



P.O. Box 12, 01010, Kyiv, Ukraine
14-V, Yaroslaviv Val St., off 31, 01034, Kyiv, Ukraine
ph.: +380 [44] 539-1639, 331-4426/27/28/29
Ph/fax: +380 [44] 246-4027
www.InMind.com.ua

International recognition of Ukrainian Factum Group Member approach to Media Survey InMind presented its solution for Ukrainian TV Panel Design and Establishment Survey

An Ukrainian TV-Panel Design for 2008-2012 was commissioned to InMind by Industrial TV-Committee of Ukraine. InMind, Ukrainian member of Factum Group, became a winner of the Bid for TV-Panel Design that was conducted in 2006. In April 2007 the first stage of the works – Analytical Establishment Survey aimed at Panel control factors definition was successfully completed.

Main idea of InMind approach is establishment survey division into two parts: analytical and recruitment surveys. Such a principle of work organization allows studying national population media consumption peculiarities, that are essential for Panel design at the first stage while avoiding any distortions connected with necessity of participants' recruitment. Thus analytical survey allows defining the key factors of TV consumption and therefore the quotas for Panel design. This stage is followed by the recruitment of the households for the Panel.

InMind has presented its approach to establishment survey conducting for television Panel 2008-2012 at planned annual meeting of Factum Group representatives in Prague on April 20-21, 2007. Approach has gotten high assessments of international experts.

Inga Nausediene, Director of Lithuanian Factum Group member RAIT underlines: "The idea of establishment survey division into analytical and recruitment stage is very effective. Such research solution provides the opportunity for increasing panel design quality."

In April 2007 InMind has completed the analytical stage of establishment survey. Respondents from 6000 households, who represent all country regions and settlement types, were interviewed. Next stage of establishment survey is recruitment survey. On its basis households for Panel will be recruited.

As Jan Herzmann, Factum Group Executive states: "Media consumption is closely related to individual media preferences of the audience, thus InMind approach that enables not only traditional analysis of the households typology but also detailed analysis of individual media preferences is essential strength of the given survey. Using this approach, Ukraine has made an important step forward in media measurement system development".

Analyzing Ukrainian experience in media measurement, Factum Group Executive Aldis Paulins has underlined: "I would like to mark Ukraine strategic approach to TV- Panel planning. First of all, TV-Committee's initiative aimed on Panel Design function and Panel Operator function division between independent companies is very productive. Next, idea of establishment survey optimization offered by InMind is definitely efficient and as a result media consumption factors analysis is carried out in separate objectives bloc in Panel set up process. Such an approach allows solving not only current, operational tasks of Panel set up, but also forecasting and thinking over its possible changes in future. For such a dynamic market, as Ukrainian, proper attention to media measurement methodology is a highly important task".

About InMind

InMind is a market research company focusing on ad-hoc, tracking and omnibus market research as well as consulting in research methodology. From 2006 InMind is a member of Factum Group and Global research networks. TV-panel design is one of the research projects of InMind Media Department. Among other well-known media projects is Expert Media Panel operation that is aimed at Pharmaceutical print media audience measurement.