

Long wearing times for Mediawatch

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A success story: the period for which a Mediawatch is worn has remained stable for years at a high level in Switzerland, Liechtenstein and on Cyprus and thus represents a measuring system accepted by study participants.

The Mediawatch measuring system

The *Mediawatch* is a wristwatch with an integral microphone. This enables the watch to “listen to” radio and TV programmes under the same attendant circumstances as the person wearing it. Six times a minute, the integral microphone is opened for 4 seconds and records all ambient sounds. The data recorded is then reduced to keep data storage requirements as low as possible and to make reconstruction impossible for reasons of data and personal protection. At the same time, all available programmes are coded according to the same principle at a control centre. Usage frequency can be *measured* by comparing the data recorded by the watch with the control centre data.



Introduced in 2001 under the name of Radiocontrol as a new official currency in the radio market in Switzerland and Liechtenstein, *Mediawatch* is now in its third generation. Every year, 53,000 “measuring periods” are recorded with these watches in Switzerland.

The *Mediawatch* has been an integral part of the Swiss radio panel since 2005 and is successively replacing the older Radiocontrol watch. The *Mediawatch* has also been in use on Cyprus since spring 2006 to record TV, radio and press consumption – the first use of a single-source measuring system worldwide. 8,000 “measuring periods” are recorded in this way each year on Cyprus.

Wearing times consistent for years

A portable measuring system can only provide meaningful data if it accompanies the participant or is worn. A long wearing period each day is thus an indispensable requirement for any usage measurement with a portable meter.

The data on how long a *Mediawatch* is worn is recorded via two sensors: a thermometer and a motion sensor. The watch is considered as being worn if it is moved or an above-average wearing temperature is detected during movement. With these two parameters, it is possible to *measure* how long the *Mediawatch* is worn by study participants on average each day.

An evaluation of wearing hours in Switzerland and Cyprus reveals the following picture:

In Switzerland, wearing times of around 17 hours per day represent a very good average – particularly if the fact that each day minus 8 hours sleep only has 16 waking hours is taken into account. Wearing acceptance can thus be categorized as very good in Switzerland.

On Cyprus, where the study is still in its infancy, the average wearing time is slightly lower with around 15 hours per day. However, these figures also indicate that the *Mediawatch* enjoys exceptionally high acceptance levels among study participants.

What is particularly impressive is

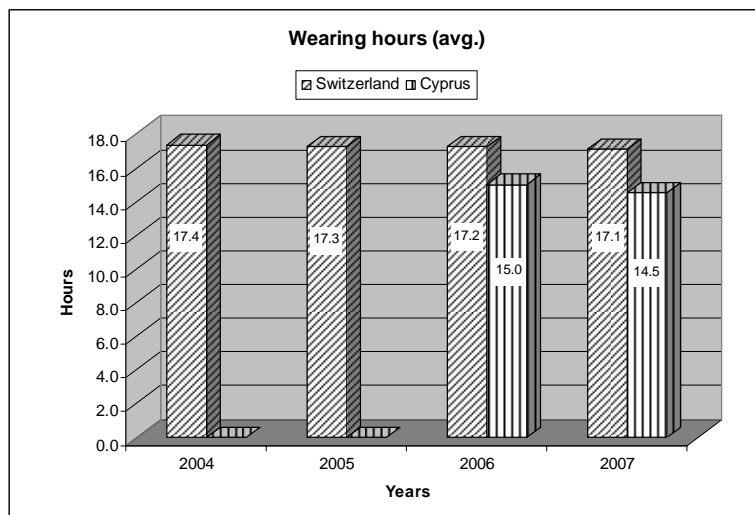


Fig. 1: Average wearing time in hours per day in Switzerland and on Cyprus.

the quality of *Mediawatch* wearing consistency over many years: in Switzerland, the figures have always been around 17 hours since checks were introduced to monitor wearing times; on Cyprus, a figure of around 15 hours has been reported. Such consistent figures are only possible with a self-coherent measuring system that is accepted by study participants.

Another factor that is important in connection with wearing times is shown in Figure 2, which shows wearing times by age and gender: the *Mediawatch* is worn to the same extent by younger and older people, irrespective of gender. As can be expected, wearing times among younger panelists are slightly lower. However, no major differences can be identified.

Willingness to participate is equally high

Alongside the two permanent operations in Switzerland and Cyprus, more than 20 time-limited studies with the *Mediawatch*

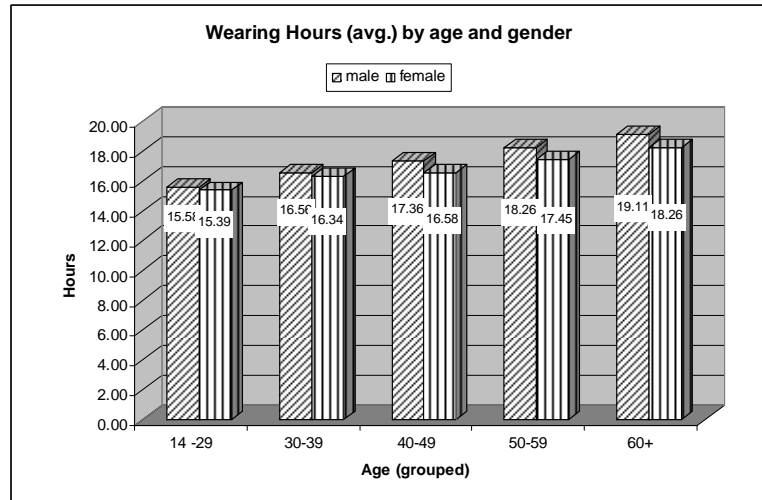


Fig. 2: Wearing times by age and gender, Switzerland 2007.

system are being conducted worldwide in countries such as Great Britain, Russia, Scandinavia, Germany, etc. Once again, irrespective of cultural background and mentality, the watch has proved to be well-accepted and, in particular, the level of **willingness to participate** was good. On average, **60-80%** of the people contacted stated their willingness to participate in a *Mediawatch* study and **80-90%** of those who had previously participated were willing to participate again in a study.

About the Telecontrol Group

The Telecontrol Group is a wholly-owned subsidiary of GfK AG in Nuremberg, Germany - the fifth largest market research company in the world. Domiciled in Switzerland, the Telecontrol Group is a good example of "Swiss quality". Telecontrol and *Mediawatch* - both developed by the Telecontrol Group - have been in use for 22 years in a total of 28 countries worldwide. Ahead of all the rest, the Swiss Broadcasting Company (SRG) has been using Telecontrol to monitor television usage since 1985 and Radiocontrol and *Mediawatch* for radio usage since 2001. Telecontrol and *Mediawatch* are also used to collect TV and radio usage data in Germany, Austria, Cyprus and in many Eastern European and Asian countries such as Rumania, Bulgaria, Armenia, Georgia and India as well as other countries worldwide.

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