

## End of Year Reflection

The year is nearing its end and we thought it is time to reflect on what has happened in 2009. A lot of organizational changes have been made – new CEO, new office in Berne, launch of the GfK Competence Center for electronic media etc. – technical amendments have been undertaken and presentations were held.

### Organization

On 1<sup>st</sup> January 2009 the two main companies of the former Telecontrol Group (Telecontrol AG, Liechti AG) merged into one. GfK Telecontrol AG also became the international Competence Center for electronic media within GfK SE. The knowhow and expertise of the team lays the perfect foundation for this role. New acquisitions of media projects are now being lead by this Competence Center. With its new CEO, Andreas Kron, and the tow new Managing Directors, Dr. Tanja Hackenbruch and Daniel Battiston the GfK Telecontrol AG also opened a new office for the Marketing & Media Research department in Berne.



Fig. 1: Andreas Kron, new CEO GfK Telecontrol AG

### Development

The development of the new measurement system Universal Meter System (UMS) is well under way. UMS combines different measuring technologies into one central measurement instrument enabling the recording of every form of electronic media usage consumption. It combines a fixmeter (UMX), the Mediawatch and USX (USB flash drive to record media usage on the internet). Its modularity enables easy upgrade of existing systems by adding new instruments.



Fig. 2: The new Universal Meter System UMS.

### Markets

In various markets around the world things have moved on this year:

**Germany:** Launch of TC score. 9'000 units delivered and are being installed.

**Austria:** Launch of TC score. 1'400 units delivered and are being installed.

**Switzerland:** The customer initiated some methodical changes especially in regard to the weighting in the Mediawatch panel. The TV panel size increased to 2'010 households.

**Romania:** The gross panel size increased to 1'350 households.

**Armenia:** Armenia was one of the first countries where the Markdata software was introduced with the support of GfK Telecontrol AG. Their panel will be increased by 220 TC8S meters.

**Greece:** In cooperation with GfK Hellas two successful waves of a TV and radio measurement study were conducted with the Mediawatch. 1'000 panelists were involved and the Mediawatch proved once again its suitability for such studies. The results have shown that the Greeks are very heavy TV consumers and also have a huge out-of-home consumption.

**Netherlands:** The Mediawatch compliance study with RAB (Radio Advies Bureau) was finished successfully. The results were quite significant: the mean of the worn minutes is approx. 16:30 hours per day per panellist. The high wearing figures of this study once again prove the advantage of a measurement instrument designed as a normal wrist watch and confirm our "passive" approach.

**Cyprus:** In January the first household docking stations were delivered to Cyprus and will, after the installation phase, deliver trend data.



Fig. 3: GfK Telecontrol Mediawatch

**Presentations**

Besides customer presentations all over the world GfK Telecontrol personnel was holding presentations at the following conferences:

**SAARF (South African Advertising Research Agency):** TAM Forum, March 2009, Johannesburg. "Latest Developments and our vision for the future" by Dr. Tanja Hackenbruch and Daniel Battiston

**ESOMAR:** World Research Conference on Worldwide Multimedia Measurement, May 2009, Stockholm. "Cross-media measurement by Centralized Data Collection of Comparable Data" by Dr. Tanja Hackenbruch.

**EGTA (Association of TV and radio sales houses):** Annual General Meeting, May 2009, Zürich. "Radio Electronic Audience Measurement – Are we moving forward?" by Dr. Tanja Hackenbruch

**ARF (Advertising Research Foundation):** Audience Measurement 4.0, June 2009, New York. "Has the Time Come for Competition in Media Audience Measurement?" by Dr. Tanja Hackenbruch and Daniel Battiston

**Statistisches Bundesamt Deutschland (Statistical Federal Bureau Germany):** 8<sup>th</sup> Scientific Conference – Non-reactive Collection Processes, June 2009, Wiesbaden (Germany). "Data collection with the Mediawatch" by Dr. Tanja Hackenbruch

**APODEMO (Association of Market Research Companies):** Seminario – Communication and Media, November 2009, Lisbon.

“Challenges of Media Measurement – Now and in the Future”  
by Dr. Tanja Hackenbruch

**ASI:** European Radio & TV Symposium, November 2009, Istanbul.

“Who is listening to radio on what platform? New advances in audio-matching data”  
by Andreas Thaller and Dr. Olivier Staub

“Major change in Germany – new system, new demands”  
by Robert Nicklas, Daniel Battiston

“Universal Meter System – The Measurement Approach for the Future”  
by Dr. Tanja Hackenbruch

**Shanghai Theatre Academy:** December 2009, Shanghai.  
“Electronic Media Research”,  
by Daniel Battiston

**Future**

The development of UMS with all its components is the main focus for 2010. Further, GfK Telecontrol AG is currently working on a quality standards paper for media research within GfK. This will give a guideline for future projects being conducted in cooperation with GfK media research departments and third parties.

But of course, as always we will still do our best to satisfy all customer needs with high quality products and services.

And last but not least the next ITA meeting is planned to take place at a fabulous location in September 2010. More details follow soon.

**The whole GfK Telecontrol AG team wishes you all the very best for 2010!**



Fig. 4: Tanja Hackenbruch at Apodemo and Antonio Gomes, President of Apodemo and Chief Operations in Office at GfK Metris

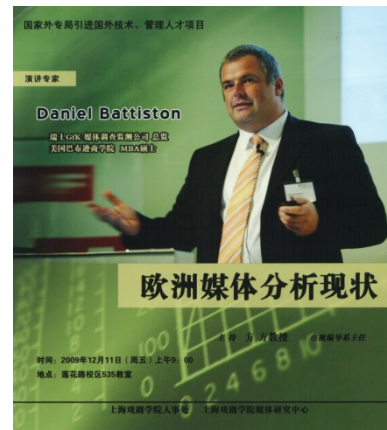


Fig. 5: Daniel Battiston at Shanghai Theatre Academy

**The GfK Telecontrol AG**

The GfK Telecontrol AG is a wholly-owned subsidiary of GfK AG in Nuremberg, Germany – the fourth-largest market research company in the world. Located in Switzerland, the GfK Telecontrol AG is a good example of “Swiss Quality”: its products GfK Telecontrol and GfK Mediawatch – both of which are in-house GfK Telecontrol AG developments – have been in use in a total of 28 countries worldwide for 22 years. The Swiss Broadcasting Company, in particular, has been using Telecontrol since 1985 to survey TV viewing habits and Radiocontrol or the Mediawatch since 2001 to survey radio listening habits. However, Telecontrol or the Mediawatch are also used worldwide to survey TV and radio consumption in Germany, Austria, Cyprus, Greece, many Eastern European and Asian countries like Romania, Bulgaria, Armenia, Ukraine, Georgia and India and other countries.

**Contact**

GfK Telecontrol AG  
Competence Centre  
Electronic Media measurement  
Gesellschaftsstrasse 30  
CH-3012 Bern  
Tel +41 31 380 80 40  
Fax +41 31 380 80 44  
[hackenbruch@telecontrol.ch](mailto:hackenbruch@telecontrol.ch)  
[www.telecontrol.ch](http://www.telecontrol.ch)