

## Mediawatch in Shanghai

GfK Telecontrol recently carried out a TV and radio study with the Mediawatch in Shanghai. Along with the measurement of ratings, panelists also rated the TV programs they watched.

GfK Telecontrol AG uses its many years of experience in international media research operations to carry out a study in Shanghai: In close cooperation with the Media Investigation and Research Centre, Shanghai Theater Academy, a Mediawatch study is being realized in 13 of Shanghai's city districts. For two weeks 500 Mediawatches are worn by panelists of 20-69 years of age to measure their TV and radio consume and collect information about their program content appreciation.



Professor Fang Fang (4<sup>th</sup> from left) and her team with the two Managing Directors of GfK Telecontrol AG (2<sup>nd</sup> and 3<sup>rd</sup> from left)

Shanghai, the most important industrial city of China and the largest port worldwide, is an important traffic hub, center for culture and education with many universities, academies and research facilities. Additionally, a developed multi-media industry with a large amount of media consumers is situated in this area. So, it is of no surprise that the Shanghai's government contracted the Media Investigation and Research Centre (MIRC) of Shanghai Theatre Academy to conduct a media research study. The Centre got in contact with GfK Telecontrol as the GfK Mediawatch seemed to be the perfect instrument for this study.

Professor Fang Fang, leader of Major of Writing and Directing for TV at the Shanghai Theater Academy is also the head of MIRC. She and her team cooperated with GfK Telecontrol to accomplish this study. Professor Fang Fang is also a member of the TV Monitoring Group Shanghai Municipal TV And Broadcasting Bureau, which in 2008 commissioned her to carry out this first in-depth academic research project "An investigation of 4 Major Media in the Minhang District". In

this first ever China-wide study, the TV, radio and governmental website usage of the Shanghai “Minhang” District population was conducted using questionnaires, interviews and discussions.

In the current study using the GfK Mediawatch, the rating of 62 TV and 5 radio stations is measured electronically and additionally, the panelists rate the consumed programs. The rating is captured in a passive manner using audio-matching technology. The program content is rated by the panelists via push-buttons on the Mediawatch.

Professor Fang Fang and her team carried out the local operation, which included the recruitment and the panel management.

In the first quarter of 2011, the data from the Mediawatches will be available for analysis in the Markdata Media Workstation. For the first time ever, detailed data of TV and radio consume of the Shanghai population will be available, which hopefully will lead to an even more comprehensive and continuous study.

GfK Telecontrol is delighted to cooperate with and support the Media Investigation and Research Centre of the Shanghai Theater Academy in this leading study and that the GfK Mediawatch has proved to be the suitable instrument for this operation.

#### **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.

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