak- dividing line between media and message, which could affect the central nucleus of traditional media planning, that is to say, the selection of an existing medium to insert agency generated publicity, which demands a payment in exchange.

Therefore, an article is suggested that analyzes and synthesizes new empirical evidence to extract those factors that come into play in the debate on the influence of new media in planning. This sets out a very current topic within the communication panorama. It describes a changing scenario, analyzing the penetration and publicity investment of the internet. It lays out the principal media online, defining them according by how they can be proximal to the traditional conception of media planning (whose structure and work processes were developed when media was offline). Second, it sets out current challenges in terms of the measurement of new media as a symptom of the impulse towards a change of model. Finally, the article provides some pathways that the current model could take, but that in reality do not change the purpose of media planning.

2. Betting on the publicity of online media

Currently more than half of the Spanish population over age 13 is an Internet user (AIMC, 2013b). Growth has been exponential since the first measurements in 1997 when less than 1% of the population was a consumer of this media. Each year the number of user nearly doubles. This tendency contrasts with that of other, more traditional media. In traditional media, a constant pattern is that fluctuations are not abrupt, with the exception of the cinema and supplements, whose tendency is clearly one of decline. Furthermore, since 2010 the Internet surpasses newspapers, and since 2012, magazines. Only radio and television currently have penetration data that surpass the Internet.
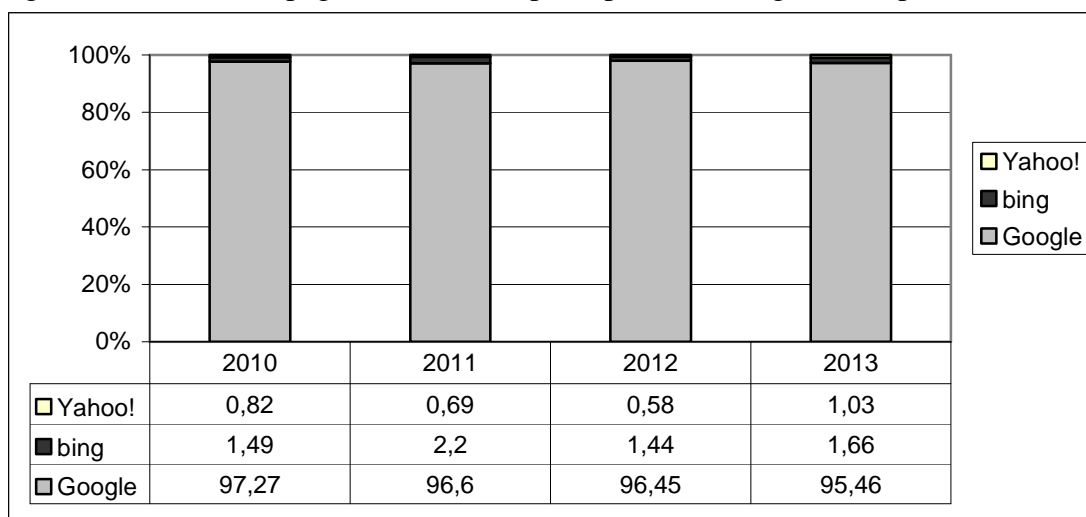
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[1] These are the visible and tangible parts of media.

The response of the advertising sector to this tendency was late but firm. Since 2003 the Internet has been gaining terrain in terms of advertising investment, increasing from 1.3% to 16% in 2012[2]. It was also the only form of media that grew during the first years of the crisis (2008, 2009), while most media suffered negative inter year increases.

For years the focus was on less conventional formulas. Non-conventional media collected by InfoAdex[3] have received greater advertising investment than conventional media. This category includes a number of diverse actions that, if considered separately acquire lower investment than conventional media or advertising, this tendency towards less conventional methods can also be observed related to the Internet.

Currently Google controls 90% of the international search engine market and 95% of the national market. As can be seen in the graph (figure 1), other search engines such as Bing or Yahoo have marginal percentages.

Figure 1. Web traffic (page views) of the principal search engines in Spain, 2010-2013 period.

	2010	2011	2012	2013
☐ Yahoo!	0,82	0,69	0,58	1,03
■ bing	1,49	2,2	1,44	1,66
☐ Google	97,27	96,6	96,45	95,46

Source: Calculation based on Statcounter Global Stats data.

Therefore, less conventional methods such as investment in search engines or sponsored links, have greater increases in the whole period (2003-2012) than graphic or display publicity (Sánchez Revilla, 2008; Sánchez Revilla, 2013), with an investment of 418 million Euros (together they would add up to 880.5 million Euros). Even so, these rates are underestimated with respect to the activity in digital communication.
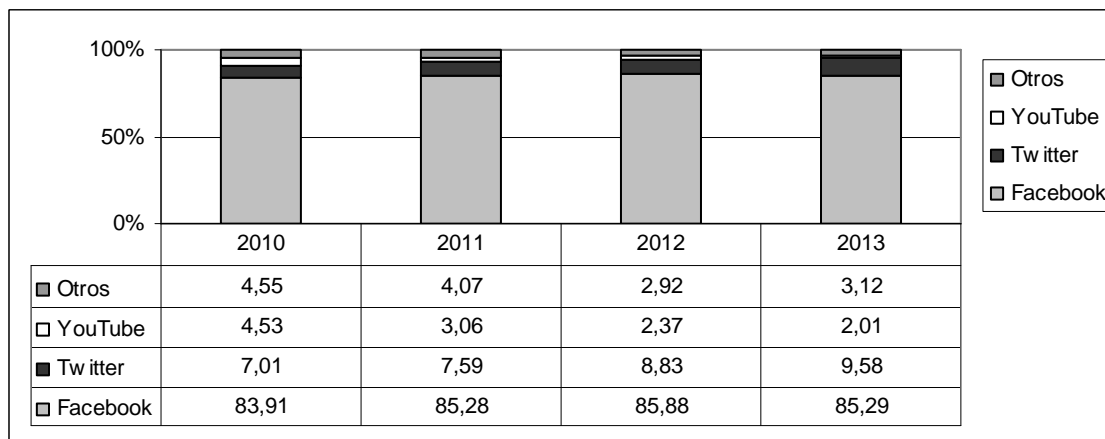
For example, advertising investment provided by InfoAdex does not include organic searches in search engines, which do not require a direct payment for the position retrieved by the link. Nor does it include methods traditionally used by social media. The explosion of social media and the possibility social media offers as a communication vehicle and business opportunity should have an effect on investment.

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[2] This percentage was extracted from data in millions of Euros, provided in the annual summaries of InfoAdex, per the total investment in conventional media.

[3] Personalized mailing, mail/flyers, telemarketing, publicity gifts, sponsorship, social marketing, fairs, expositions, annuals, guides, catalogs, promotional games, animation in sales points or membership cards, among others.

In this respect, despite analysts' insistence that Facebook has a few years left of life[4], current data continue to show social media, and especially Facebook, as the method preferred by a large number of Internet users (figure 2).

Figure 2. Traffic (page views) of the principal social media in Spain 2010-2013 period

	2010	2011	2012	2013
☐ Otros	4,55	4,07	2,92	3,12
☐ YouTube	4,53	3,06	2,37	2,01
■ Twitter	7,01	7,59	8,83	9,58
☐ Facebook	83,91	85,28	85,88	85,29

Source: Calculation based on Statcounter Global Stats data.

In fact, as we showed in a prior study, Facebook had approximately 15 million Spanish users in July of 2011. Also, Spain was the ranked fifth in terms of users among the 27 members of the European Union, preceded by UK, France, Italy and Germany (Papí-Gálvez and López-Berna, 2012). Currently, the interest generated by this social network continues to be high, although it also makes sense that Facebook is already well known among the Spanish population, it continues to be the most sought after (figure 3).

Figure 3. Interest (searches) in social media and Google in Spain 2007-2013 period
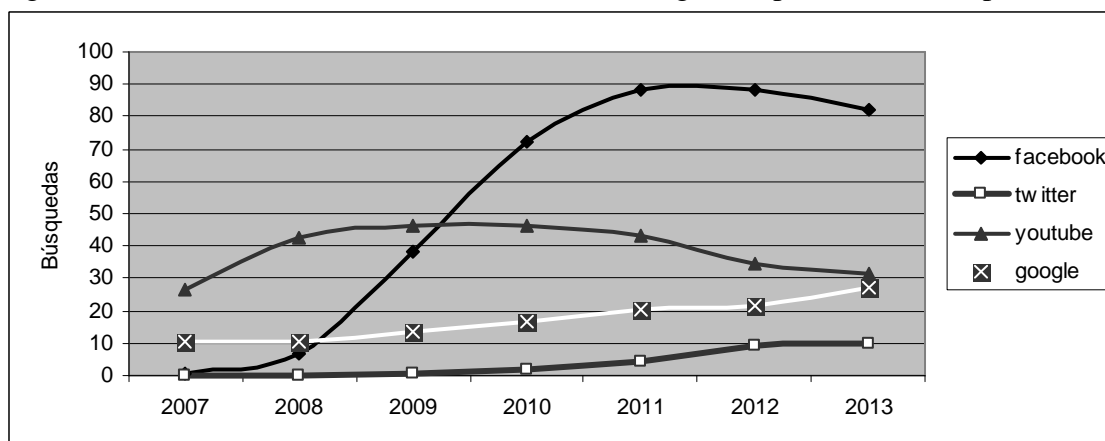
Source: Calculation based on Google Trends

For this other type of action, the *Interactive Advertising Bureau Spain* (IAB-Spain) carried out a study in 2012 on 'Digital Communication Investment' that aimed to estimate the investment not collected as digital publicity (composed of search and display).

This study sheds light on the businesses that have corporate web pages, or carry out SEO strategy or e-commerce. It also shows different strategies aside from display publicity of mobile (adapted web, applications, QR or SMS) new media (digital signage) or other services (presence in social

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[4] According to Eric Jackson Ironfire Capital Foundation, those that echoed various communication media.

networks, branded content, games, blogs…) The association estimates that this type of communication will increase the digital advertising by 229.8 for the year (calculated by this source as 885.7 million Euros). All of this would result in a digital investment of 1,115,500,000 Euros for 2012.

Prior evidence shows the growth of new media (online) as a vehicle of publicity. In this area, two peculiarities of the internet should be highlighted that influence the work of the media planner: the relative ease with which any web page is transformed into an advertising medium, and the potential that this form of media offers in terms of communication. The Internet is a form of media that is very dispersed; it can serve as publicity through a number of mechanisms (adversiting vehicles). It is not possible to know all of the existing vehicles, although information is available on those that are most important. This high level of dispersion favors the micro segmentation of the public (target group); the fact that there are many vehicles consulted by few people and linked by some aspect, could be interesting for the brand. In contrast, the second peculiarity permits developing different types of campaigns with notoriety.

In this sense, analogies can be established between the work processes of planning online and those that are offline in terms of digital advertising (search or display). But media plans should be reviewed in order to see whether they can propose solutions that take advantage of opportunities provided by new media, even in the offline scenario, which has also been affected by digital technology. This evidence, furthermore, affects the offering of specialized posts on the internet and other online media (IAB Spain, 2011).

3. A bit of order: types of online advertising

As a point of departure, we will present Ros's classification (2008: 139) of online advertising. The author lays out thirteen: 1. Corporate webs (i.e.; Iberdrola.es); 2. E-commerce (i.e.; Amazon); 3. Horizontal portals (various topics, i.e.; MSN Spain) and vertical portals (monographic, i.e.; Expedia); 4. Media (i.e.; elpais.com); 5. Affiliation networks (a type of publicity network, i.e.; Zanox); 6. Search engines (i.e.; Google); 7. Instant messaging (i.e.; Windows live messenger); 8. Email (Gmail); 9. Communities (i.e.; Meetic); 10. Chats (i.e.; Inforchat); 11. Blogs (i.e.; Microsiervos); 12. Audiovisual platforms (i.e.; Zattoo); 13. Social networks (i.e.; Facebook).

The prior list can be grouped into five large areas: search engines, publicity networks (intermediaries), media, social media and e-mail (Papí-Gálvez and Escandell-Poveda, 2013):

1. Search engines such as Google permit two types of strategies:
First, paid campaign management by click, known as search. The objective is to promote the site on the search engines through contextual publicity or sponsored links. The professional in charge of this type of strategy is known as SEM (search engine marketing) or PPC Manager; his functions include the creation, configuration and definition of conversions, follow-up and optimization. On one hand, he is responsible for positioning in SEO search engines to optimize the website from a technical and content perspective, to obtain a good organic position in search engines based on key words, to attract quality traffic to the site. He should be familiar with positioning techniques on and off page.

2. Publicity networks refer to 'all companies that commercially represent all or part of the publicity spaces or at least one advertising medium in the property of a third person' (IAB Spain, 2013). Current examples include Atres Advertizing, Antevenio, Publimedia Gestion or Weborama, among

others. Save the particularities of these media, these networks act as media agencies in the online world.

Affiliation networks are a type of publicity network based on the marketing of results. These networks make use of diverse affiliated webs and receive a counter payment when an action is produced. According to the IAB, these 'networks act as intermediaries among advertisers and affiliated web sites (…) with the objective of obtaining concrete results' (IAB Spain 2010:5). This is a generalized philosophy of contracting. Pricing models are oriented towards publicity results: from the most risk adverse (printing) and the most economic for advertisers to concrete actions (register or sales) closer to the objectives of marketing, and therefore, more expensive for advertisers.

3. The media category includes Electronic Media (EM or MEC) defined and controlled by the Interactive OJD. EM originates in printed media controlled by the OJD when they made the jump online. In fact, at that time, digital editions were exceptions to the definition of EM, as they were considered a replication of printed publications distributed electronically. Thus, the EM are those titles whose URL is defined by a web server with a third level domain name and act as a medium for publicity from the point of view of contracting. Examples of EM are elpais.com, elmundo.es, ABC.es, among others.

Although these media can be found in publicity networks (i.e.; Atres Advertizing-Atres Media Publicity) they can be highlighted as a distinct group from the rest due to their similarity to offline. In general, and especially in terms of EM that come from consolidated offline media, each advertising option can be accessed separately or through the exclusivist, to compare prices of the publicity en the portals, to negotiate directly with the exclusivist and to contract. Also, the audience is measured in the EGM (at least for those considered most important by AIMC) as though they were offline media. This permits carrying out media planning with the Tom micro application, normally used in the sector, although the particularities of the media should be kept in mind (among them the pricing model).

4. Social media are '(…) a group of Internet based applications developed on the ideological and technical foundations of Web 2.0 and that permit the creation and interchange of user generated content' (Kaplan and Haenlein, 2010: 61). Examples are: blogs, virtual social worlds (i.e.; Second Life), collaboration projects (i.e.; Wikipedia), content aggregators (i.e.; Youtube), virtual game worlds (i.e.; World of Warcraft), and social networks (i.e.; Facebook). For the IAB, social media is also a group of digital platforms with similar characteristics[5]. For example, social networks share with other social media the possibility to open communication channels that are close to the target public, acquire immediate feedback and develop less intrusive strategies, if they are managed properly [6]. However, as long as the ultimate end of the topic described here (media planning) is to create media plans, social media are ultimately focused on payment publicity.

5. Finally, e-mail is the basis of email marketing. Messages can contain images that help the received mail count and can be used to send publicity. In any case, this direct marketing practice, combined with online publicity, attracts more traffic to the web than e-mailing and publicity display separately, as shown by eCircle and Nielsen in the publicity campaign for the SEAT Ibiza ST.

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[5] «Blogs, Fotoblogs, Microblogs, Social Networks, Graphic Utilities, Professional Networks, Virtual Worlds, Dating, Content Aggregators and, in general, any mechanism that allows users the possibility of generating potentially shared content.» (IAB, (s/a): 6)

[6] In this sense, Kaplan and Haenlein (2010) provide ten recommendations, classifying them among two dimensions of social media: five are focused on the use of the media and five correspond to the social component.

4. …And the advertiser wants reliable measures

Consulting the top university books in terms of media, it can be observed that they all end up defining publicity media planning in terms of the selection of the advertising medium, the distribution of budget among them and decisions about the relevance of advertisements in reaching campaign objectives (highlighting Gonzalez and Carrero, 2008).

In contrast, in order that these tasks are carried out, reliable sources are needed to provide data to work with, such as the data offered by the General Media Study (EGM) for offline planning. This need for data links planning with research.

The objective of media research is '(…) the study of the media as a vehicle for advertising' (Gonzalez, 1994: 206) that, in practice, is: newspapers, magazines, television, radio, exterior media, cinema and Internet. Thus, the media that can be taken into account in the advertising planning are those that provide data that permit application of the techniques that have been frequently used in various campaigns, before the Internet. For those that lack data (or that are confusing for the advertising sector) it is not possible to make confident reach, frequency or profit estimates (key information for media planning —i.e.; Papí-Gálvez, 2009, 2013).

Thus there is the need to take valid, standardized and reliable measures of the Internet and other online media that use the concepts of media planning. The Online Audience Measurement Competition in Spain was set up for this purpose in 2011.

Up until now, there were at least four obstacles to investment, to speak of: 1. Terminology confusion: use of different concepts in planning offline and online. 2. Inexact concepts: it wasn't known what they really measured (for example, the estimates that used census measurements were used during a long period of time as a synonym for audiences; though estimates improved with the contest). 3. Multiple offers: many for-profit companies present studies of online audiences using their own methodology and lacking transparency. 4. There is no cross-media information: if off and on audiences are not measured in an equivalent way, planning of off+on is not possible.

The solution implied an enormous amount of work in terms of definition and standardization of online audiences that required a single reference source that would collect information according to the pattern shown by AIMC, bulwark of media and communication research in Spain. In summary, a single measurement and evaluator was needed: the *currency* was up for definition (i.e.; Lamas, 2010; Lamas, 2007).

In the rules of the contest it was made clear that the 'online' should comply with the same technical characteristics as all audience research. Thus: 1. It should be population based (asking persons), 2. Measurements should be valid and reliable, in consensus with the sector and methodologically transparent, 3. These measurements should be submitted to external controls (audits) and 4. They should supply useful data for the purposes of the sector. Useful data refers to the fact that they should permit pre and post campaign planning, and especially, that the principal parameters used for media planning should be shown (in the technical rules of the contest: reach, contacts, frequency, contact distribution and GRPs).

The call for proposals indicated the need to unify once and for all both worlds (off and on) under a common methodological focus, not necessarily through an approximation of the offline to the online. Measurement techniques had been developed and perfected, through the simple succession of events, with the appearance of mass media communication, fundamentally on television. A world

far from this trajectory could not exist (the online), at least if it aimed to be attractive for the large brands that were accustomed to offline.

Thus a hybrid system was decided upon that would combine the panel (individuals) with census measurements (electronic). In this way audience (quantity and profiles) could be had while taking advantage of the great volume of user information that electronic media could store [7].

However, an analysis of the data on publicity investment shows that the currency has not been able to provide as much as an incentive as was hoped. In 2012, the Internet fell for the first time by 2%, according to InfoAdex[8]. And, although it is too soon to draw conclusions, the 9th International Meeting of the AIMC[9], held on November 20, 2013, toyed with the possibility that this was an effect of the limitations presented by the current measurements of the media, despite all of the efforts carried out to have this currency.

Currently there are three important challenges for research on online audiences. Work is being carried out on all of them, at different rates. These are: 1. Obtaining multiplatform generalized measurements. 2. Integrating them in programs that permit planning off+on and 3. Managing Big Data.

1. Multiplatform measurement is necessary for the increase in consumption of various devices. A single content can be consumed on different online platforms (mobile, computer, *tablet*) (i.e.; Mediascope Europe, 2013; TCAnalysis, 2012 and 2013).

   According to the guidelines of the call for proposals IAB-AIMC contest, measurement should be useful. In this sense, the capacity to create media plans (also online) is directly related to the possibility to obtain basic data: the net coverage (cumulative) (how many people have been reached by the media plan) and the frequency (how many times) [10] (Papí-Gálvez, 2009). We could say that without this data there is no media planning, only approximation (with the number of page visits, prints…) which implies making decisions based on other parameters, but without the ability to optimize plans.

   Therefore it is necessary to be familiar with (measure) the quantity of people who repeatedly see a single piece of content in various devices. ComScore (winner of the AIMC-AIB contest) presented its multiplatform methodology (computer, mobile and tablet) in the 9th International Meeting of AIMC last November[11].

2. Another big challenge is the integration of online media data with offline data, in order to make optimizations for all the advertising avenues. As has been said, currently it is possible

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[7] The web analyst or analytical web analyst emerges. This profile collects, analyzes and interprets the web metrics such as traffic or online behavior. It also designs KPIs (Key Performance Indicators) or key indicators to measure communication objectives. Its purpose is to transform data and statistics into understandable concepts for the business and make recommendations to improve the performance of campaigns and conversion in the web site.

[8] Arce Media provides more negative data, with a decline of 8% for the Internet.

[9] AIMC (Association for Media Research) organizes professional and international meetings to debate current topics. This meeting concerned audience measurement and solutions for digital challenges.

[10] If advertising reaches a person through two vehicles there would be: one person and two impacts. In this case, duplication is said to exist. If consumers' habits in media consumption are not studied, we would only have data from downloaded web pages (page views or traffic), so it wouldn't be possible to know how many people we have reached or how many times.

[11] This scenario is more complete in the moment the target public of a campaign is using a device (for example, a mobile) while consuming offline media (for example, television).

to make media plans based on offline vehicles or with the Internet, separately. Only a few online are included in the planning programs and can produce plans off+on. ODEC (and AIMC) are working on this application, although the crisis will slow implementation. AIMC is a non-profit association financed through membership from the sector. If the sector contracts, so does the funding.

3. Finally, Big Data is all of that information that can not be processed or analyzed using traditional tools or processes due to the inability of the habitual software to capture, manage and process it in a reasonable time frame (Barranco, 2012). This is not a new phenomenon. Currently, the challenge lies in the rapid production of data in recent years and the underuse of this information by businesses. For example, the great business opportunity offered by Facebook lies as much in the quantity of users who participate and stimulate the contracting of online publicity on the web, as on the information that Facebook has about them. In this sense, it is understood that the information stored is more than sufficient to know in detail the characteristics of users or clients, up to the point of being able to foresee their conduct.

   Big Data also refers to all of the information that a business has on its consumers, clients or users. In this case, email-marketing could be another valuable source of information for a business, but the data must be processed for conversion into useful information. In this respect, an IBM study from 2012 that extracts information from over 1000 businesses distributed in 95 countries confirmed that most of the companies...

   «...are in the first phases of development of big data; most of them are focused on understanding the concepts (24%) of defining a game plan related to big data (47%). In any case, 28% of those surveyed work in vanguard companies that are developing concept tests (POCs) or have implemented solutions of big data to scale» (IBM, 2012:8).

   Among these vanguard companies are Rocket Fuel, a pioneer in the benefits of good managenent of Big Data applied to the publicity sector in Spain.

5. The crisis of media planning?

The challenges described above should not be considered as mere points to resolve in measurement of online audiences to incentivize publicity investment and permit carrying out multimedia (off+on) campaigns. They are sufficiently relevant such that once addressed a scenario of opportunity is presented that can change the way media planning is framed.

In fact, Perez Latre considers that the current media structure precipitates the media planning crisis as it is conceived today. According to the author, the change in model is related to the public change in preferences for other media...

«...that they consume in ways that are different from traditional media (and that) in this context, it is necessary to change the work model, research how the public uses the media and change media plans to better adjust them to the needs of brand communication» (Pérez Latre, 2011:42).

These observations are shared by other experts. Roche's opinion is worth mentioning, as Director of Weborama France and United Kingdom, who considers that media planning should be oriented

towards audience planning. As he explains, the first step has already been taken with the Real Time Bidding (RTB) system[12].

The strategy is oriented towards the public and not the selection of specific media. Offline media planning estimates audience volume that access the media with a known profile. With this data, it can be known whether the estimated audience complies with the characteristics of interest to the brand. If it meets these interests more so than any other option, it is a good candidate for selection. Advertising is inserted, in order that largest portion of the public possible views the advertisement.

The strategy oriented to the public in online media is more dynamic. New technologies permit using advertising that is being consumed by the user that represents the characteristics of interest to the brand (and those for which there is information). It is in real time, so the user that consumes content with be impacted. The fact that he is consuming a particular content is a piece of data that can be used to reach him. The particular avenue is a collateral effect.

For example, if a campaign that is sustained in time is desired, it would not be necessary to contract more insertions into a vehicle, only 'pursue' the public that interests us, because Internet publicity can be rotated. It is possible, in this way, to focus on the public without the need for data oriented towards a specific advertising vehicle. This is why Roche speaks of revolution and highlights that:

> «Audience targeting has already fundamentally changed the way marketers approach online media, and will very soon change the way all media investments are planned and executed as more and more channels become digital» (Roche, 2013: s/n).

In any case, to explain this strategy it is fundamental to change the definition of target public. Thus, the expert proposes that it be the brand that decides the ways in which to understand who make up the public, through the metrics of his own web site, and according to this information, study how to best reach them to achieve a concrete objective (direct marketing, remarketing…). In reality, what is on the table is the need for the enterprise to adequately manage Big Data before application of audience targeted planning.

In this way, and in the opinion of the expert, socioeconomic definitions would be overruled. At the root of this question is the question of whether the sociodemographic characteristics are necessary or whether one can observe another type of information (it could be that for some types of campaigns sociodemographic information is necessary due to the type of product). In this sense, it would seem that the correct exploitation of Big Data could make this (electronic) measurement one of the most powerful marketing and publicity tools that permits defining the public with the full knowledge of it.

In any case, it could be said that this approach intends to turn a weakness of census measurement into a strength, since through routine analysis it is not possible to know the sociodemographic characteristics of the population, unless the user has filled out a registration, truthfully, and save for other inconveniences (for example, not eliminating cookies). In consequence, it is considered necessary to define the public through sociodemographic characteristics among other relevant aspects (i.e.; psychographic, brand behavior) a population study would be needed (survey, panel…).

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[12] The RTB is an online system in real time in which a payment is made for impressions (impacts) realized. It tires to capture the audience consuming the media (Internet or Mobile) in the moment. The price for the impressions depends on the quantity of advertisers paying. Everything is automated through the AD Exchange platforms (where advertising and target public parameters are introduced).

Furthermore, the public oriented strategy is not a novel approach. The purpose of media planning has always been to reach the public. Pérez Latre (2011) cites the course carried out by Scott in 2011 at the University of Illinois titled 'Audience analysis', which evidenced the need to expand the material related to the media in communication studies and explore the public more in depth. The author explains this as follows:

> «Selection and evaluation paradigms are needed, focused on the public in order to overcome the inherent weaknesses in the unidirectional classical measures, based on broadcasters and not on the public and institutional identity (…) Those who create plans should look at media as publics in order to achieve a single objective: relevant communication strategies» (Pérez Latre, 2011:83).

Therefore, it can be considered that new media facilitate change towards a more strategic approach. New technologies can make this advertising and media planning premise a reality. This implies, as we have seen, more research on the public and audiences. Thus, the traditional media planning strategy, centered on the selection of media and medium as well as the budget distribution among them, could be reoriented towards the elaboration of various programs integrated in a single communication plan.

Giving more importance to the public does not mean that the media and avenue for reaching the public disappear from the equation. Rather, the interest in their study may be reinforced, although from another angle. For example, Solana (2012), in reflections regarding the new culture of publicity that is being built in the digital era, gives even more importance to the media. Being familiar with its characteristics, and above all, its potential and effects for communication-whether these are offline or online, allows us to know how and when they can be used. Along the lines of this author, the principal property of the Internet is its liquid structure, vs. the solid structure of the traditional media. The metaphor is quite appropriate. The Internet takes advantage of fissures to reach the public, the contents flow, it is dynamic, and it expands towards offline media… Media planning will be saturated by the properties of the liquid state to become more flexible and less linear, with less clearly defined frontiers, with the objective of proposing other formulas and solutions for communication.

These changes could be taking place within the framework of professional and even agency profiles. The National Collective Bargaining Agreement for Advertising Companies (2010) defines various, hierarchically established posts related to the media[13]. From this and other texts online media planning functions emerge, such as: the study and proposal of strategies; the selection of mechanisms (publicity networks, search engines, mobile, social media, e-mail…) that target the public in the most profitable way; negotiation, purchase and optimization based on CPM (cost per thousand), CPC (cost per click), CPA (cost per action), CPL (cost per lead); and the control of the AdServer (publicity server), from which statistics can be extracted that permit knowledge of the immediate response to our advertising.

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[13] Media Director/ Media Strategy Planning: The person in charge of the development of media planning in different campaigns, with various collaborators. Chief of planning: The person in charge of supervising and establishing media strategies to use in campaigns of one or more clients of the agency.
Chief of media purchasing: The person who, with wide knowledge of different types of advertising media, must manage and supervise media purchases for the different advertising campaigns. Media planner: The person who establishes the media strategy to use in campaigns based on the foreseen objectives and profitability, coverage and client budget.
Media purchaser: The person with the mission of managing the purchasing of one or more types of media in different agency campaigns.

In this sense, the influence of new media could potentially change the center of gravity of the principal functions- currently focused on the selection of vehicles- in favor of prior work of greater strategic importance and solid research and analysis using measurements that complement the habitual measures.

Thus, the media planner could assume the functions of a strategic planner and develop the competencies of the media researcher and web analyst, in the need to integrate other indicators[14] or elaborate KPIs (Key Performance Indicators) to measure the communication objectives adjusted to the proposed communication play (Munoz and Elosegui, 2011).

Above all, the purpose of media planning remains the same, that is to say: '(…) to reach the public through conventional and non-conventional means, through acquisition and also creation of spaces and medium in the best conditions possible' (ANECA, 2004: 272). The media planner will continue to be a great expert in the nature of media, with the objective of proposing the best solutions for transmitting the message to the population. Therefore, it is worth questioning whether we can speak of crisis or whether the new media are merely showing the need for advertising research and planning to commit to this scenario to propose new solutions.

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[14] Also in line of measurement of reputation, popularity or influence brand in social media.

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