

EVERY ONE IS WATCHING YOU DO IT! AUDITING AND EXAMINING MAGAZINE RESEARCH AS EXECUTED IN THE UNITED STATES -A SUMMARY FOR COMBINED ABC/MRC PAPERS

Daniel Julevich, Ernst & Young
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This presentation presented at the symposium, for the sake of time, will summarize the two lengthy written papers whose titles appear below. These papers cover the two entirely different approaches to “auditing” readership studies as they are executed. The fifteen-minute presentation will briefly cover:

- ◆ Will cover a brief description of two different approaches the one by the Audit Bureau of Circulations and the other by Ernst & Young for the Media Ratings Council
- ◆ A summary of the lessons learned from the first nine ABC audits;
- ◆ A summary of the impact of the examination or audit on the research firm will provide stimulus for a very interesting discussion

The United States Media Research Examination Process (MRC Paper)

By George Ivie, Nick Terlizzi and Daniel Julevich Ernst & Young

This paper provides a description of how the Media Rating Council, through its examination process, helps self-regulate and improve the quality of the media research industry. Currently Ernst & Young conducts the “examinations” or “audits” of MRI, Simmons, Mendelsohn, J.D. Power, Scarborough and Media Audit. For MRI in particular this is an annual examination.

Note: E&Y are restricted by US accounting rules to referring to these “audits” as examinations.

Abstract

Since January 1999, magazine readership surveys in France have been using the CAPI double screen system. The researchers use a micro computer that asks the questions, handles the random order and filters, and logs the answers. It is connected to an electronic laptop that presents the respondents with the magazine mastheads and answer cards. This article explains why the AEPM adopted this system and provides the initial readership survey interview data gathered between January and June 1999.

Setting Standards and Auditing Media Research Company Performance in the United States (ABC Paper)

By Jayne Spittler, Starcom; Dick Bennett/John Payne, Audit Bureau of Circulations; Stephen A. Douglas, Douglas/Jones Group

The paper describes the Audit Bureau of Circulations development of reader profile service to establish credible standardized readership studies for newspapers and magazines. This paper is divided into three segments. The first describes what has been learned from the nine test audits conducted to date. This segment will be the focus of the presentation at the upcoming symposium. The second section discusses the political and research issues that are being addressed and resolved prior to the next set of audits being conducted in the Fall of 1999. The third section describes ABC’s plans for the launch of the Reader Profile service with a significantly expanded number of audits during the fall of 1999 and beyond.

