

Eurogroup Consulting's mediabenchmark has taken on a new format that enables publishers to enter data and carry out a benchmark study whenever it suits them best.

Eurogroup Consulting launched its media-benchmark in 2005 with a goal to establishing a knowledge base for publishers that would facilitate continuous improvement. The media-benchmark measures performance of the 'order-to-cash' processes in terms of costs, productivity and quality, and is divided into three business cycles, namely online advertising, print advertising and subscriptions.

The benchmark is a paid service that provides the publisher with an appraisal of its performance in relation to the previous year and its peer group. The publisher also gains access to a knowledge portal and is invited to knowledge sharing sessions. For instance, during the last session, held in May, publishers brainstormed about the

need to integrate online and print advertisements and the difficulties this integration can present.

The mediabenchmark currently comprises 83 measurements from 25 Dutch publishers. For the last three years, data has been collected simultaneously from all of the publishers. As of this year, publishers will be able to carry out a benchmark study whenever it suits them best. What's more, the supporting website has been updated with Microsoft SharePoint software, so each participating publisher can visit their their own personal sub-site and enter the necessary data easily. The key performance indicators are shown immediately, and the overall calculation made by Eurogroup Consulting then collated in a report that is presented and discussed personally. The online tool also makes it possible to supply relevant cross cuts and can be used as a knowledge portal in which previous measurements and reports are filed. ■

New format for *mediabenchmark*