



Survey in Media Research

(BA (JMC) 303)

Unit – 2

by

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2023

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Survey


- The survey method gathers data from a relatively large number of cases at a particular time.
- Surveys are concerned with describing, recording, analyzing and interpreting conditions that either exist or existed. The researcher does not manipulate the variable or arrange for events to happen.
- Surveys are only concerned with conditions or relationships that exist, opinions that are held, processes that are going on, effects that are evident or trends that are developing.
- They are primarily concerned with the present but at times do consider past events and influences as they relate to current conditions. Therefore, in surveys, variables that exist or have already occurred are selected and observed.

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Survey (Contd..)

- Surveys are usually appropriate in the case of social and behavioural sciences. Surveys are an example of field research. Surveys may either be census or sample surveys. They may also be classified as social, economic or public surveys. Whatever be their type the method of data collection happens to be either observation, or interview or questionnaire or some projective techniques.
- A survey is a very convenient research method needs a well defined population, a sample, which truly represents the population, a sampling size which is appropriate to the population size. In survey research quantitative and non – quantitative methods can be used.


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Characteristics of Survey

- Specific Objectives:** The first step in conducting a survey is to list down straight objectives of the survey. A survey without clear goals will not yield desired results.
- Straightforward Questions:** The survey must consist of straightforward questions which are constructed in a simple and crisp manner. It is important for the respondents to understand the questions listed in the survey. Confusing and ambiguous questions may disinterest the respondents.
- Proper Sample:** It is not necessary to survey the entire population. It is important to capture responses from the selected representative of the entire population. It is important to ask the right respondents rather than asking every person.


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Characteristics of Survey (Contd..)

- Reliable and Valid:** It is important for the respondents to be authentic and the information provided by them valid. Otherwise, the objective behind conducting the survey is lost.
- Accurate Reporting of Result:** Survey results must be carefully analyzed. In order for the report to be accepted by the target audience, it must be fair, true and accurate. Credible reports include both negative and positive results.


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Types of Survey

- Surveys are classified according to their focus and scope (census and sample surveys) or according to the time frame for data collection (longitudinal and cross-sectional surveys).
- A survey that covers the entire population of interest is referred to as a census.
- In research, however the population is used to refer to the entire group of individuals to whom the findings of a study apply. The researcher defines the specific population of interest.


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Steps involved in Survey Research

- **Planning:** Survey research begins with a question that the researcher believes can be answered most appropriately by means of the survey method.
 - The researcher needs to decide on the data-gathering technique that will be used.
- **Sampling:** The researcher must make decisions about the sampling procedure that will be used and the size of the sample to survey.
 - If one is to generalize the sample findings to the population, it is essential that the sample selected be representative of that population.


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Steps involved in Survey Research

- **Conducting the Survey:** Once the data-gathering instrument is prepared, it must be field-tested to determine if it will provide the desired data. Also included in this step would be the training of the users of the instrument, interviewing subjects or distributing questionnaires to them, and verifying the accuracy of the data gathered.
- **Processing the Data:** The last step includes coding the data, statistical analysis, interpreting the results, and reporting the findings.

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Public Opinion Survey

- In India, **ORG – MARG, IMRB, MRAS, MODE** are the chief organizations, regularly carrying out public opinion polls. The results are reported widely in the media, and possibly exert some influence in shaping public opinion in the cities, and in providing valuable data to the government and its various departments. An opinion poll selects a random sample, say a few hundred from each region, up to a total of around 2000 or 3000. With modern probability methods of sampling and statistics.


Operations Research Group
Indian Market Research Bureau
Market Research As a Service

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 **Market Research Companies**


Nielsen India is one of the top market research companies in India, offering insights and analytics across various sectors such as media, consumer packaged goods, retail, and more.

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 **Importance of Public Opinion Survey Polls**


- Polls tell us what proportion of a population has a specific viewpoint.
- Polls do not explain why respondents believe as they do or how to change their minds. This is the work of social scientists and scholars.
- Polls are simply a measurement tool that tells us how a population thinks and feels about any given topic. This can be useful in helping different cultures understand one another because it gives the people a chance to speak for themselves instead of letting only vocal media stars speak on behalf of all.
- Opinion polling gives people who do not usually have access to the media an opportunity to be heard.

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 **Importance of Public Opinion Survey Polls**

- There are some political analysts who argue that the publication of polls gives an unfair advantage to the candidates who are leading in the polls.
- This phenomenon described as “bandwagon effect” assumes that knowledge of the popular “tide” will likely change voters intentions in favour of the winning candidates. Others counter-argue that not all voters are inclined or have the proclivity to follow the winning candidates. While some voters may want to be on the winning side, at least, there are some who want to support the losing candidates-the “underdog effect.”


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Television Rating Point (TRP)

- Television Rating Point (TRP) is a tool provided to judge which programmes are viewed the most. This gives us an index of the choice of the people and also the popularity of a particular channel.
- For calculation purpose, a device is attached to the TV set in a few thousand viewers' houses for judging purpose. These numbers are treated as sample from the overall TV owners in different geographical and demographic sectors. The device is called as People's Meter. It records the time and the programme that a viewer watches on a particular day. Then, the average is taken for a 30-day period which gives the viewership status for a particular channel.


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INTAM (Indian Television Audience Measurement)

- Presently, INTAM (Indian Television Audience Measurement) is the only electronic rating agency functioning in India.
- INTAM uses two methodologies for calculating TRP.
- First is frequency monitoring, in which '**people meters**' are installed in sample homes and these electronic gadgets continuously record data about the channel watched by the family members.
- 'People meter' is costly equipment, which is imported from abroad. It reads the frequencies of channels, which are later, decoded into the name of the channels and the agency prepares a national data on the basis of its sample homes reading.


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Contd...


- But there is a drawback in the technique, as cable operators frequently change the frequencies of different channels before sending signals to the homes. It may be very misleading to read a channel according to a particular frequency even if the down linking frequency is same all over India.
- Second technique is more reliable and relatively new to India. In **picture matching technique** people meter continuously records a small portion of the picture that is being watched on that particular television set. Along with this agency also records all the channels' data in the form of small picture portion. Data collected from the sample homes is later on matched with the main data bank to interpret the channel name. And this way national rating is produced.

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 **Importance of TRP..**


- Importance for the Advertisers: TRP"s enable the advertisers to know the viewership of their advertisements. They also provide information to the advertisers on whether their desired target audience is viewing their Ads or not. The ratings aid the advertisers in determining the correctness of the rates quoted by the broadcasters of the Ad spots of various television shows.
- Importance for the Broadcasters: The advertisement revenues of the broadcasters are determined by the overall economic environment and the viewership enjoyed by the programmes of the broadcasters. The advertisers are willing to pay higher Ad rates for the programmes. It has been observed that a decline in viewership ratings leads to a slower growth in advertisement revenues of the broadcasters and sometimes even a decline in their revenues.

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 **Importance of TRP**

- Importance for the Content Providers: The payment that the content providers receive from the broadcasters often have a fixed component as well as a variable component linked to the TRP"s . Therefore, higher TRP"s enable the content providers to enjoy higher realizations. The content providers also customize their content on the basis of the TRP"s.

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 **TeleWeb Surveys**

- TeleWeb Surveys are generally known as online surveys. TeleWeb Surveys are one of the most widely utilized survey methods, an online survey is the systematic gathering of data from the target audience characterized by the invitation of the respondents and the completion of the questionnaire over the World Wide Web. The online survey has been a faster way of collecting data from the respondents as compared to other survey methods.
- TeleWeb extracts information from Guardian data files or Non Stop Server Spooler jobs and creates reports, which can be viewed online as soon as the data becomes available. TeleWeb includes security features that protect reports from unauthorized access. The program's built-in Group and User feature provides password protection to access reports.

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TeleWeb Surveys

Key Features

- Generates reports from data files or Non Stop Server Spooler Jobs for viewing and download on a browser which provides different view sizes, search capability, etc.
- Coverts data into different data formats automatically:
 - TXT: Simple text
 - PDF: Adobe Acrobat Reader
 - HTML: Include your company logo or graphics in your reports.
- Highly configurable to support different options
- Broadcast reports to group of users or to an individual user
- Detailed log files for status and statistics reporting.

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Benefits of using Report Web

- Guardian-based: The TeleWeb software runs on the HP-Non Stop Server, and requires no other external hardware or software. All the software components are built utilizing reliable Guardian technology that you already familiar with.
- Reliability: TeleWeb delivers reports reliably with log files accounting for every action and step taken.
- Efficiency: TeleWeb stores one copy of the reports to be viewed by selective groups of users.

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LESSON 2 Readership Survey & IRS

- In a readership survey, one communicates with the readers of a publication to determine whether they remember an article or Ad about a particular product and if they did what was their feedback. Therefore, readership surveys are conducted at regular intervals to note the feedback for a particular publication. A readership survey is conducted by getting a set of questions, popularly known as a questionnaire, filled by the target readers. It can be either telephonic or personal.

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Strengths of Readership Survey

- Awareness and Perception: It helps in understanding the perception of the readers about a particular publication.
- The relative power of marketing vehicles: It helps in determining if the readers are influenced by the articles or Ads or trade shows or friends?
- The Publication's Credibility and Pull: It also determines whether the readers will get influenced to purchase the publication or not.

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Weakness of the Readership Method

- Questions can be raised against their total market biased surveys.
- They do not go beyond the head – counting exercise which is of course of some interest to advertising and marketing agencies because it is the only estimate we have of „readership“
- Indian Readership Survey (IRS) IRS includes both Urban and Rural respondents. It was conducted in 1995 and later in 1997 & 1998. IRS uses „masthead method“ wherein the title and logo of newspapers are shown to the respondents and they are asked Have you seen it? Have you read this paper yesterday? Have you read this paper last week? Have you read this paper previous fortnight?

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LESSON 3 Election Related Survey

- Opinion Poll Opinion polls are conducted by various organizations to access the electoral environment before the polls are conducted. It is truly said that media has the power to set an agenda both for the policy makers and the public. These polls are conducted to extract public opinion to check which political party has received more support from the public. There are certain guidelines to monitor the publication and broadcast of these polls. These guidelines are important as many times the opinion polls may be biased.
- Analysing Opinion Polls: In analysis of Public Opinion polls the following questions need to be asked to assess their real worth:

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Analysing Opinion Polls

- Who sponsored the survey? What were the motives for the sponsorships?
- How exactly were the questions framed? Could a different phrasing or ordering of questions give another set of findings?
- What percentage of population was sampled? What was the basis of the sampling?
- What was the size of the sample? How many responded to the survey?
- What is the margin of error allowed for?
- Are any of the findings based only on part of the total sample? Do all the generalizations of the total population follow from the data gathered and processed?
- How was interview conducted – by phone, mail, face to face at home or in the office?
- What was the timing of the interview in relation to other social, economic or political events?

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Exit Poll


- An election exit poll is done immediately when the voters exit the polling station. An exit poll asks the voter whom did he actually vote for. It helps in generating a fair picture of who is going to win the elections. This concept contradicts the concept of secret ballot.
- Purpose of Exit Poll** Exit polls: are also used to collect demographic data about voters and to find out why they voted as they did. Since actual votes are cast anonymously, polling is the only way of collecting this information. Exit polls have historically and throughout the world been used as a check against and rough indicator of the degree of election fraud.

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Limitations of Exit Poll


- Limitations of Exit Poll
- Exit polls by nature do not include a margin of error.
- There can be use of inadequate data and poor choice of sampling points.
- A number of causes indicating differential response rates.
- Opinion Poll/Exit Poll and Elections: The Election Commission has banned the publications of the results of Opinion Polls and Exit Polls for about a fortnight during which the national elections are held.

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 **Guidelines of Election Commission for Broadcasting Opinion/ Exit Poll**


- The Commission discussed the matter with all recognized National and State political parties at the meetings held on 22nd and 23rd December 1997.
- Almost all the political parties with the exception of one or two stated that Opinion Polls, the way the same are conducted are unscientific. According to them, there is a considerable bias in the size and nature of the sample drawn to make such an opinion poll and they tend to influence the voters in an unbecoming manner.
- They further stated that the surveys are motivated and are not impartial, because of the known prejudices of some of the organizations conducting such polls, towards or against certain political parties and / or their leaders.

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 **Guidelines of Election Commission for Broadcasting Opinion/ Exit Poll**


- The Election Commission has in pursuance of its sacred and solemn duty of conducting free and fair elections to Parliament and State legislature, entrusted to it by Article 324 of the Constitution, decided to lay down the following guidelines for observance by print and electronic media, including government controlled electronic media with the conduct of Opinion Polls and Exit Polls by them.
- The organizations or agencies conducting Opinion Polls shall be free to conduct such polls, and publish results thereof, in or by any print or electronic media, at any time, except the period mentioned in clause (ii), during the run up to the polls for the aforesaid general elections to the House of the People and State Legislative Assemblies.

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 **Guidelines of Election Commission for Broadcasting Opinion/ Exit Poll**

- No result of any opinion poll conducted at any time shall, be published, publicized or disseminated, in any manner whatsoever, in or by any print or electronic media after 1700 hours on the 14th February, 1998 and till half an hour after the closing of poll in all states and Union Territories, except three Parliamentary Constituencies in the State of Jammu and Kashmir.
- The organizations and agencies shall also be free to conduct exit polls. But the result of any such exit poll conducted at any time shall also not be published, publicized or disseminated in any manner in or by any print or electronic media at any time from 5 pm on the day of the poll till half an hour after the closing of poll in all States and Union Territories.

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- Any organization or agencies conducting any Opinion Poll or Exit Poll, while publishing, publicizing or disseminating the result of any such poll, must indicate the sample size of the electorate covered by such polls and geographic spread of survey so conducted. They must invariably give the details of methodology followed, likely percentage of errors, the professional background and experience of the organization or organizations and the key professional involved in the conduct and analysis of the poll.
- a. Electronic media includes Radio and Television – both Government owned and private and covers Satellite, Terrestrial and Cable Channels.
- b. Dissemination includes publication in any newspaper, magazine or periodical or display on electronic media or circulation by means of any pamphlet, poster, placard, handbill or any other document.

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 **LESSON 4 Media Research Agencies**

- **BARC** - Broadcast Audience Research Council India BARC (Broadcast Audience Research Council) India is an industry body set up to design, commission, supervise and own an accurate, reliable and timely television audience measurement system for India.
- Guided by the recommendations of the TRAI (Telecom Regulatory Authority of India) and MIB (Ministry of Information and Broadcasting) notifications of January 2014, BARC India brings together the three key stakeholders in television audience measurement, broadcasters, advertisers, and advertising and media agencies, via their apex bodies. BARC India is committed towards establishing a robust, transparent and accountable governance framework for providing data points that are required to plan media spends more effectively. To develop a reliable television audience measurement system for India it is promoted by three industry associations i.e. the Indian Broadcasting Foundation (IBF), the Indian Society of Advertisers (ISA) and the Advertising Agencies Association of India (AAAI), based on the 60:20:20 formula (IBF 60%, ISA 20%, AAAI 20%).

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 **Media Research Agencies**

- Indian Broadcasting Foundation (IBF): Indian Broadcasting Foundation established in 1999 is India's premium apex organization of television broadcasters. IBF promotes the interests of the Indian Television Industry, making an essential and ever-increasing contribution to the Nation and working as a clearing house of ideas for this vast and rapidly growing industry. IBF consists of major broadcasters with more than 250 TV Channels. IBF enjoys a unique position as the accredited spokesman of the broadcasting industry.

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Media Research Agencies

- Indian Society of Advertisers (ISA): The Indian Society of Advertisers has been the peak national body for advertisers for 60 years and represents the interests of organisations involved in Indian advertising, marketing and media industry. ISA's aim is to promote and safeguard the rights of its members to communicate freely with their customers, and to protect consumers by ensuring advertising and marketing communications are conducted responsibly. Over the years nearly all major advertisers have become members of the ISA and its current membership of around 160 is spread throughout the length and breadth of the Country. Collectively, the membership of ISA accounts for two thirds of all annual advertising expenditures made in India.


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Media Research Agencies

- The Advertising Agencies Association of India (AAAI): The Advertising Agencies Association of India is the official, national organisation of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation.
- The AAAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognised at all forums - advertisers, media owners and associations, and even government - as the spokesperson for the advertising industry.

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Media Research Agencies

A number of factors distinguish the BARC India rating system.

1. Transparency: BARC India follows the Ministry of Information & Broadcasting's notification with regard to:
 - Sample size: The minimum panel size is 20,000 reporting homes, and this number will rise by 10,000 homes every year until it reaches 50,000 reporting panel homes.
 - Ownership: No broadcasting or advertising company will be allowed to hold more than 10% of BARC's shares.
 - Audit: We subject ourselves to both external and internal audit.


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 **Media Research Agencies**

2. **Advanced watermarking technology:** BARC India uses an advanced, audience measurement technique - audio watermarking, to track content through its broadcast cycle. This is a code inserted into the audio channel of the television signal which transmits through the distribution platforms and cannot be, either deleted or overwritten in the cryptographic family it adopts. This increases the integrity and reliability of the data generated by BARC India's ratings.

3. Includes rural households in sample: In the first round, about 30% of the sample comprises rural households, at an all-India level.


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 **Media Research Agencies**

4. **Comprehensive reporting:** BARC India's system reports the following also:

- Time shifted viewing: Metrics of programs that are recorded and viewed later.
- Simulcast viewing: Details of programs broadcast simultaneously on more than one channels – viewership of every individual channel can be reliably tracked.
- Viewing as per the New SEC (NCCS): Details as per the new classification based on the education of Chief Wage Earner of the family and the number of durables owned by the home from a predefined list of 11 durables.

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 **Media Research Agencies**

5. **Advanced BAR-O-meters:** The BAR-O-meters are placed in metered homes are compact and use the latest technology. As they are indigenously manufactured, they cost almost one-sixth the price of imported meters, which lets us deploy a lot more of them to measure viewership.

6. **Platform agnostic:** The BARC India system captures data about TV content consumed through any form of distribution – Terrestrial, DTH, Analog Cable, Digital Cable and other Digital media.

7. **Compliance:** BARC India has an audit mechanism in place to ensure its internal processes and government's guidelines are being followed.


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ABC – Audit Bureau of Circulation

- Audit Bureau of Circulations (ABC): ABC founded in 1948 is a not-for-profit, voluntary organisation consisting of publishers, advertisers and advertising agencies as members. It does pioneering work in developing aud
- It procedures to certify the circulation figures of publications which are members of ABC.
- The main function of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its Qualifying copies. The circulation figure so arrived at is checked and verified by a firm of chartered accountants which are empanelled by the Bureau.


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ABC – Audit Bureau of Circulation

- The Bureau issues ABC certificates every six months to those publisher members whose circulation figures confirm to the rules and regulations as set out by the Bureau.
- Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertising business community. ABC's membership today includes 562 Dailies, 107 Weeklies and 50 magazines plus 125 Advertising Agencies, 45 Advertisers & 22 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.
- An Advertiser ought to know how many people buy a publication and in which area. The ABC gives all these vital statistics every six months.

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The Working of ABC

- Bureau's Council of Management functions as the Board of Directors which is the main policy making body. Council members meet frequently atleast once in two months.
- Bureau's Council of Management comprises of:
 - 8 elected representatives of Publisher members
 - 4 elected representatives of Advertising Agency members
 - 4 elected representatives of Advertiser members
- The position of Chairman of the Council of Management rotates every year between the senior most publisher member and senior most non publisher member of the Council (Advertising Agency and Advertiser). Chairman is elected by the Council of Management every year.

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The Working of ABC

- The Bureau (ABC) certifies circulation figures of member publications every six months i.e. for the audit periods January to June and July to December. The Audits of circulation figures are carried out by empanelled firms of Chartered Accountants as per the prescribed Bureau's audit guidelines and procedures.
- The certified circulation data is primarily used for media planning purpose by various media agencies, print media advertisers and government publicity departments.
- The day-to-day activities of the Bureau are carried out by the Secretariat as per the directions of the Bureau's Council of Management.

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ABC & the Organisation

- The ABC plays an important role together with DAVP, Press Registrar and Publicity Officers of the various State Governments and Public Sector undertakings to improve, promote and project nationally accepted objectives through the medium of the press.
- The ABC with the active co-operation and expertise of its member publishers, advertisers and advertising agencies, can assist the Union and the State Governments in reaching their targets in rural and semi-urban areas effectively and fruitfully.

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MAP – Media Analysis Package

- MAP is the strategy tool in the industry that helps to track advertising spends across TV, Print and Radio. The software represents an ideal platform in gauging the shifting trends over a period of time. It helps to study competitor media's buying behaviour and helps in media planning and budgeting activities. Currently MAP is monitoring 650 TV channels, 900 publications/editions, 93 radio stations, 1000 digital publishers.
- Advantages
 - Top spenders (advertisers) across medium
 - Trends analysis advertisers by weeks, months, and quarter across medium.
 - Seasonality of product group
 - Prominent categories and advertisers for pitching purpose.
 - Advertisers which are more skewed toward TV or Print or Radio
 - AD volume by advertisers
 - Most exposed brand in the market in a particular category.
 - Genre-wise comparison of ad spent as ad volumes
 - Promo tags consumption of advertiser.
 - Preferred genre for advertisement by the advertiser
 - Preferred ad slots by the advertiser on various channels.

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 **RAM – Research and Analysis of Media**

- RAM - Research and Analysis of Media is an international media research company. With about 1000 clients in 18 countries RAM provides the industry with pioneering statistics of how ads, articles and other media communication are consumed and understood for both print and digital media. RAM works with online surveys and analysis of advertising and editorial content for media companies, media consultants and advertisers worldwide.
- Research and Analysis of Media (RAM) was founded in 2001 with its headquarters in Stockholm, Sweden. In 2007, RAM started a subsidiary company in the United States, Research and Analysis of Media of Americas Inc. and subsidiaries also in Norway and Finland in 2008. RAM opened 2008 an office in London for the UK & Ireland and most recently in Germany in 2012.

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 **The RAM Method**


- RAM provides a critical link between media and its audience. Digital surveys measure how ads and articles are read and perceived by the general media audience as well as a target audience. In as little as 24 hours, RAM can collect data from targeted panels and validate these results against our reference database, which houses over 50 million interviews, from 500,000 panel members, in 18 different countries.
- RAM makes analyzing data easy and efficient. Smart online based analytics offer immediate access to results. Subscribing clients have access to the results from 50 million interviews at their fingertips and can filter data by target group, industry/media type, location and various other parameters and easily export data to create effective client presentations.

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 **The RAM Method**

- Panels are recruited by each media to represent a target audience, usually via ads or banners referring the reader/consumer to a registration page at RAM. Panelists register and answer questions concerning socio-demographics, reading frequency and interests. Participation is voluntary and based on the panelist's relationship with the media. RAM panels have high response rates, around 40-60%, worldwide.
- When a RAM survey is commissioned the client uploads the media content to be measured and an assembled online panel is used as sample. Results are available online directly after the survey is completed and data is weighted against the target audience. Several ads, articles or banners can be measured at the same time, allowing clients to quickly build a channel/media specific reference database.

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The RAM Method

- RAM gathers additional data from panelists through ad hoc surveys, which include two types: add-on surveys added to established surveys or standalone surveys, the latter need not be attached to any other RAM measurement. Add-on surveys gather additional information by asking panelists additional questions. Images, audio, and video can be combined into these surveys. Stand-alone surveys provide feedback from panelists on content that has not yet been published - a great way to test upcoming editorial themes, page layouts, and advertising concepts.
- The RAM system is a fully functional and complete research tool. For example, RAM can be the source for research on entire sections through the Page Traffic study, or analyze a single page or home page in a Page Quality survey.

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