



ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

The Print Media surveys in Spain



WRRS Valencia 2009



The Print Media surveys in Spain

Asociación para la Investigación de Medios de comunicación

- AIMC is the Spanish JIC (Join Industry Committee).
 - With 163 members:
 - Media: Newspapers and Magazines Titles, Radio Stations, Tv Channel, Internet Sites, Outdoors advertising companys and Cinema advertising companys.
 - Advertising agencies.
 - Advertisers.

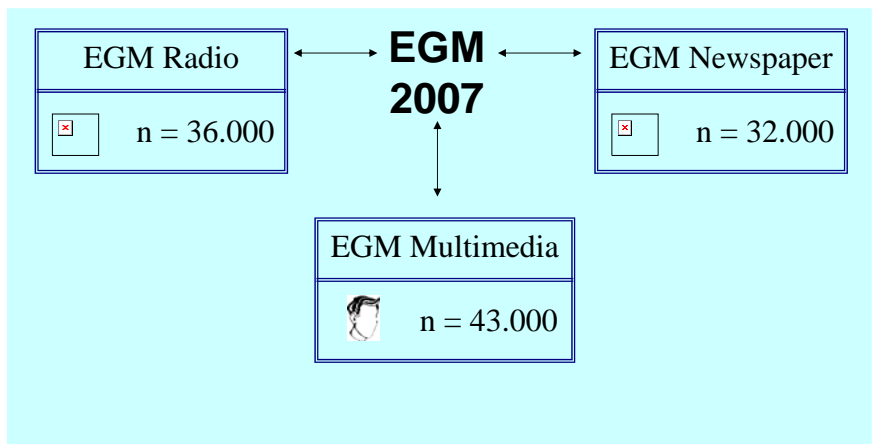
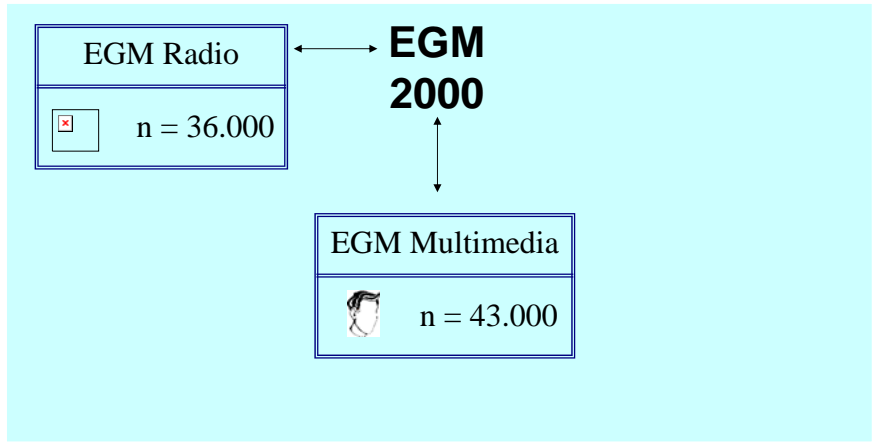
- .. and we created the EGM.

EGM

- The EGM is the Print Media survey in Spain
 - Since 1968
 - Multimedia:
 - Newspapers
 - Magazines
 - Radio
 - Cinema
 - Tv
 - Internet
 - Outdoors

EGM

- The EGM is the Print Media survey in Spain
 - Since 1968
 - Multimedia:
 - Newspapers (currency)
 - Magazines (currency)
 - Radio (currency)
 - Cinema
 - Tv (Referential for meters)
 - Internet (Referential for meters)
 - Outdoors
 - The EGM is the Cross Media survey in Spain



EGM

With these extensions we have **two different data** for Radio and Newspapers:

- The official data (multimedia+monomedia)
- The multimedia data from the Cross Media Survey

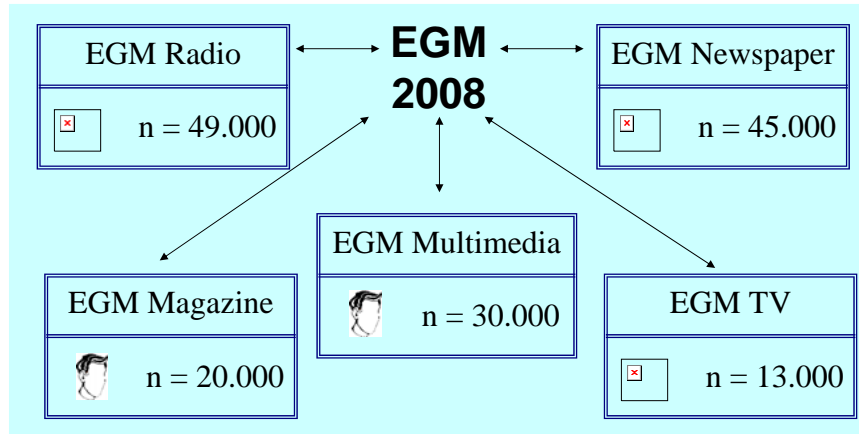
Example:

In 2007 the official audience of "El País" was 2,234,000 readers, and the result for the Cross Media Survey was 2,127,000 readers, some 5% less.

EGM

The "Market" accepted the coexistence of two different data:

- **"the official data"**, currency for the media, is used in the monomedia advertising plans for Radio or Newspapers.
- **"the other data"** is used in the multimedia advertising plan where Radio stations or Newspapers titles are included.



EGM

The Market demanded the implementation of a Data Fusion Process with the following conditions:

- Audience data for each title, station, etc, must fully coincide with the data that comes from each official source.
- The procedure must be traceable.
- Lastly, it would be convenient that the procedure not imply a long-time frame to come up with presentable data.

Data Fusion: Origin

		Interviews:						
		DEMO GRAPHICS	OTHERS INTERNET CINEMA OUTDOORS	LIFE STYLE EQUIPMENT CONSUMPTION	NEWSPAPERS	RADIO	MAGAZINES	TV
MULTIMEDIA	30.000							
	+	+	+	+	+	+	+	+
MOMOMEDIA NEWSPAPERS	45.000							
	+	+	+	+	+	+	+	+
MOMOMEDIA RADIO	49.000							
	+	+	+	+	+	+	+	+
MOMOMEDIA MAGAZINES	20.000							
	+	+	+	+	+	+	+	+
MOMOMEDIA TV	13.000							
	+	+	+	+	+	+	+	+

Data Fusion. Final Objctive

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MOMOMEDIA RADIO	49.000							
	+	+	+	+	+	+	+	+
MOMOMEDIA MAGAZINES	20.000							
	+	+	+	+	+	+	+	+
MOMOMEDIA TV	13.000							
	+	+	+	+	+	+	+	+
TOTAL								
	=	=	=	=	=	=	=	=

Data Fusion. System

We used predefined strata of known size in the population:

Province (50) x Town Size (2) x Week Day (2)= 200 strata

Province (50) x Town Size (2) x Gender (2)= 200 strata

(Depending on the Media being fused)

We wanted to make sure that the strata of the 5 studies and the sum of the 5 original files amount to the same as the population within each strata:

Example:

Province	Town Size	Gender	Population
Valencia	+ 50.000	Men	902,626

Data Fusion. System

The sum file of the 5 initial surveys has missing information that we are going to fulfill in 5 steps, adding with each step the information of one of the media with monomedia extension, and the rest of the information that only exists in the multimedia survey.



Data Fusion. System

In each strata we used a donor-receiving system, assigned the information to each receiver of the closest donor of the available ones, computed the range on the basis of a wide set of variables:

Age	Language	Nationality
Role	Household Size	Children in home
Social Status	Town	Sex
Weekday	Etc.	



Data Fusion. System

Distances are rank ordered and the pair of most similar individuals is selected:

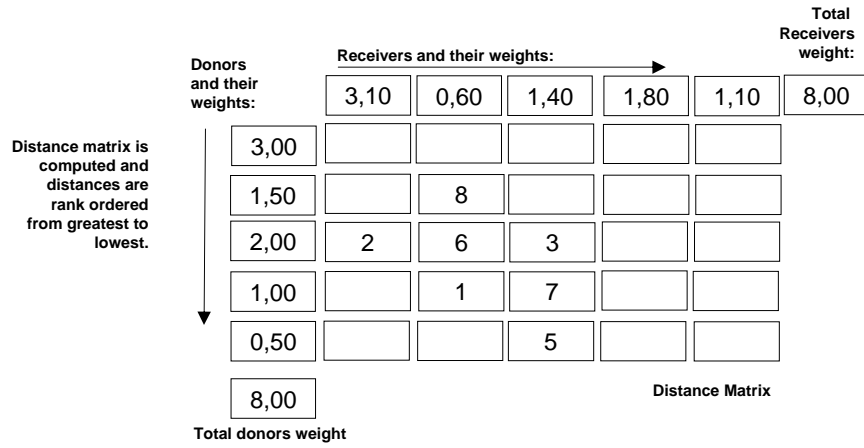
For each stratus h

		Receivers						
		1	2	j	...	q
		Weight	wr1	wr2	...	wrj	...	wrq
Donors	Weight							
	1	wd1						
	2	wd2						
						
						
	i	wdi						
						
	p	wdp						

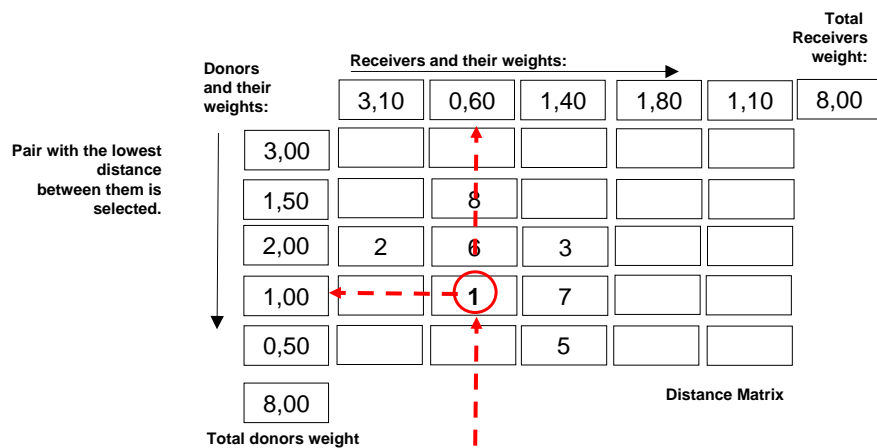
Distance Matrix



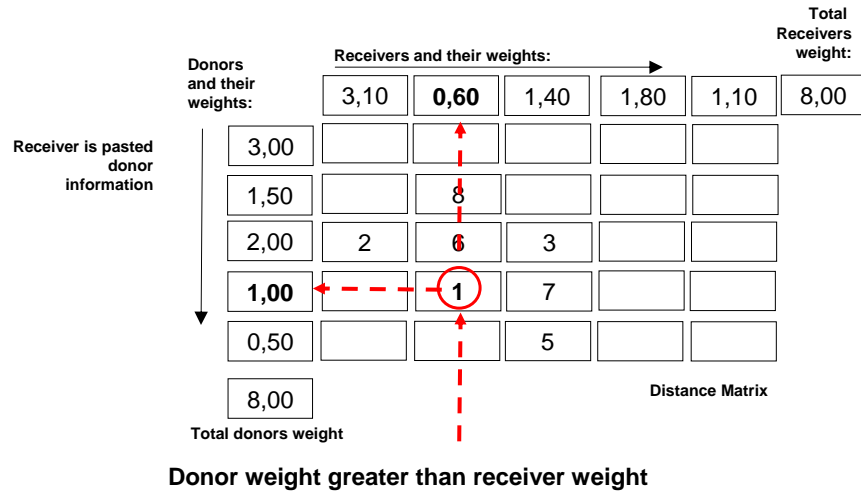
Data Fusion. System



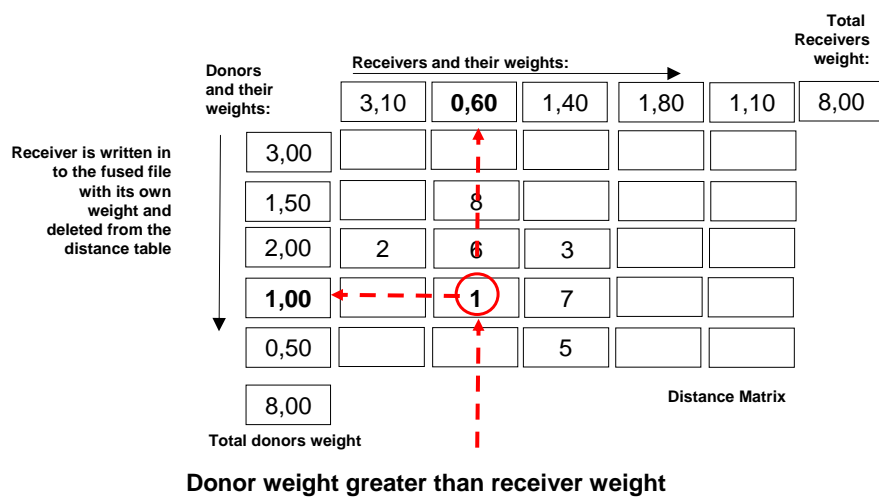
Data Fusion. System



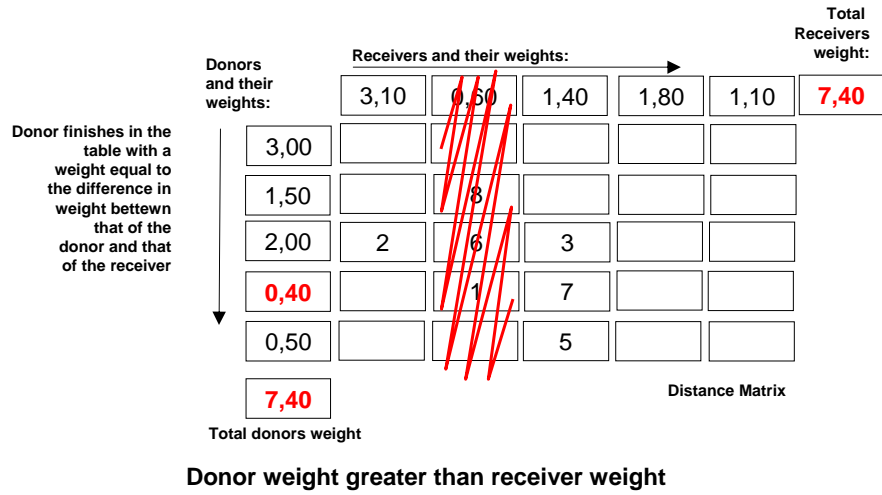
Data Fusion. System



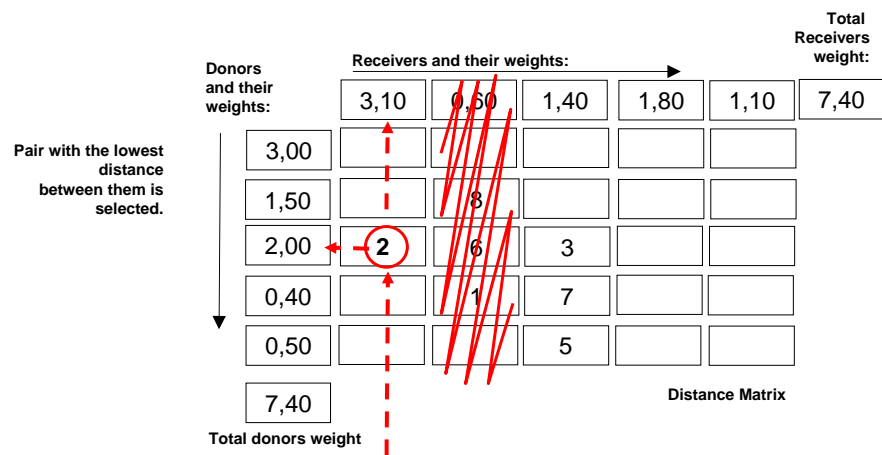
Data Fusion. System



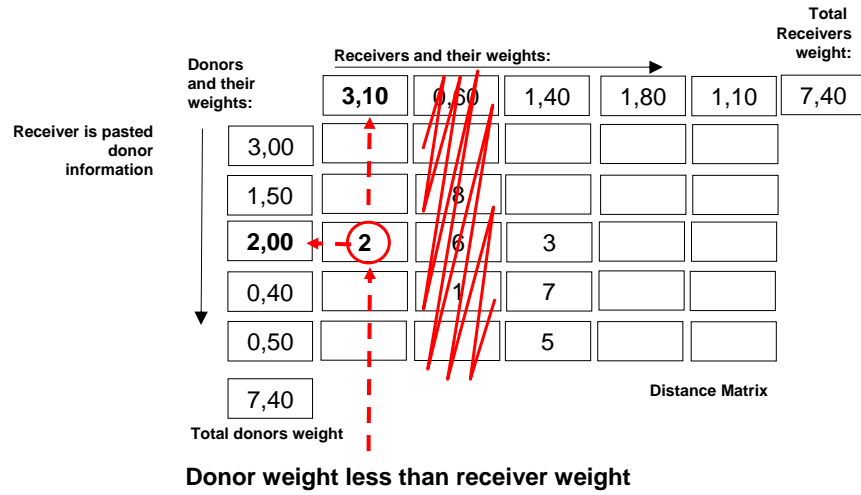
Data Fusion. System



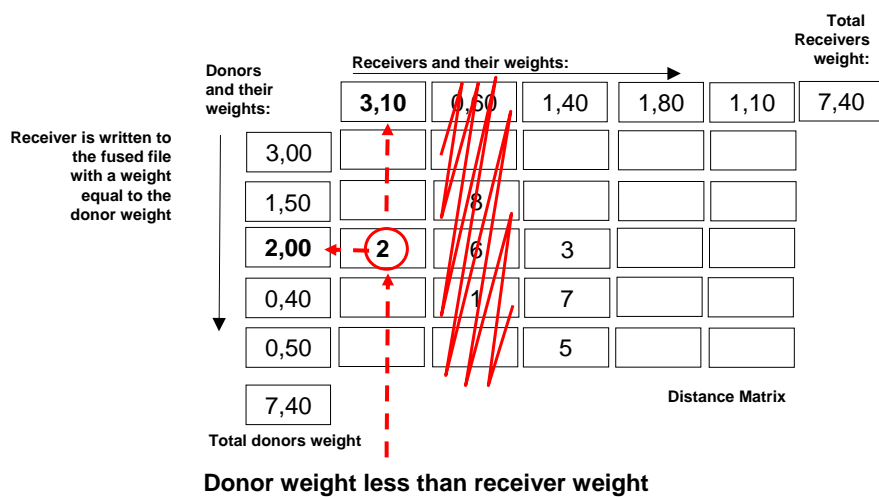
Data Fusion. System



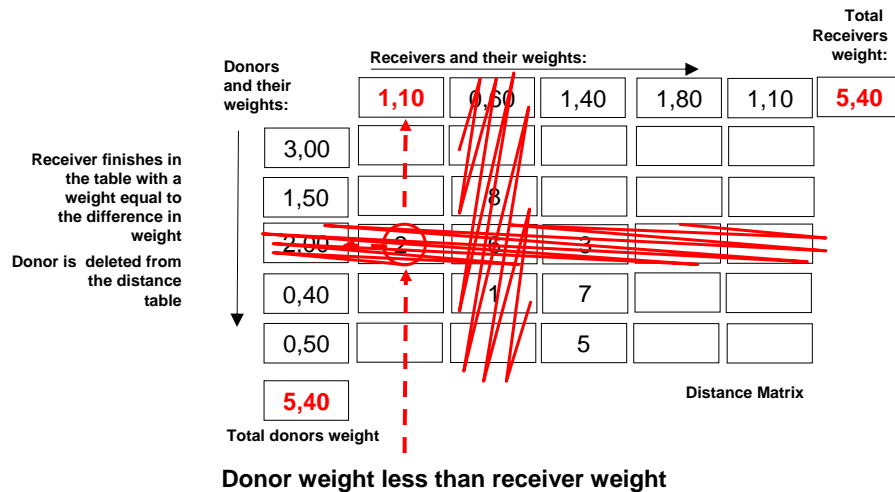
Data Fusion. System



Data Fusion. System



Data Fusion. System



Conclusions

Donor file, Receiver file and Fused file contain **exactly the same information** in the imputed variables, and this for all the common strata and for all their possible additions.

Internal **relations among fused variables are kept** and are the same for all the files and surveys.

For those variables not controlled, distributions should be as similar as possible.

Traceability is possible, one can know exactly how many times each record is replicated, and how original interviews are the base for each data.



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Thank you!

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