Emile van Westerhoven
Inter/View BV
Amsterdam, The Netherlands

4.2

HOW THE MEDIA SCANNER GOT ITS FEET ON THE GROUND SOME UNIQUE QUALITATIVE APPLICATIONS

INTRODUCTION

With a population of only just over 14 million it would be difficult to claim that the Dutch market for media research data is the biggest in the world. Yet in June 1982, with the introduction of Inter/View's Media Scanner, The Netherlands then enjoyed no less than three independent media research services - two of which, in terms of sample size, could legitimately claim to be the biggest in the world. Not surprisingly this situation led John Meagher at Montreal in 1983 to describe the Dutch media research scene as 'being universally busy'. This description was certainly fully justified at that time but, as might well be expected, this surfeit of services could only serve to add to the previous arguments and dissentations which inevitably must arise whenever a 'multiple choice' of media research services become available to the media, advertisers and advertising agents.

In introducing the Media Scanner, Inter/View was in the position to reject the concept of 'recency', the validity of which has for so long been a prime source of debate in our media research circles. In the place of the long established 'recency' techniques of media measurement, Inter/View, by introducing for the first time (in Europe at least) large-scale telephone interviewing methods, was able to apply the 'first time read yesterday' (YFR) concept, thus at once minimising many of its more questionable effects arising out of the ability (or, rather, the inability!) of respondents to recall their actual readership behaviour over long periods of time. It should perhaps be noted here, that in fact, the whole concept of 'recency' media measurement was essentially brought about by the demands for a technique suitable for use in the face-to-face' interviewing situation. Under the circumstances which then applied no shame need be expressed in the use of

'recency' techniques, unsatisfactory as they are now known to be. Indeed, had the technology only been available, YFR could well have been introduced much earlier.

When Maurice de Hond (Inter/View) and Walter Huzen (Hillen & Huzen) presented their joint paper at the second International Symposium on Readership Research in Montreal in 1983 the introduction of Media Scanner on to the Dutch media scene was scarcely twelve months old. In their joint paper (cf Montreal Proceedings, p 137) they were then only in the position to provide a description of the technique employed by Media Scanner and a first assessment of the results obtained on the basis of just 19,500 interviews.

Now in 1985, after three years of intensive development and analytical introspection, it must be set down (with all due modesty) that Media Scanner is now the most dominant media research service available on the Dutch scene. Judged by the fact that today all the daily newspapers published in The Netherlands are now subscribing to this service, as well as 25 of the major advertising agencies (representing about 70% of total annual expenditure on printed media) and the large majority of the significant publishers of periodicals, it seems that Media Scanner - in just three years - has come to be seen as an accepted indicator of readership in The Netherlands. Nevertheless, despite the pretty general acceptance of Media Scanner in The Netherlands within a relative short period of time Inter/View is determined to continue a policy of on-going review of the validity of Media Scanner data and introspective re-examination and validation of the findings as a result of which improvements and modifications have already been made. As an example of this introspection, reference should be made to Bouke Walstra's paper presented at this Symposium.

Since the start of Media Scanner in 1982, Inter/View has now been able to accumulate a total of 121,000 interviews. This makes it possible to evaluate a number of factors relating to the quality of readership on the basis of large samples. Such factors include analyses of the average reading time per issue per day of the week and the number of occasions that a copy of each medium is read or looked at.

It is, therefore, the object of this paper to present these further findings, and to indicate how readership quality has been thereby contributed to.

THE MEDIA SCANNER TECHNIQUE

For those who may not have been present in Montreal in 1983 when de Hond and Huzen made their first presentation of the Media Scanner technique, it may be helpful if some brief aide-memoire as to the essential characteristics of the Media Scanner method should be repeated at this stage.

As already stated, the technique is based, not on 'recency' methods at all, but on the more fair concept of 'first time reading yesterday' (YFR).

Essentially, this switch in the nature of the questions asked of respondents from those of the 'recency' type to those of the 'YFR' type has been made possible by the use of telephone interviews in the place of 'face-to-face' interviewing methods. But, the use of telephone interviews would not, in itself, have been adequate to meet the demands of this new approach to media research. The crucial factor has been the introduction of CATI interviewing methods.

CATI - Computer Assisted Telephone Interviewing - is based on the development of the appropriate questionnaire in such a manner that all an interviewer need do is to follow the programme of questions as presented on a monitor and the computer

automatically provides all the necessary questionnaire logic, as may be called for by the nature of each respondent's reply to any given question. Experience has shown that the use of CATI methods not only provides completely 'clean' data, requiring no editing but, in the case of Media Scanner usefully reduces the amount of time spent on each interview from an average of 25 minutes to an average of eight - when compared with traditional questionnaires based on 'face-to-face' interview situation and the inevitable 'recency' type questions. There is also the further advantage of complete, centralised, control over every aspect of the data collection and analysis process.

It will be readily appreciated - and this has been the subject of many erudite arguments in previous meetings dedicated to the subject of media research - that much of the weakness inherent in the 'recency' techniques could be laid at the door of the variability which inevitably exists in the ability of respondents to provide satisfactorily adequate data concerning their readership/behaviour when asked to consider and report on it going back, not only over weeks, but also over months. Although, perhaps, not entirely without complete flaw in this respect, the YFR technique overcomes, to a very large extent, most of such memory problems and consequent 'telescoping' effects.

In the case of Media Scanner, respondents are interviewed every day of the week (weekend counts being counted as one day because in The Netherlands no papers of any significance are published on Sundays). At first sight, the fact that in the Media Scanner system only 125 respondents are interviewed each day may seem quite extraordinarily low. However, it must be remembered that each day's sample is strictly representative of the total population, and the results can readily be accumulated to provide 750 interviews each week, or 39,000 interviews over

any given period of twelve months. As far as daily newspapers are concerned this massive total annual sample is obviously available for every type of analysis which includes virtually every class of minority group that can be imagined. In the case of weekly periodicals, a minimum of six interviewing days must clearly be accumulated; for monthly periodicals this period must be extended to approximately 25 days.

MEDIA PLANNING FACILITIES

Once upon a time in the early infancy days of media research all that was once necessary was to obtain readership data and to analyse such data in very simple terms of sex, age and social class (vide the very early Hulton Readership Survey in the United Kingdom, for example). Today, such a simplicity, quite apart from the techniques of media measurement then used, would be completely inconceivable, although one must also acknowledge the pioneer work which was carried out in those times.

Advertisers and advertising agencies alike require analyses in terms of specific target groups and psychographics. The Media Scanner has been specifically designed to meet these realistic needs and, at the same time, to build in an appropriate degree of flexibility for its subscribers.

In the first place, in addition to the standard questions concerning 'first time read yesterday' data in respect of all specified newspapers, periodicals and so on, the Media Scanner system also provides for the inclusion of regular marketing-related data which covers daily shopping behaviour, cigarette smoking, the consumption of alcoholic beverages, etc.

Inter/View chooses to define the inclusion of such target group information as being 'dynamic'. By this is meant that the data relating to these fields can be subject to

relatively rapid change on the market place (in the course of a few weeks or months) and thus have a major immediate bearing on the purchase of advertising space. Such 'dynamic' data can prove to be of great advantage to advertisers who are involved in the launch of new products, for example, but also for continuing advertisers whose product position on the market may be subject to seasonal or other fluctuations. Provision can also be made for the inclusion of additional questions concerning products with limited market penetrations the target groups of which can only be defined in terms of sheer number of initial interviews.

Side by side with the Media Scanner, Inter/View also operates a Market Scanner. Both these Scanners are conducted in precisely similar ways - in parallel in fact. The Market Scanner also includes readership data which can be correlated with yesterday's purchase behaviour in respect of many goods and services. However, in this case the readership data are restricted to named titles 'ever read' (and the number of issues read out of six). These data are then corrected to YFR with the reading chances as determined by the Media Scanner. After such correction, the data become immediately available for use for media planning purposes. The Market Scanner is also based on a total sample in any twelve-month period of 39,000 interviews.

Returning to the Media Scanner, it must be pointed out that respondents are also asked at the time of interview whether they would be prepared to participate in future surveys, to which some 92% agree. A further questionnaire in booklet form is sent to one-quarter of those who agree to participate. This questionnaire-booklet seeks, for the 'dynamic' target group information already mentioned above, to obtain what Inter/View describes as 'static' target group data. This questionnaire covers numerous questions relating to the household penetration of specified

products and brands - target group data which do not change quickly over time - but also includes questions relating to personal interests, sporting activities, lifestyles and similar.

All Media Scanner data are made available to clients in one or other of two formats of choice:

(a) Via computer tapes and mainframes. This is the 'traditional' method. Tapes are supplied to computer service bureaux, and to publishers who are able to make their own mainframe computer facilities available for on-line media planning.

(b) On floppy discs. These are delivered to subscribers together with the IMAP/2000 program which permits in-house media planning on PC's.

Both these alternative methods of presenting the media data are in full use. Data on floppy discs for use on PC's seem to be most practicable for advertising agents for providing the basis on which provisional media plans may be prepared. Thereafter, a mainframe is often employed to refine such media plans or to provide more subtle alternatives.

SCIENTIFIC SUPPORT FOR THE MEDIA SCANNER

Inter/View has been provided with an increased measure of confidence in the Media Scanner approach by the report which has been published by the Dutch 'Bureau voor Toetsing van Media Onderzoek' (Bureau for Media Research Assessment). This is an independent body supported by Dutch advertisers and advertising agencies with the object of making objective assessment of the value (validity) of any given method of media measurement.

This august body has quite recently published its considered evaluation of the Media Scanner system. Without going into all the details contained in the report, it may be useful to

summarise its conclusions here:

(1) Objectives		+
(2) Applicability		+
(3) Unambiguous definitions/ variables	±	
(4) Method of data collection		+
(5) Optimum application of variables	±	
(6) Generalisations from the results		+
(7) Sampling methods		+
(8) Supporting material		+

Thus, with this sort of official backing, Inter/View feels greatly encouraged to continue its policy of developing and refining the Media Scanner technique.

SOME UNIQUE APPLICATIONS

As is probably well understood by now, the Media Scanner concept is based on the percentage of respondents who state that they have read (or not read) a specified journal for the *first time yesterday*.

When it comes to the key questions put to respondents in order to obtain readership data required these can be quite simply stated:

- Have you read* ...(title) yesterday?

- *If Yes*: Was this the first time that you have read or looked at ('ingenzien') this particular issue?

- How many minutes altogether did you spend looking at this issue yesterday?

---

* In Dutch, the question form in 'Heeft u gisteren het blad ... ingezien?'. The word 'ingenzien' is difficult to translate into English. It includes the concepts of both 'looked at' and 'read'. For the sake of convenience the term 'read' is used throughout this paper.

Because of the very large number of respondents accumulated by Media Scanner in any given twelve-month period (about 39,000) and the equal division of the representative samples obtained in respect of each day of the week (Monday to Friday and week-ends) which leads to samples of over 6,000 in respect of each day of the week over this time span and on the basis of the questions mentioned above, it becomes possible to calculate a number of key estimations which are directly applicable to the examination of the qualitative aspects of readership.

On the basis of the relationship between 'read for the first time yesterday' and 'not read for the first time yesterday', we are in the position to estimate how many times an average issue of a given journal is actually read.

This is calculated by means of the following formula:

Total read yesterday
read for the first time yesterday

A number of relevant results now follow which are not only interesting in their own right but, at the same time, represent the value of the findings of 'read for the first time yesterday'.

However, rather than reporting every title covered by the Media Scanner it will be more convenient to discuss a selected number of titles each representative of a particular category. (See table below)

In terms of each named title, distinctions must be made between what are termed 'abonnees'-persons who subscribe to regular delivery of the journal in question - and 'single copy purchasers' (a phenomenon which may not be so widespread in The Netherlands as in many other countries). In addition, allowance must also be made for the quite sizeable number of weekly periodicals which are circulated to subscribers to 'reader circles'; by means of this system, the collected copies of a number of periodicals are circulated week by week to 'circles' of subscribers at decreasing subscription prices over time (these are termed 'Leesportefeuilles' in The Netherlands and 'Lesemappen' in Germany). The periodicals are bound together in a folder which is then passed from one household to the next, each of which may peruse the contents of the folder for seven days before passing the folder on to the next household. As a result, in many cases readership of a given periodical may well be some weeks old before some readers actually have

Title	Description	Circulation	Data * source
De Telegraaf	the biggest daily in The Netherlands	702,000	CEBUCO
Elseviers Magazine	an established weekly similar to 'Newsweek'	126,350	NOD
Tros-Kompas	TV/radio programmes	820,030	NOD
Libelle	women's weekly	764,486	NOD
Panorama	general interest weekly	285,452	NOD
Het Beste	monthly (Reader's Digest)	415,509	NOD

* CEBUCO = Centraal Bureau voor de Courantenpubliciteit; representing certain
publishing groups
NOD = NOTU Oplage Dokumentatie; representing Dutch newspaper publishers

sight of the periodicals included in the folder. It is important to take note that, in The Netherlands at least, such subscriptions to 'reader circles' represent something like 12% of all Dutch households.

Table 1 sets out average reading times of the above-mentioned journals analysed in terms of the day of the week first seen.

For each of the six journals which have been mentioned above, it is possible to distinguish significant differences between the average times spent looking at (reading) these journals.

It will be seen that the weekly news commentary magazine, Elseviers, scored the highest level of average readership

on each occasion. On the other hand, Tros Kompas - the radio/TV programme journal - scored the lowest.

Even more interesting are the differences for the various types of readers displayed in terms of the different days of the week.

In this case we must accept that the position of De Telegraaf, a daily, must be seen as being rather different from all the other titles. Of course it was to be expected that the week-end would indicate a higher average reading time (De Telegraaf publishes an enlarged edition on Saturdays covering the week-end), but it is quite surprising that the Monday issues score higher in this respect than those which appear on Tuesdays, Wednesdays and Fridays.

TABLE 1
Average reading time each time analysed by day of week (minutes)

	Monday	Tuesday	Wednesday	Thursday	Friday	Week-end
De Telegraaf						
total	27	25	24	27	25	40
subscribers	31	29	29	31	29	48
single copies	24	33	20	25	23	38
Elseviers Magazine						
total	32	31	26	32	34	43
subscribers	37	32	31	33	37	53
single copies	21	26	24	41	25	36
Tros-Kompas						
total	8	7	8	8	8	13
subscribers	8	7	8	9	9	14
single copies	10	6	6	8	8	15
Libelle						
total	25	25	24	24	25	35
subscribers	25	26	27	25	28	38
single copies	27	22	25	26	25	34
readers circles	23	21	20	23	17	29
Panorama						
total	19	18	19	18	18	27
subscribers	32	21	29	23	24	26
single copies	21	17	23	16	24	26
readers circles	17	16	17	17	16	22
Het Beste						
total	29	30	28	23	26	35
subscribers	30	31	27	22	28	36
single copies	21	33	6	19	11	35

The difference between regular subscribers and single-copy purchasers is most marked here. It must be assumed that the greater amount of time spent on Monday issues is directly related to the week-end's sports results.

In the case of *Elseviers Magazine*, it is found to be the case that the week-end provides the highest average reading time and that the averages drop to their lowest point on the Wednesday - the day on which the following week's issue appears. Here again we find sharp differences between different classes of readers.

On the other hand, we find few significant differences in terms of day of week readership when it comes to *Tros Kompas*, a radio/TV magazine. Few differences could be observed on analysis between regular subscribers and those who had just bought single copies.

Again, in the case of *Libelle* practically no significant differences can be found in terms of days of the week. On the other hand, it was quite clear that reading of 'leesportefeuilles' (as previously defined) was markedly lower than in the case of both subscriber readers and single-copy purchasers. This means that *Libelle*, as distinct from *Elseviers*, is better suited for reading at any time during the week, the 'news' value being very much less dominant.

Even more strongly, the same pattern is to be found in the case of *Panorama*. The differences between regular subscribers and reader circle subscribers is quite marked. Although regular subscribers exhibit a similar pattern as for subscribers to *Libelle*, it is the low average amount of time spent in reading by reading-circle subscribers which brings about the lower average amount of reading time for this title as a whole, when compared with *Libelle*.

In **Table 2** it can be seen how such

factors as sex, age and education appear to affect these patterns.

These tabulations indicate quite clearly that the differences in the amount of time spent reading vary (considerably) between the various groups analysed. Men, for example, spend more time on each occasion reading *De Telegraaf* and *Panorama*. But in the case of *Libelle* very large large differences are to be observed in average reading times; not surprisingly perhaps, women are seen to spend much more time reading this journal, than men, But, in the case of all the other journals, it is not possible to distinguish significant differences between the sexes.

When it comes to age, on the other hand, pretty well overall, substantial differences between older and younger people are to be found. In the case of *De Telegraaf* the average time spent in reading by people under 30 years of age is just 21 minutes as compared with an average of 36 minutes by those of 50 years and older. Presumably, this must be due to differences in speed of reading between younger and older persons, and also the amount of time available for reading.

In terms of education, the pattern is much less clear cut. Only in the case of *Libelle* can it be established that readers with a lower level of education spend longer time on reading this journal on each occasion than those who have been better educated.

The following tables concern the relationship between those who have 'looked at yesterday for the first time' and those who have 'looked at yesterday but not for the first time'. As stated before, we can calculate from these figures how many times on average a title is read.

But just the same, such data would seem to provide possible validation of the statements made by respondents. That can best be seen in the case of regular subscribers because it is this group

TABLE 2
Average reading time on each occasion analysed by some demographics

| | Sex | | <30 | Age | | Education | | |
	Male	Female	<30	30-49	50+	Higher	Middle	Lower
De Telegraaf								
total	30	27	21	27	36	30	30	30
subscribers	35	30	22	31	39	34	36	36
single copies	30	23	23	27	32	30	28	29
Elseviers Magazine								
total	34	34	27	31	42	34	37	31
subscribers	39	38	27	31	42	34	37	31
single copies	29	31	28	26	42	30	27	75
Tros-Kompas								
total	9	9	9	8	10	8	8	9
subscribers	9	9	9	8	10	8	8	10
single copies	9	9	10	9	6	9	8	10
Libelle								
total	15	30	23	27	33	21	26	28
subscribers	16	33	25	30	35	25	28	34
single copies	13	29	26	27	30	21	26	26
readers circles	12	25	19	23	29	15	21	22
Panorama								
total	21	19	19	21	23	19	21	21
subscribers	31	28	29	32	33	24	33	30
single copies	19	16	16	18	18	19	18	19
readers circles	21	23	20	24	29	20	21	23
Het Beste								
total	29	29	27	27	37	26	33	29
subscribers	28	30	28	25	34	27	34	29
single copies	17	26	24	26	12	18	20	19

which always receives a copy on the same day.

These data are analysed in terms of the day of the week in **Table 3** (bearing in mind, that this information is not relevant in the case of the daily, *De Telegraaf* and so does not appear in the following table).

Table 3 illustrates the following:

Elseviers Magazine
On the Friday and over the week-end, the number who claimed that they have 'read for the first time yesterday' is much greater than those who make this claim *after* the week-end. During the following Monday or Tuesday most readers actually have not seen it for the first time. On the Wednesday, one day before the next appearance of the new issue (Thursday), readership is lowest.

Tros-Kompas
This is generally read for the first time at the week-end, or on the Friday (each new issue is usually delivered every Wednesday or Thursday, but it publishes TV programmes which start on the Saturday).

Libelle
This journal also shows a high point of 'first time read' amongst regular subscribers on the Friday or at the week-end. But it is on the following Thursday that this journal is least read.

Panorama

The same pattern can be seen here also - this journal is mostly read for the first time yesterday either on Fridays or at the week-end.

Het Beste

It is on Thursdays that regular subscribers read this journal 'for the first time'. It is on this day that most of its subscribers received their monthly copies. The following week-end, consequently, scores highest.

The day on which first time reading occurs strongly correlates with the day on which new issues are received as is to be expected. Although this might appear quite obvious, the fact that this aspect of readership is clearly

displayed by Media Scanner serves to provide further internal validation of the data obtained.

Generally overall it is to be seen that data concerning both single copy purchasers and subscribers to 'reader circles' are less specific on this point. Doubtless this is because of the wider spread over time in which the titles in question are actually received.

Table 4 sets out the number of times an average copy is read in terms of the method of acquisition and analysed by demographic factors. This table shows quite clearly the differences which are to be found between each of the stated demographic groups.

TABLE 3
Percentages of 'first time readers yesterday' and
not 'first time readers yesterday' by days of the week

	Monday	Tuesday	Wednesday	Thursday	Friday	Week-end
Elseviers Magazine						
Total						
first time	2.7	3.8	3.0	5.6	9.9	12.1
not first time	9.1	8.1	6.3	5.3	3.9	5.6
Subscribers						
first time	8.2	5.5	8.2	16.0	35.4	31.7
not first time	34.0	28.2	14.2	17.2	11.6	20.7
Single copies						
first time	1.7	3.7	0.5	3.1	5.9	7.8
not first time	5.2	5.6	11.3	8.2	1.6	3.9
Tros-Kompas						
Total						
first time	7.9	8.1	9.5	9.2	13.8	23.9
not first time	54.4	53.5	49.1	49.2	46.7	38.1
Subscribers						
first time	9.2	8.6	10.8	11.0	15.0	26.4
not first time	70.1	65.3	62.0	64.0	58.3	46.3
Single copies						
first time	2.2	3.5	1.7	3.4	13.2	20.0
not first time	24.7	30.6	30.8	26.1	22.6	23.2

TABLE 3
Percentages of 'first time readers yesterday' and
not 'first time readers yesterday' by days of the week

	Monday	Tuesday	Wednesday	Thursday	Friday	Week-end
Libelle						
Total						
first time	10.8	10.7	10.3	9.3	11.8	19.9
not first time	11.1	11.7	10.6	10.5	9.2	11.8
Subscribers						
first time	14.0	15.3	9.4	10.3	20.2	35.6
not first time	21.9	24.4	24.8	17.9	16.7	18.5
Single coies						
first time	9.0	6.5	11.4	9.3	8.7	12.3
not first time	9.1	9.7	6.4	8.3	7.9	10.2
Readers circles						
first time	12.4	10.6	12.7	10.9	10.4	14.6
not first time	7.1	7.9	6.2	7.6	6.3	9.9
Panorama						
Total						
first time	8.3	9.9	10.3	9.2	11.5	16.8
not first time	6.2	6.7	6.9	6.2	5.1	9.2
Subscribers						
first time	14.4	16.8	8.9	13.2	23.4	34.0
not first time	16.1	13.8	15.1	13.8	12.5	22.9
Single copies						
first time	5.2	8.2	4.2	7.1	12.0	12.3
not first time	7.4	8.2	4.9	4.5	5.1	9.7
Readers circles						
first time	14.9	16.1	16.4	13.7	15.3	20.1
not first time	8.6	8.7	9.7	8.3	7.0	12.3
Het Beste						
Total						
first time	2.3	4.0	4.0	5.9	2.7	6.3
not first time	7.0	7.6	8.0	6.3	6.1	8.9
Subscribers						
first time	3.0	7.1	7.1	9.3	2.8	9.2
not first time	12.0	13.5	12.7	11.6	10.4	14.8
Single copies						
first time	1.2	3.8	0.0	4.6	1.5	4.1
not first time	10.6	7.7	11.7	3.1	2.9	4.1

TABLE 4
Number of times an average copy is read analysed by demographic data

	Sex			Age			Education		
	Male	Female	<30	30-45	50+		High	Middle	Lower
Elseviers Magazine									
total	2.0	2.0	1.7	2.0	2.3		2.1	1.9	1.9
subscribers	2.1	2.3	1.7	2.9	2.0		2.3	2.1	2.7
single copies	2.9	1.8	2.3	1.9	1.6		3.0	2.2	2.0
Tros-Kompas									
total	5.0	5.0	4.8	5.2	4.8		4.5	4.8	5.1
subscribers	5.5	5.5	5.8	5.5	5.2		5.6	5.1	5.7
single copies	4.7	4.7	5.0	4.9	3.8		3.4	4.7	4.5
Libelle									
total	1.5	2.0	1.9	1.9	1.9		1.8	1.8	1.9
subscribers	1.5	2.4	2.3	2.3	2.3		1.9	1.9	2.3
single copies	1.5	2.0	1.8	2.0	1.7		2.0	1.7	1.9
readers circles	1.6	1.6	1.5	1.7	1.6		2.2	1.5	1.7
Panorama									
total	1.6	1.5	1.6	1.6	1.4		1.5	1.6	1.6
subscribers	1.9	1.8	1.8	2.0	1.5		1.4	1.7	2.4
single copies	1.7	2.2	2.0	1.6	1.7		1.9	1.7	1.6
readers circles	1.7	1.4	1.6	1.6	1.4		1.6	1.6	1.6
Het Beste									
total	2.9	2.6	2.7	2.4	3.0		2.5	3.3	2.5
subscribers	3.1	2.6	2.7	2.6	2.8		2.8	3.6	2.6
single copies	2.3	5.9	2.9	3.2	7.1		2.0	6.0	1.7

Elseviers Magazine
Amongst regular subscribers to this journal, it is read about twice per issue. But there was one significant difference to be observed; the number of times it is read by the middle age group (30-45 years) was notably higher at 2.9 times than either of the younger and older age groups. Single copy buyers tend to read an issue more if they are male and young.

Tros-Kompas
In terms of each issue, regular subscribers to this title (which provides details of weekly TV and radio programmes) achieved a rating of 5.5 number of times 'read/looked at' for each issue. But there were really no significant differences between the several groups analysed.

Libelle
On average, this journal was found to have been read just about twice per issue. Not perhaps surprisingly men, from regular subscribing households, read this publication significantly less frequently than women. In terms of education there was also an interesting difference; the number of times read is shown to be significantly higher amongst those with the lowest education level, although these spent less time, as we have seen before.

Panorama
For this publication, the average number of times read by regular subscribers was less than twice. Differences between groups tend to be similar to *Libelle*.

Het Beste
On average, this publication was read nearly three times per issue. In the case of men, this figure was notably higher than in the case of women.

In view of the foregoing analyses, it is now appropriate to bring together in one tabulation the average amount of time spent in reading an average copy and to multiply these data by the number of occasions read per average copy.

The results of these calculations are set out in **Table 5.**

From this tabulation a number of interesting differences can be seen from which it is only necessary to single out two examples in particular.

In the case of women readers of *Libelle* (the women's weekly) the average amount of time spent reading an average issue is seen to be much higher amongst regular subscribers (79 minutes), but lower among single copy purchasers (58 minutes), and lower again still amongst subscribers to 'reader circles' (40 minutes).

When it comes to *Panorama*, on the other hand, it is quite noticeable that it is

TABLE 5
Average reading time per occasion, multiplied by number of occasions read per average copy

| | Sex | | Age | | | Education | | |
	Male	Female	<30	30-49	50+	Higher	Middle	Lower
Elseviers Magazine								
total	68	68	46	62	97	71	70	59
subscribers	82	87	49	107	90	87	97	86
single copies	84	56	64	49	67	90	59	150
Tros-Kompas								
total	45	45	43	42	48	36	38	46
subscribers	49	49	52	44	52	45	41	57
single copies	42	42	50	44	23	31	38	45
Libelle								
total	22	60	44	51	63	38	47	53
subscribers	24	79	57	69	80	47	53	78
single copies	49	58	47	54	51	42	44	49
readers circles	19	40	28	39	46	33	31	37
Panorama								
total	34	28	30	34	32	28	34	34
subscribers	59	50	52	64	49	34	56	72
single copies	32	35	32	29	31	36	31	30
readers circles	36	32	32	38	41	32	34	37
Het Beste								
total	84	75	73	65	111	65	109	72
subscribers	87	78	76	65	96	76	122	75
single copies	39	153	70	83	85	36	120	32

the regular subscribers who are male spend the most time in reading it (59 minutes), followed by male subscribers to 'reader circles' (36 minutes) and lastly by male single copy purchasers (32 minutes).

It is the ability of Media Scanner to provide data such as these which serves to indicate the capacity of this technique to provide deeper insight into the qualitative aspects of readership than that which was previously possible. To a very great extent such analyses have only been made possible by the fact that Media Scanner generates very large samples. For example this analysis was based on data covering the period January 1984 to July 1985 with n = 58,500.

It should be noted that, while on the one hand a tendency has been noted for publishers to make efforts to improve 'reach' (coverage) regardless of the quality inherent in that readership, this has also stimulated a counter tendency to add qualitative values to readership merely to increase the value of the advertising space offered.

The qualitative findings reported above must be seen as being really 'just the top of the iceberg'. However, it seems relevant to report on some of them for the following reasons:

(1) They are in fact a natural 'by-product' of the Media Scanner technique. They can only be obtained by means of continuous research based on YFR.

(2) The average amount of time spent per reading occasion and the number of times a given issue is read are highly important factors when it comes to any evaluation of the 'chances to see' an average advertisement.

(3) The several variables which are discussed above can be seen as being extremely useful to the publisher when it comes to the marketing of his own 'title'.

CONCLUSION

Although it certainly cannot be said that Inter/View was in any way hesitant in introducing Media Scanner based on YFR way back in 1982, it could not then possibly foresee all the possible advantages and opportunities for qualitative analysis which are now beginning to emerge after the completion of 121,000 interviews in total.

One thing is, however, quite clear that Media Scanner methods based on YFR are already offering a more practical insight into readership of printed media than was possible before.

For the advertising agency, closely defined, market-orientated, target group data have already been used as a considerable advance over previously available readership data, not only due to enhanced appreciation of the value of such research, but also through interaction media planning through pc's.

For the advertiser, an opportunity has now been opened up to employ the target group data generated by Media Scanner to the optimum development of the marketing strategy.

Despite the advances which appear to have been made already, Inter/View has plans to develop the Media Scanner techniques still further.

It is clear that the application of qualitative weightings to 'straight' readership data may well be of very practical advantage (vide **Table 5**). But this is only one element. By means of similar methods, other factors can be made clearer.

For example, it is intended to extend Media Scanner so as to make it possible to identify the actual issue read - something which is not possible to do at present. When this happens in the very near future it will be possible to register the actual number of pages contained in a given issue and to

correlate each of these individually with the number of minutes spent in reading. This approach will also be readily adapted to provide estimates of minutes spent reading in terms of editorial pages, pictorial pages and the number of pages containing advertising matter and so on. It will also be possible, it is expected, that appropriate weightings can be given to the readership of such pages in terms of the level of interest displayed.

All this builds up into further, and very important, future applications.

Further, it is actively planned to introduce further dimensions into the Media Scanner analyses. For example in what way was the respondent actually engaging his/her time at the actual point of YFR?

Again, it is hoped that publishers will find themselves encouraged to improve editorial content so as to extend the duration of readership over time. After all, if a publisher can convince an advertiser that a given title is read for five minutes longer per issue this can but serve to encourage a potential advertiser that the exposure given to his advertisement is that much better!

Nevertheless, however realistic such claims for the future may be in the mind, and indeed may be translated into practice, Inter/View remains quite modest. It merely believes that an

useful new approach has been made to the whole problem of readership research which offers a lot of possibilities for well-considered development into the future.

Inter/View considers including the effects, in terms of awareness, penetration, etc of quite a number of advertising campaigns, throughout the year, in order to approximate the 'ever desired' advertising effect.

At the same time, Inter/View is convinced that, when it comes to media research, the use of large sample bases is inevitable. It is hoped that in The Netherlands, at least, some steps have already been made in this direction.

In the meantime, the databases continue to accumulate which in turn will provide the means for even further introspective and comparative analyses.

At the same time, Inter/View is convinced that, when it comes to media research wherever it may be carried out, the advantages of YFR combined with very large databases will come to be generally recognised. There can be little doubt, it is felt, that its wider introduction into other countries is fairly inevitable. Certainly, as far as The Netherlands is concerned at least, some steps have already been made in this direction. Perhaps this should be seen as just a practical 'test market' situation for the rest of the world!