



The main changes in Spanish multimedia survey:

EGM

EMRO 29/05/2018

**AMC**

ASOCIACION PARA LA INVESTIGACION DE MEDIOS DE COMUNICACION



Para comenzar la presentación necesito vuestra ayuda. Hagamos un salto en el tiempo y vayamos 50 años atrás hasta 1968

Before starting the presentation, I need your help.  
We need to jump back in time 50 years ago to  
1968

1968



Bob Beamon jumps 55 centimeters more than the next human



Martin Luther King is killed

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Ese año en los juegos olímpicos pudimos asistir al super salto de Bob Beamon. Su nuevo record era 55 centímetros mayor que el anterior y se mantuvo en vigor casi 20 años. Las cosas en 1968 duraban mucho más que ahora. Por otra parte Martin Luther King era asesinado. 50 años después aún queda un largo camino para conseguir la igualdad entre todos los humanos, ni siquiera entre hombres y mujeres.

That year at the Olympic Games we could see Bob Beamon's super jump. His new record was 55 centimeters larger than the previous one and this one was leading for almost 20 years. Things in 1968 lasted much longer than now. In other way Martin Luther King was killed. 50 years later, today, we still having a long way to achieve equality among all humans, not even between men and women

## Europe 1968



Pražské jaro  
Prague Spring

Paris, Mai 68  
Paris, May 68



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En Europa comienza el año con revoluciones: el 5 de enero en Praga la población sale a las calles pidiendo libertad. La revolución dura hasta el 20 de agosto  
En París los estudiantes y las clases medias también salen a las calles para pedir lo mismo.

In Europe the year begins with revolutions: on January 5th in Prague the population took the streets demanding the freedom. The revolution lasts until August 20th

In Paris the students and the middle classes also took the streets demanding the same.

**Spain 1968**



Spain wins the Eurovision Song Contest



Born Felipe VI, current king of Spain

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En España disfrutábamos de la dictadura de Franco y no necesitábamos más libertad. En España lo mas importante fue nacimiento del actual rey de España, Felipe VI y que ganamos el Festival de Eurovisión por primera vez. Este año hemos terminado en un honrosa cuarta posición empezando por la cola.

In Spain we were enjoying the dictatorship of the general Franco and we didn't need more freedom. This year in Spain was born the current King. The most relevant event was our first win in Eurovision contest song. This year, 2018, we finished in a very honored position, we've got the fourth position, starting from the end.

1968, year of birth of EGM



People celebrating the beginning of the EGM

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Pero el hecho verdaderamente relevante de este año en España es el nacimiento del EGM. En España no necesitábamos más libertad, aquí lo que se necesitaban eran datos de audiencia de medios y así se celebró el inicio del EGM en el centro de Madrid

But the truly relevant event of this year in Spain is the birth of the EGM. In Spain we didn't need more freedom, here what was needed where media audience data and this is a picture of how the beginning of EGM was celebrated in the center of Madrid

1968, year of birth of EGM



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Por tanto en este año celebramos nuestro 50 aniversario, nosotros y nuestro rey

So this year we celebrate our 50th anniversary



Pero a pesar de su edad, el estudio se mantiene joven y actualizado. Para ello todos los años se somete a diferentes tratamientos que garantizan que permanece joven por siempre.

But in spite of its age, the EGM still young and update. For this, every year he get different treatments that keeps him young forever

## Our last Online Blood transfusions

- Including Online Interviews in the Multimedia survey
- Including Online Interviews in the Monomedia Magazines survey
- Integrating in the currency of the print media the readers of Newspapers and Magazines by digital or PDF versions.

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Este año se ha sometido a tres transfusiones de sangre online

This year he had three online blood transfusions

## Online Blood transfusions in the multimedia survey

### Online interviews in the Multimedia survey

After several years testing with different questionnaires, different ways to contact the interviewees, etc. We have launched an online sample in the multimedia survey.

We have replaced the 5% of the Face to Face sample in the multimedia survey with the same number of online interviews (1.500 interviews per year).

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Finalmente tras varios años testando con entrevistas online hemos reemplazado una pequeña parte de la muestra face to face en el estudio multimedia por entrevistas por Internet. Un 5% de la muestra, 1500 entrevistas por año

Finnally after several years testing with online interviews we have replaced a small part of the face to face sample in the multimedia survey using Internet interviews. Only a 5% of the sample, 1500 interviews per year.

## Online Blood transfusions in the multimedia survey

### Recruitment of interviewees:

- Recontact by e-mail the interviewed people by telephone for the newspaper monomedia survey.
- Only for the people younger than 65 years old.
- The e-mail will be send the day after the telephone interview.
- Response rate: 11%.
- Agnostic device self-administrated questionnaire (powered by Ipsos).
- Average time to answer the questionnaire:
  - Face to Face version 30 minutes
  - Online version 44 minutes
- This change in the sample means a 3% of saving money.

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Para reclutar los entrevistados recontactamos individuos entrevistados por teléfono para otro estudio de AIMC. Se les envía un correo al día siguiente de la primera entrevista a los menores de 65 años. Utilizamos un agnostic device cuestionario proporcionado por Ipsos. Obtenemos una tasa de respuesta del 11%. Y este pequeño cambio además nos proporciona un ahorro del 3% en el trabajo de campo.

To recruit the interviewees we recontact the old interviewees by phone for another AIMC survey. We send to them an email the day after the first interview, but they have to be younger than 65 years old. We use an agnostic device self-administrated questionnaire powered by Ipsos. This little change means a 3% of our savings.

## Online Blood transfusions in the multimedia survey

Comparison of results 1st wave 2018			
Penetration %	Face to Face + Cawi Interviews	Only Face to Face Interviews	% Var.
Newspapers	20,3	19,7	3,0
Suplements	7,9	7,6	3,9
Magazines	24	23,4	2,6
Radio	49,9	49,1	1,6
Television	85,8	86,1	-0,3
Cinema	4,3	4,0	7,5
Internet	74,2	73,2	1,4
Outdoor	76,3	75,5	1,1

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Además ha supuesto un incremento de audiencia para casi todos los medios, televisión es la excepción.

It has also meant an increase in audience for almost all media, television is the exception.

## Online Blood transfusions in the Magazine monomedia survey

### Online interviews in the Magazines Monomedia survey

In the second wave of this year we are going to make 500 online interviews for the magazine monomedia survey.

250 of this interviews will replace the same number of face to face interviews.

The other 250 are an extension.

This is how we increased the sample a 3,8% without increasing the costs of the survey.

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## Online Blood transfusions in the Magazine monomedia survey

### Recruitment of interviewees:

- We contact with the members of an Ipsos access panel.
- Only for the people younger than 65 years old.
- Agnostic device self-administered questionnaire (powered by ODEC).
- We don't have results yet of this new sample but we know, based in the tests of 2016, that it is going to make an increase of audience in the magazine media.

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In this case to recruit the interviewees we use the Ipsos acces panel. Only for people younger than 65 years old. We use an agnostic device self-administrated questionnaire powered by ODEC. We don't have results yet of this new sample but we know, based in the tests of 2016, that it is going to make an increase of audience in the magazine media

## Online Blood transfusions in the Print Media audience

### Integrating in the currency of the print media the readers of digital Newspapers and Magazines or PDF versions

We've added the readers of digital versions into the currency of print media.

A digital newspaper or magazine is a digital version of a printed newspaper or magazine.

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Por último hemos integrado en la moneda a los lectores de medios impresos a través de las versiones digitales

Finally we've added the readers of digital versions into the currency of print media.

## Online Blood transfusions in the Print Media audience



Paper version



Digital version

Las versiones digitales de los medios impresos son exactamente las mismas que la versión papel, artículos y publicidad y con la misma disposición

The digital versions of the printed media are exactly the same as the paper version, articles and advertising, and with the same provision



## **Online Blood transfusions in the Print Media audience**

To obtain this information we ask about the reading of the digital version dividing between website reader, digital view version, PDF version, etc.

We only considered audience the people who readed the day before the digital view version or PDF version.



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## Online Blood transfusions in the Print Media audience

The audience of newspapers grow a **3,8%** and for the magazines a **0,6%**

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La buena noticia para estos medios es que este cambio supone un incremento de audiencia

**The good news for the print media is that this change means an increase in audience.**

End

***“It is easy to lie with statistics, but it is also true that it is difficult to tell the truth without them”***

***Frederick Mosteller (1916-2006)***

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Me gustaría terminar con una frase muy cierta sobre las noticias falsas: “Es fácil mentir con estadísticas, pero también es cierto que es difícil decir la verdad sin ellas”

I would like to finish with a very truly quote about the fake news: “It is easy to lie with statistics, but it is also true that it is difficult to tell the truth without them”.

**Thanks for your attention**  
**Gracias por su atención**

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**AIMC**  
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