

Syndicated Print Audit System and National Readership & Consumer Survey in Romania

Silviu Ispas

ARBOmedia Romania - New Business Director

Audit Bureau of Circulations Romania - Member of the Board

March 2006

ARBOmedia Romania

Subsidiary of ARBOmedia AG Germany, the largest independent European multimedia sales house

Represented in 7 European Countries

European Portfolio:

- 16 TV stations,
- 16 radio stations,
- over 70 print titles
- more than 350 websites, as well as other new media developments

Present in Romania from 1995

ARBOmedia Romania is member of:

- EGTA – European Group of Television Advertising
- BRAT – Audit Bureau of Circulations Romania
- IAA Romanian Chapter
- ARMA – Romanian Association for Audience Measurements

TV

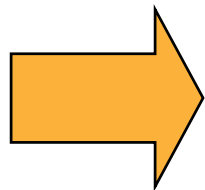
National Print

Local Print

Radio

Internet

ARBOmedia Portfolio in Romania



2 TV channels
1 radio station
over **160** web-sites

44 local print titles
12 national print titles

Romanian market

Estimated advertising (net) figures:

	2005	2006	Growth
Television - 61%	165 mil. EUR	230 mil. EUR	39%
Magazines - 13%	35 mil. EUR	40 mil. EUR	14%
National Newspapers-11%	30 mil. EUR	35 mil. EUR	16%
Local Newspapers – 1,5%	4 mil. EUR	6 mil. EUR	50%
Radio – 6%	15 mil. EUR	17 mil. EUR	13%
Outdoor - 7%	20 mil. EUR	23 mil. EUR	15%
Internet - 1%	1,5 mil. EUR	3 mil. EUR	100%
Cinema - 1%	1,5 mil. EUR	3 mil. EUR	100%
Total	272 mil. EUR	357 mil EUR	31%

Audit Bureau of Circulations (ABC) Romania / BRAT

- The project of the Romanian ABC was launched by the American foundation Freedom House (National Forum Foundation) and it was coordinated by Mrs. Kathryn Koegel, mass-media consultant.
- ABC Romania was founded in 1998
- Between 1998 – 2001, ABC Romania had a strategy consultant in the person of Mr. Liviu Burlacu – Secretary General of MATESZ

Member Categories:	2006	1998	
- Publishers	136	25	
- Advertising Agencies	24	7	
- Advertisers	9	1	
- New categories:			
- Web publishers	5	0	
- Sales Houses	1	0	
TOTAL	175	33	= 430% increase

Audit Bureau of Circulations (ABC) Romania / BRAT

Structure

- **General Assembly**
 - Readership Survey Department
 - Internet Audit Department
 - Outdoor Survey Department

- **Administrative Council (15 members, including the President)**
 - 3 advertising agencies
 - 4 magazines
 - 3 national newspapers
 - 3 local publications
 - 1 free publication
 - 1 representative of the Readership Survey Department

- **Executive Staff**
 - General Manager
 - Audit Director
 - Readership Survey Director
 - Readership Survey Client Service
 - Secretary

Audit Bureau of Circulations (ABC) Romania / BRAT

Services

- **Audit Certificates**
 - Every six month
 - Every year for national publications under 20.001 copies and for local publications under 10.001 copies.
 - Mandatory

- **Publisher Statements (for unaudited circulation)**
 - Every three month
 - Mandatory

- **Website**
- **On-line Statements**
- **On-line comparison tool/audit history**
- **Audit Certificates Catalogue (2 editions / year)**

- **National Readership Survey (NRS)**
- **Consumer Study (FOCUS)**
- **National Readership Survey Catalogue (4 edition / year)**

Audit Bureau of Circulations (ABC) Romania / BRAT

BRAT
membru al
ABC
Biroul Roman de Audit al Tirajelor
BRAT.RO

SNA.RO
Studiul National de Audienta

Newsletter
email
dezabonare de la newsletter

HOME
STIRI
PREZENTARE
MEMBRI
CIFRE DE DIFUZARE
AUDITARE
STATUT
DOCUMENTE BRAT
ADERARE
CONTACT

OPINII
Daca aveti intrebari, sugestii, comentarii va rugam completati formularul
Formular

ADERARE LA BRAT
Prin caracterul său BRAT este o organizație deschisă, care oferă statutul de membru oricărei companii care activează în industria de publicitate... [detalii](#)

PUBLICATII
Principalele informații pe care le ofera auditul sunt valorile termenilor de difuzare: Tirajul, Vânzarile, Copiile gratis și Retururile... [detalii](#)

COMPARATOR CIFRE DE DIFUZARE
BRAT oferă acum și rezultate comparative ale cifrelor de difuzare ale publicațiilor, pe diverse perioade, în funcție de criteriile dorite... [detalii](#)

Stiri
10-03-2006
Adunarea Generala BRAT - miercuri, 22 martie 2006, ora 10.00, Hotel Marriott - Bucuresti... [detalii](#)
21-07-2005
Ernst&Young Romania si Deloitte vor face auditul tirajelor in urmatorii doi ani... [detalii](#)

Downloads
Regulamente Metodologii Pachetul de audit

Formular
ALJAT.net created by

DECLARAȚII ONLINE

Internet

start
Yahoo! Mes... HU
2 Microsof... Google - Mi... BRAT - Biro... EN 13:25

Audit Bureau of Circulations (ABC) Romania / BRAT

The screenshot shows the website of the Studiul National de Audienta (SNA) in Romania, accessed via Microsoft Internet Explorer. The browser's address bar shows the URL <http://www.sna.ro/>. The website features a navigation menu on the left with links such as HOME, INTRODUCERE, STRUCTURA DSA, REGULAMENT DSA, PUBLICATII, METODOLOGIE, LIVRARI SNA, CHESTIONAR, INTREBARI, and CONTACT. The main content area is titled "STUDIUL NAȚIONAL DE AUDIENȚĂ" and contains a paragraph about the organization's role in the advertising industry. Below this, there are sections for "PUBLICATII", "METODOLOGIE", and "ADERARE LA SNA", each with a small image and a "detalii" link. On the right side, there is a "Stiri" (News) section with two entries dated 11-01-2006, and a "Downloads" section with links for "Regulamente DSA", "Chestionar", and "Cerere de aderare". A "Newsletter" sign-up form is also visible in the top right corner. The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 13:25.

SNA - Studiul National de Audienta - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.sna.ro/> Go

SNA
Studiul National de Audienta
SNA.RO

BRAT.RO
Biroul Roman de Audit al Tirajelor

Newsletter
email
dezabonare de la newsletter

HOME
INTRODUCERE
STRUCTURA DSA
REGULAMENT DSA
PUBLICATII
METODOLOGIE
LIVRARI SNA
CHESTIONAR
INTREBARI
CONTACT

OPINII
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Formular
MIAT.net created by

STUDIUL NAȚIONAL DE AUDIENȚĂ

BRAT realizeaza Studiul National de Audienta care a obtinut statul de standard in industria de publicitate. Fiind un studiu reprezentativ pentru populatia pe care o studiaza, studiu sindicalizat privind cititorii de presa din Romania, el pune la dispozitia industriei de publicitate date actuale si compatibile cu cele europene despre cititorii de ziare si reviste din Romania... [detalii](#)

PUBLICATII
publicatii incluse in chestionarul SNA, publicatii ce beneficiaza de rezultate SNA... [detalii](#)

METODOLOGIE
Metodologia SNA: universul studiului, dimensiunea esantionului, metoda... [detalii](#)

ADERARE LA SNA
Dobandirea calitatii de membru al Departamentului pentru Studii de Audienta se obtine... [detalii](#)

Stiri

11-01-2006
Incepand cu livrarea rezultatelor... [detalii](#)

11-01-2006
Urmatoarea livrare a rezultatelor... [detalii](#)

[mai multe stiri](#)

Downloads

Regulamente
DSA
Chestionar
Cerere de
aderare

start Yahoo! Message... HU 2 Microsoft Pow... 3 Internet Explo... EN 13:25

Audit Bureau of Circulations (ABC) Romania / BRAT

BRAT - Biroul Roman de Audit al Tirajelor - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.brat.ro/index.php?page=cfre&letter=B> Go

BRAT membru al IES ABC

Biroul Roman de Audit al Tirajelor **BRAT.RO**

SNA.RO Studiul National de Audienta

Newsletter
email
*dezabonare de la newsletter

HOME
STIRI
PREZENTARE
MEMBRI
• CIFRE DE DIFUZARE
AUDITARE
STATUT
DOCUMENTE BRAT
ADERARE
CONTACT

OPINII
Daca aveti intrebari, sugestii, comentarii va rugam completati formularul

Formular

ALIAT.net created by

Cifre de difuzare

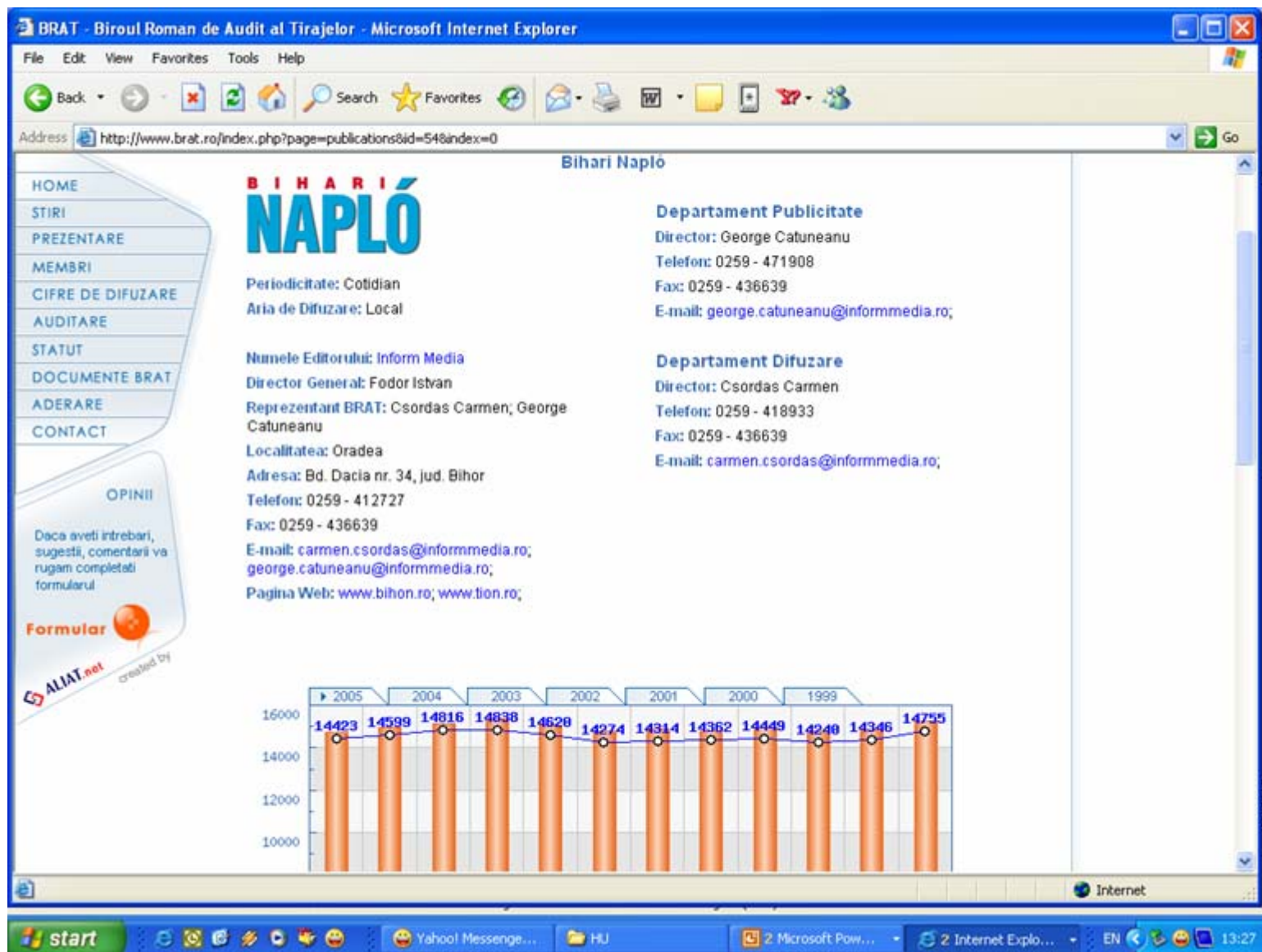
Cifre A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1. B 24 FUN
2. Banateanul
3. Banii Nostri
4. Barbie
5. Beau Monde
6. Bihari Naplo
7. Bihoreanul
8. Bine pentru mine
9. BLU
10. Bolero
11. Bravo
12. Bravo Girl
13. Bucataria pentru toti
14. Bucharest Business Week
15. Bucharest Daily News
16. Bucharest - In Your Pocket
17. Bucuresti What Where When Magazine
18. burda
19. Business Magazin
20. Business Review

Internet

start Yahoo! Message... HU 2 Microsoft Pow... BRAT - Biroul Rom... EN 13:34

Audit Bureau of Circulations (ABC) Romania / BRAT



Audit Bureau of Circulations (ABC) Romania / BRAT

BRAT - Biroul Roman de Audit al Tirajelor - Microsoft Internet Explorer

Address: <http://www.brat.ro/index.php?page=publications&id=54&index=0>

comparator cifre de difuzare toate cifrele print glosar

Declaratie de Difuzare: Iul - Dec 2005

Perioada de Audit	Nr. Aparitii	Tiraj Brut	Vanzari			Total Vanzari	Media Lunara de Vanzari pe Aparitie	Gratis			Copii Barter	Retururi	Total Difuzat	Media Lunara de Copii Difuzate pe Aparitie
			Abon.	Vanzari cu Bucata	Export			Abon.	La Cerere	Promo				
Iul - 2005	26	387.519	298.619	43.472	0	342.091	13.157	0	0	29.917	156	15.355	372.164	14.314
Aug - 2005	27	399.115	311.724	37.848	0	349.572	12.947	0	0	38.065	162	11.316	387.799	14.363
Sep - 2005	26	388.742	303.135	41.322	0	344.457	13.248	0	0	31.062	156	13.067	375.675	14.449
Oct - 2005	26	384.357	305.133	36.668	0	341.801	13.146	0	0	28.288	156	14.112	370.245	14.240
Nov - 2005	26	386.077	305.906	36.318	0	342.224	13.162	0	0	30.623	156	13.074	373.003	14.346
Dec - 2005	26	396.905	310.782	43.104	0	353.886	13.611	0	0	29.600	156	13.202	383.642	14.755
Total	157	2.342.715	1.835.299	238.732	0	2.074.031		0	0	187.555	942	80.126	2.262.528	
Mediile de Aparitie		14.922	11.690	1.521	0	13.210		0	0	1.195	6	510	14.411	

Certificat de Audit: Ian - Iun 2005

Perioada de Audit	Nr. Aparitii	Tiraj Brut	Vanzari			Total Vanzari	Media Lunara de Vanzari pe Aparitie	Gratis			Copii Barter	Retururi	Total Difuzat	Media Lunara de Copii Difuzate pe Aparitie
			Abon.	Vanzari cu Bucata	Export			Abon.	La Cerere	Promo				
Ian - 2005	25	368.465	284.690	42.604	0	327.294	13.092	0	0	33.149	150	7.872	360.593	14.424
Feb - 2005	24	359.145	277.792	41.008	0	318.800	13.283	0	0	31.452	144	8.749	350.396	14.600
Mar - 2005	25	378.719	293.543	41.987	0	335.530	13.421	0	0	34.735	150	8.304	370.415	14.817
Apr - 2005	26	399.403	302.606	44.993	0	347.599	13.369	0	0	38.044	156	11.877	385.799	14.838
Mai - 2005	25	376.178	291.258	38.838	0	330.096	13.204	0	0	35.259	150	10.673	365.505	14.620
Iun - 2005	26	383.997	302.774	37.395	0	340.169	13.083	0	0	30.816	162	12.850	371.147	14.275
Total	151	2.265.907	1.752.663	246.825	0	1.999.488		0	0	203.455	912	60.325	2.203.855	

Internet

start Yahoo! Messenge... HU 3 Microsoft Pow... 2 Internet Explo... EN 13:28

Audit Bureau of Circulations (ABC) Romania / BRAT

BRAT - Biroul Roman de Audit al Tirajelor - Microsoft Internet Explorer

Address <http://www.brat.ro/index.php?page=publications&id=54&index=-1&indexPer=perioada>

toate carele

Perioada de Audit	Nr. Aparitii	Tiraj Brut	Vanzari			Total Vanzari	Media Lunara de Vanzari pe Aparitie	Gratis			Copii Barter	Retururi	Total Difuzat	Media Lunara de Copii Difuzate pe Aparitie
			Abon.	Vanzari cu Bucata	Export			Abon.	La Cerere	Promo				
Ian - 1999	24	429.820	338.683	68.383	72	407.138	16.964	0	2.381	720	960	18.621	411.199	17.133
Feb - 1999	24	436.627	343.280	67.522	72	410.874	17.120	0	2.494	720	960	21.579	415.048	17.294
Mar - 1999	27	485.066	385.992	70.437	81	456.510	16.908	0	2.818	810	1.080	23.848	461.218	17.082
Apr - 1999	24	441.583	337.142	73.890	72	411.104	17.129	0	2.492	720	960	26.307	415.276	17.303
Mai - 1999	26	437.183	344.760	62.024	78	406.862	15.649	0	2.630	780	1.040	25.871	411.312	15.820
Iun - 1999	26	425.237	335.603	60.478	78	396.159	15.237	0	2.634	780	1.040	24.624	400.613	15.408
Iul - 1999	27	446.254	341.722	70.199	81	412.002	15.259	0	2.694	810	1.080	20.887	416.586	15.429
Aug - 1999	26	416.423	326.354	62.997	78	389.429	14.978	0	2.479	780	1.040	14.062	393.728	15.143
Sep - 1999	26	409.268	318.219	61.958	78	380.255	14.625	0	2.597	780	1.040	16.026	384.672	14.795
Oct - 1999	26	415.620	313.814	72.899	78	386.791	14.877	0	2.618	780	1.040	15.916	391.229	15.047
Noi - 1999	26	404.782	313.893	62.869	78	376.840	14.494	0	2.618	780	1.040	14.982	381.278	14.665
Dec - 1999	25	405.799	307.425	73.569	75	381.069	15.243	0	2.486	750	1.000	12.192	385.305	15.412
Iul - 2000	26	367.890	284.232	54.940	0	339.172	13.045	0	1.451	380	780	19.909	341.783	13.146
Aug - 2000	27	376.345	293.220	56.721	0	349.941	12.961	0	1.514	381	810	17.274	352.646	13.061
Sep - 2000	26	373.356	285.376	63.618	0	348.994	13.423	0	1.467	392	780	15.724	351.633	13.524
Oct - 2000	26	365.851	288.132	56.107	0	344.239	13.240	0	1.438	388	780	12.941	346.845	13.340
Noi - 2000	26	360.256	282.386	55.550	0	337.936	12.998	0	2.576	460	780	13.384	341.752	13.144
Dec - 2000	24	349.524	265.833	64.445	0	330.278	13.762	0	2.576	349	720	11.157	333.923	13.913
Ian - 2001	24	337.432	262.248	57.952	0	320.200	13.342	0	2.175	333	720	9.018	323.428	13.476
Feb - 2001	24	341.920	265.872	56.242	0	322.114	13.421	0	1.380	342	720	11.665	324.556	13.523
Mar - 2001	27	387.534	296.352	67.626	0	363.978	13.481	0	1.509	416	810	14.186	366.713	13.582
Apr - 2001	23	325.968	249.849	54.704	0	304.553	13.241	0	1.178	353	660	13.452	306.744	13.337
Mai - 2001	26	356.518	279.604	51.935	0	331.539	12.752	0	1.415	362	1.763	15.967	335.079	12.888
Iun - 2001	26	358.418	273.598	61.286	0	334.884	12.880	0	1.416	351	2.600	14.334	339.251	13.048
Iul - 2001	26	346.492	272.010	52.947	0	324.957	12.498	0	1.872	1.282	855	12.121	328.966	12.653
Aug - 2001	27	363.331	282.516	60.578	0	343.094	12.707	0	1.944	1.323	891	10.516	347.252	12.861
Sep - 2001	26	346.345	262.602	55.106	0	318.600	12.240	0	1.800	1.200	824	12.678	322.622	12.801

Done Internet

start Yahoo! Messenge... HJ 3 Microsoft Pow... BRAT - Biroul Rom... EN 13:30

Audit Bureau of Circulations (ABC) Romania / BRAT

Biroul Roman de Audit al Tirajelor
BRAT.RO

SNA.RO
Studiul National de Audienta

Comparator cifre de difuzare

Comparatorul cifrelor de difuzare reprezinta un instrument util atat editorilor cat si clientilor si agentilor de publicitate. Acesta foloseste cifrele de difuzare existente in certificatele de audit si declaratiile de difuzare ale publicatilor, **cifre de difuzare** care pot fi regasite pe paginile fiecarei publicatie in parte.

Folosirea comparatorului:

1. Selectati tipul publicatiilor pentru care doriti sa faceti compararea
2. Selectati luna de inceput a perioadei de comparare
3. Selectati luna de sfarsit a perioadei de comparare
4. Selectati criteriul de comparare
5. Selectati publicatiile

Graficul afiseaza in mod automat cifrele de difuzare. Daca nu doriti acest lucru bifati casuta "ascunde cifrele de pe grafic".

Tipul publicatiei Luna de inceput Luna de sfarsit Criteriul (media pe aparitie)

Cotidian Jan 2004 Mar 2006 Tiraj brut

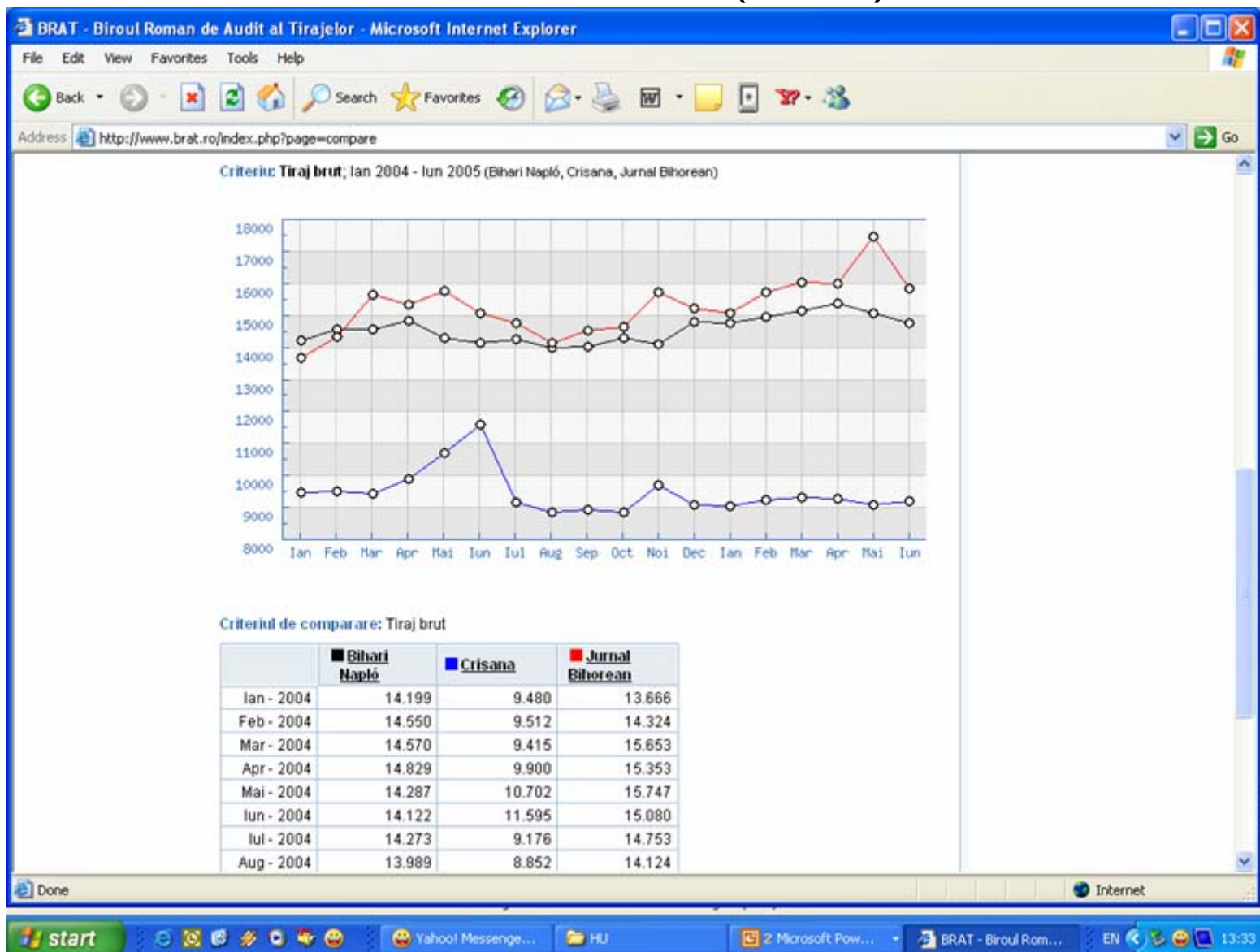
Publicatia 1 Publicatia 2 Publicatia 3 Publicatia 4 Publicatia 5

Bihari Naplo Crisana Jurnal Bihore

Ascunde cifrele de pe grafic

ok

Audit Bureau of Circulations (ABC) Romania / BRAT



Audit Bureau of Circulations (ABC) Romania / BRAT

BRAT - Managementul declaratiilor de difuzare - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

Http://192.168.1.100:8081/certif/index.php?p=vizcfre&id=413

My View - Mantis 0003716: Database schema - M... 0003716: Database schema - M... phpPgAdmin BRAT - Managementul decl...

Lista documente | Conturi operatori

Declaratie de difuzare

Numele Editorului: Jurnalul
Adresa: Piata Presei Libere nr. 1, corp D, et. 8, Sector 1
Telefon/Fax: 021 - 2244042/021 - 2243351
Titlul auditat: Gazeta Sporturilor
Frecventa de aparitie: Cotidian

Departament Publicitate
Telefon: 021 - 2052260
Fax: 021 - 2052258

Gazeta Sporturilor

BRAT

Perioada de Audit	Nr. Aparitii	Tiraj Brut	Vanzari			Total Vanzari	Media Lunara de Vanzari pe Aparitie	Gratis			Copii Barter	Retururi	Total Difuzat	Media Lunara de Copii Difuzate pe Aparitie
			Abon.	Vanzari cu Bucata	Export			Abon.	La Cerere	Promo				
Octombrie 2006	12	123	1	2	3	6	1	5	6	7	8	9	32	3
Noiembrie 2006	13	134	0	9	8	17	1	7	6	5	4	3	39	3
Total	25	257	1	11	11	23		12	12	12	12	12	71	
Mediile de Aparitie		10	0	0	0	1	1	0	0	0	0	0	3	3

Director editura: Catalin Tolontan **BRAT:** Alin Alecu

Prezenta Declarație de difuzare este făcută de editor pe proprie răspundere, în conformitate cu regulamentele BRAT. Cifrele declarate vor fi supuse auditării în perioada Ianuarie - Iunie 2007, în vederea eliberării Certificatului de Audit.

BRAT 2005 | Contact: Office@BRAT.ro

Done

Start | Inbo... | Total Comm... | BRAT - Man... | MS Postgre... | Unabled - No... | 2.gimp-2.2 | 2:46 PM

Audit Bureau of Circulations (ABC) Romania / BRAT

The screenshot displays the NRS Software interface, divided into two main panels: 'Codesheet' on the left and 'Definition' on the right.

Codesheet Panel: A hierarchical tree structure of variables. The 'Venitul PERSONAL NET in ultima luna (mii lei)' variable is expanded, and the 'NS/NR' sub-variable is selected and highlighted in blue.

Definition Panel: A configuration window for the selected variable. It shows a logical definition for 'DATE SOCIO-DEMOGRAFICE: Venitul PERSONAL NET in ultima luna (mii lei)'. The definition is structured as follows:

- Group 1: **DATE SOCIO-DEMOGRAFICE: Varsta (1)**
 - 19-24 ani
 - OR 25-29 ani
 - OR 30-34 ani
- Operator: AND
- Group 2: **DATE SOCIO-DEMOGRAFICE: Sex**
 - feminin
- Operator: AND
- Group 3: **DATE SOCIO-DEMOGRAFICE: Marimea localitatii**
 - Bucuresti
- Operator: AND
- Group 4: **Intentia de cumparare: Imbracaminte, incaltaminte**
 - Da
- Operator: AND
- Group 5: **DATE SOCIO-DEMOGRAFICE: Venitul PERSONAL NET in ultima luna (mii lei)**
 - Venitul PERSONAL NET in ultima luna (mii lei) 10000 - 20000

At the bottom of the 'Definition' panel, there is a checkbox labeled 'Combine values within variable with OR.' which is checked. Below this, there are fields for 'Own description' (empty), 'Potential' (12 respondents = 5 thou.), and a 'Potential' value field.

At the bottom of the entire window, there are buttons for 'Find text', 'Delete', 'Load', and 'OK'.

NRS Software

Audit Bureau of Circulations (ABC) Romania / BRAT

Financing

Membership fees

a. Association membership annual fee:

1998: 1.000 USD	1999: 1.000 USD	2000: 1.000 USD
2001: 1.000 USD	2002: 850 USD	2003: 850 USD
2004: 750 USD	2005: 700 USD	2006: 500 EUR (350 EUR)

b. Readership Department membership fee:

600 USD

c. New projects fees:

As necessary, decided by the project members

2006 association budget for 2006: 60.000 EUR

Audit Bureau of Circulations (ABC) Romania / BRAT

Financing

Services fees (costs) for the NRS - Focus

The total amount is splitted between the publishers and the advertising agencies, as follows:

National Readership Survey:

80% - the publishers

20% - the agencies (0% the advertisers)

FOCUS:

30% - the publishers

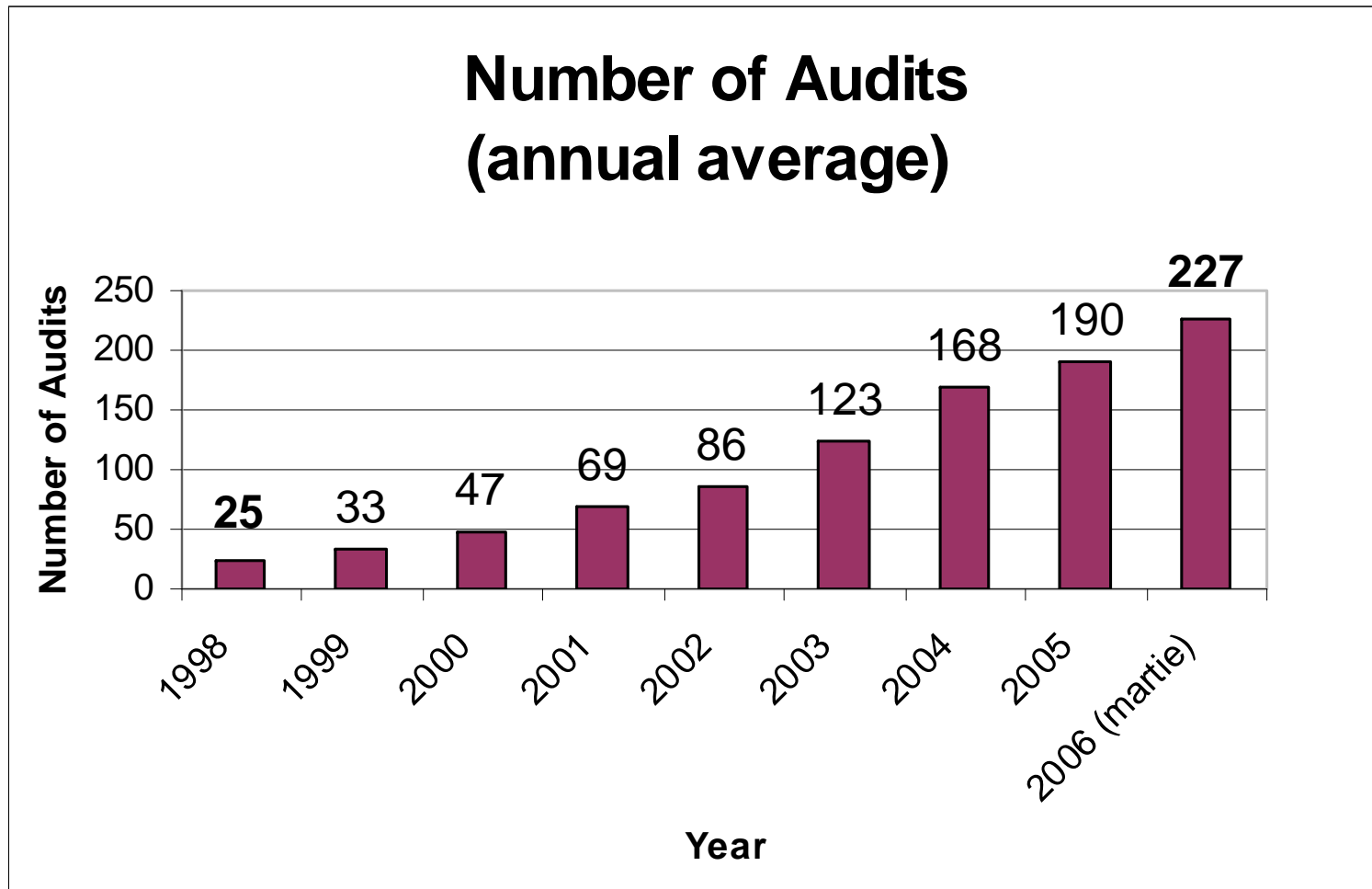
70% - the agencies (- 1.000 EUR flat fee for the advertisers)

2006 budget for NRS – FOCUS:

- Internal costs: 70.000 EUR
- Suppliers: 500.000 EUR

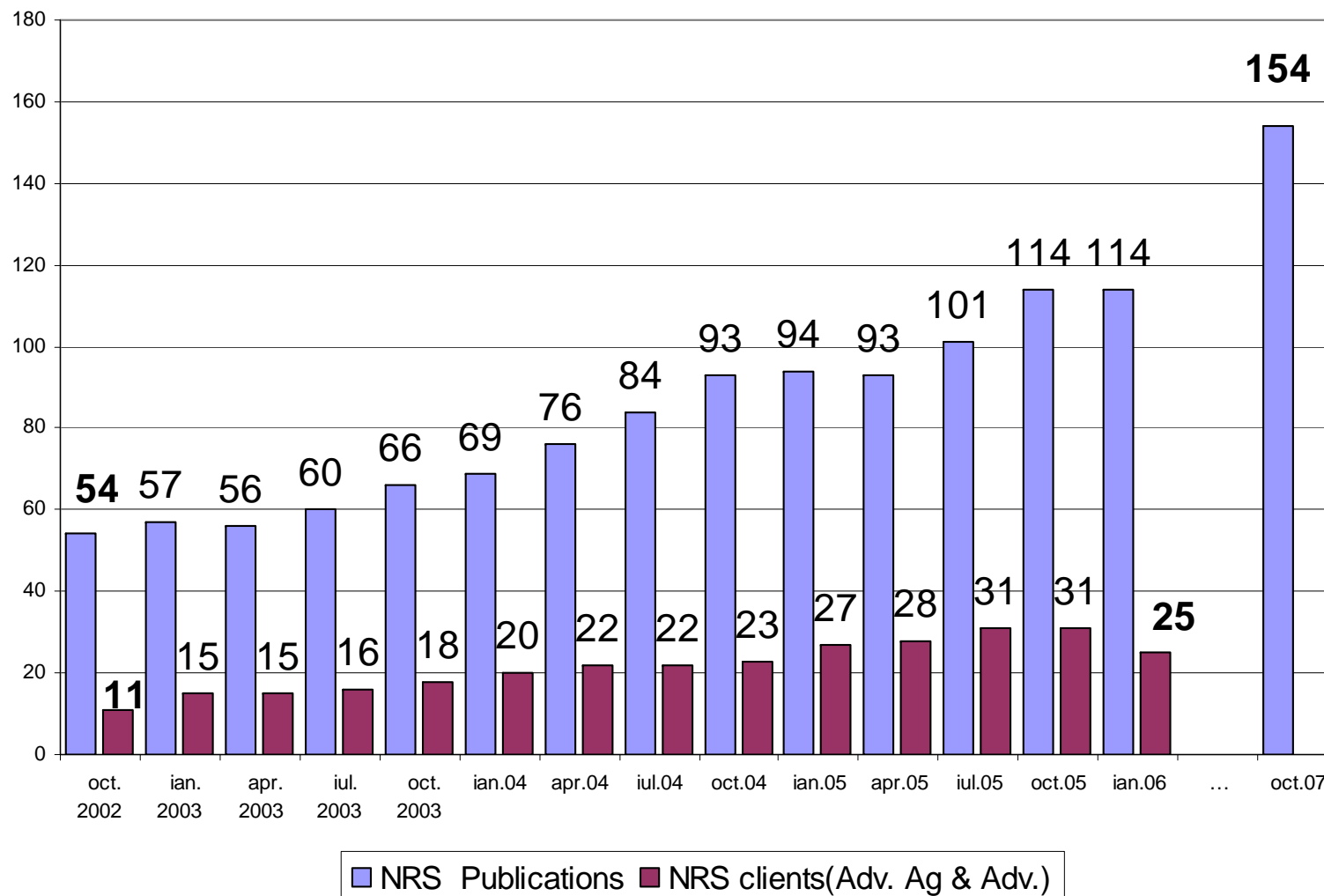
Audit Bureau of Circulations (ABC) Romania / BRAT

Services history – Audit Clients



Audit Bureau of Circulations (ABC) Romania / BRAT

Services history – NRS Clients



National Readership Survey

Overview

ABC Romania

NRS Romania

- **Clients**
 - all the clients are ABC members
 - all the publications must be audited by ABC
- **members = financiers**
 - 69% publishers
 - 22% agencies
 - 8% advertisers
- **Only readership figures of the subscribed titles are published, which are delivered to subscribers only**

NRS: technical report

- **Universe**
 - 14 – 64 years old people living in urban areas, almost 9 million persons (from a total of 22 million inhabitants)
- **Type of survey**
 - continuous, all days of the week

NRS: technical report

- **Annual sample size**
 - 22.500 interviews
- **Method of sampling**
 - stratified sample according to the size of cities and geographical position, for each strata random selection of the urban areas according to the sample size and number of cities, simple random sample for each city.
 - sample frame: the Police Department Lists – only 85% of the '*extracted*' persons are real, mainly due to migration or death
 - sample of persons identified by date of birth and sex, living at a fix address

NRS: technical report

- **Method of interviewing**
 - face-to-face, in home interviews using pencil and paper
- **Response Rate**
 - 75%, using some substitution methods for the inexistent persons from the original list
- **Method used**
 - recent reading

NRS: technical report

- **Media covered**
 - **Principal: Print**
 - **Secondary: TV, Radio, Internet, Cinema**
- **Readership interview stimulus**
 - **coloured logo cards**
- **Random order of the logo cards for the filter question**
- **No rotation of publication groups**
- **Random order of titles within publication group**

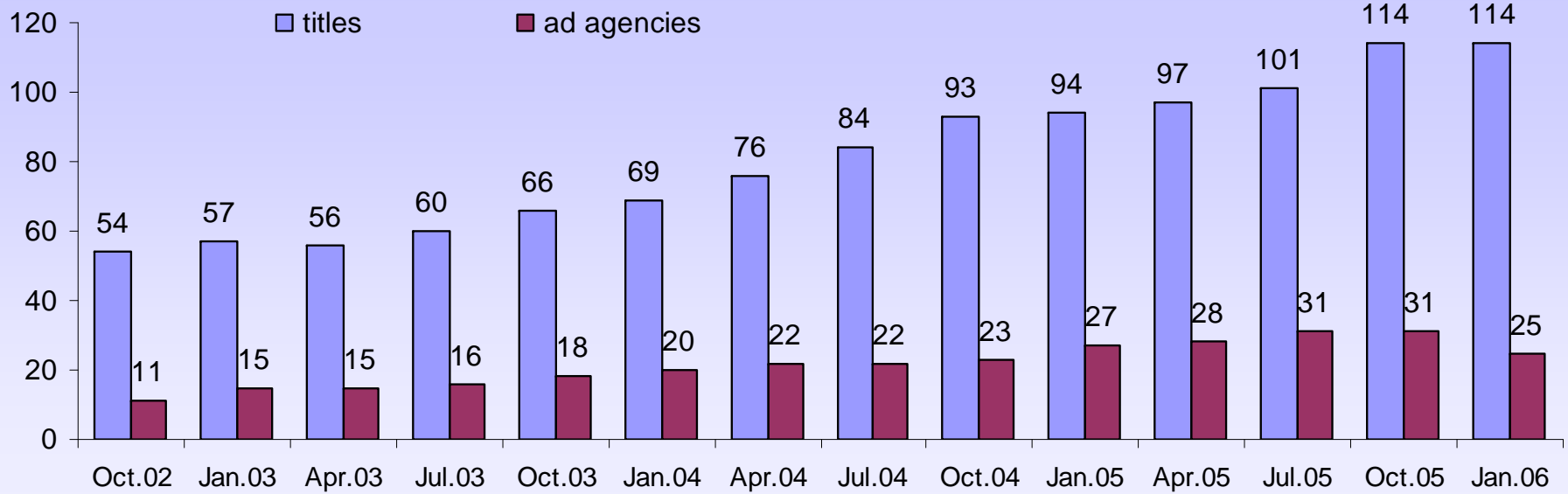
NRS Results

- **NRS reporting frequency**
 - four times per year (on an annual basis)

RESULTS

- **AIR for print - Recent Reading**
- **Explained by quality reading data**
- **Penetration parameters for other media**
- **Socio demographics**

Consequences



Consequences

- **NRS results become the "currency" for the print advertising market**
- **Advertising industry trusts ABC Romania and its capacity of delivering "good" figures**
 - trustful
 - controlled
 - cheap

NRS - FOCUS

- ABC Romania launched a consumer survey in Romania, related to the NRS readership figures



NRS FOCUS

NRS **FOCUS** Goals

- **consumption figures related to the recognized readership results**
- **based on market needs**
- **continuous and complete control of the methodology and standards**
- **reduced costs of consumption study**

NRS **FOCUS** – methodology

- NRS face to face interview, followed by a auto completed FOCUS questionnaire
- **Only** 75% of the NRS respondents complete the FOCUS questionnaire, missing FOCUS information will be ascribed
- respondents get incentives only for completed FOCUS questionnaire

NRS **FOCUS** – methodology

- The FOCUS questionnaire contains a list of 3.000 brands.
- The FOCUS questionnaire contains 1.800 b/w logos of the brands.

NRS **FOCUS** – questionnaire

- **Content:**

- ✓ **General interests subjects, sources of information, life-style statements**
- ✓ **Main media (print)**
- ✓ **Secondary media (tv, radio, cinema, internet, outdoor, altele)**
- ✓ **Description of media consumption for time intervals from the day before**
- ✓ **Visited commercial centers**
- ✓ **FMCG**
- ✓ **Household equipment, white goods**
- ✓ **Services**
- ✓ **Holydays, trips, personal transportation**
- ✓ **Socio-demographic data**

General structure

- The Research System



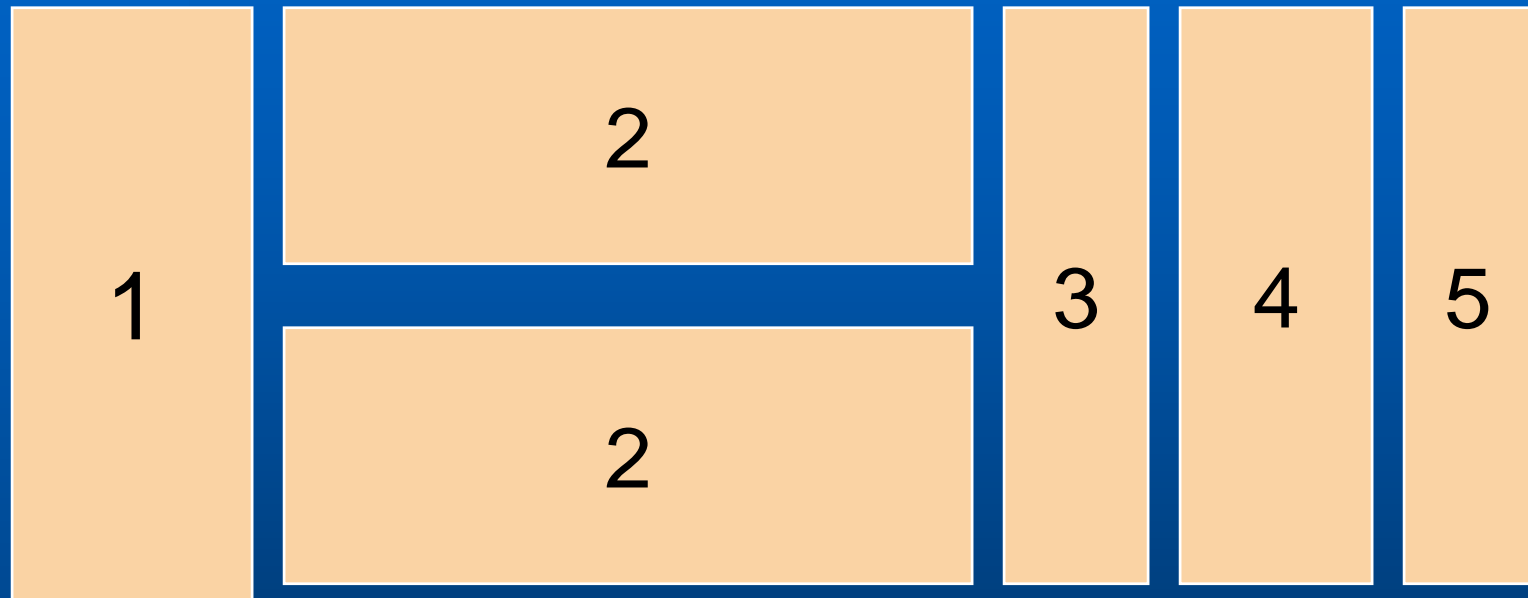
The diagram illustrates the general structure of a research system. It consists of a large white-bordered rectangle containing two smaller colored rectangles side-by-side. The left rectangle is light orange and contains the text 'NRS'. The right rectangle is light blue and contains the text 'FOCUS'. Below the 'NRS' box, there is a vertical blue bar extending downwards. At the bottom of the slide, there is a horizontal orange bar.

NRS

FOCUS

Part: SNA

● The working units



1 Preparatory work (sample, questionnaire, interviewer manual)

2 Fieldwork (execution, control)

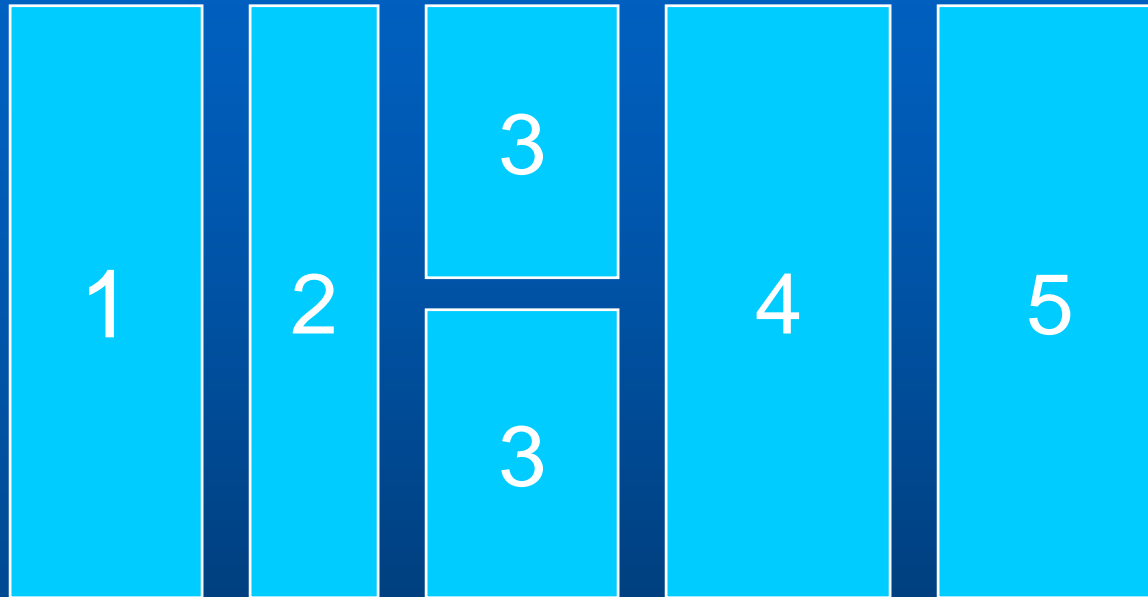
3 Data capturing (entering, control, cleaning)

4 Data processing (weighting, final data set)

5 Readership (probabilities)

Part: FOCUS

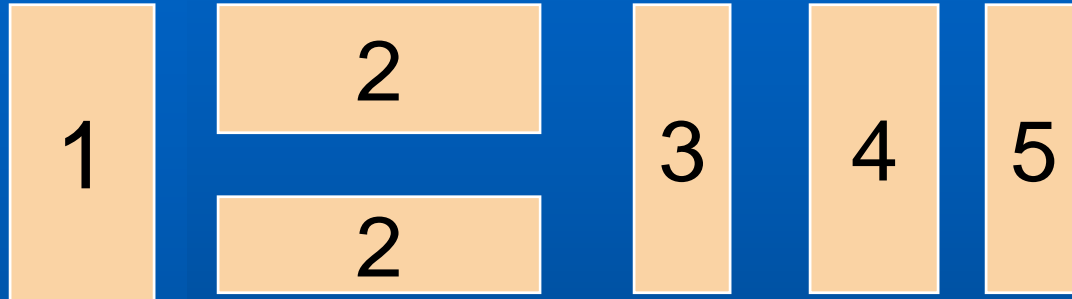
- **The working units**



- 1 Preparatory work (questionnaire, interviewer manual, editing rules)
- 2 Pilot test
- 3 Leaving and collecting the questionnaire (instruction, control)
- 4 Data capturing (entering, control, cleaning)
- 5 Data processing (weighting, synchronization with SNA, final data set)

SNA FOCUS

SNA



Focus



Fusion



Possible Stages for NRS FOCUS

- **Universe**

from urban Romania



to whole of Romania

**Titles
covered**

from general interest



to more special interest

- **Interests**

from some specific questions



to consumer questions

Advertising industry goal(s)

FIRST STEP

Every media should have it's own independent measurement survey

Almost completed

SECOND STEP

A service with integrated figures from all surveys&measurements, recognized by the industry, should be created

Intermediary step: NRS FOCUS

Thank you!

Q&A