

# THE READERSHIP CURRENCY: DUTCH DESIGN

## How a new methodology for AIR measurement opens up new perspectives for the print advertisers and publishers

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### Relevance

The instability of the Dutch readership data in the past few years and the desire of the advertisers and agencies for greater accountability of print media have forced the Dutch national readership survey to search for better solutions.

Two major changes were tested and introduced in the Dutch national readership survey in the past year:

- although still using a mixed mode fieldwork, the sample is not predominantly recruited from the on-line access panel but from a *random probability sample*
- *specific issue readership* is used instead of recent reading for measuring average issue readership

The results of the validation study of the specific issue readership method will be presented, together with the analysis of the differences between Specific Issue Readership and Recent Reading method. New possibilities this method brings for the in-depth analysis of readership will be discussed. Finally, the first official readership figures based on the specific issue readership method will be shared with the Symposium delegates.

### Background

In 2005 NOM decided on tendering a new contract for the national readership survey. After several years of experience with a predominantly on-line survey based on recent reading, innovation was invited in the readership methodology, but also solutions for problems of representativeness of the survey sample.

In the Netherlands several parties have been experimenting with specific issue measurement in the past. NOM, the Dutch readership currency, decided to investigate the feasibility of using specific issue measurement as a better alternative for recency, that has its well-known drawbacks. As a secondary objective, NOM wanted to examine the additional options for reporting more detailed print data, based on the specific issue data.

In 2006, NOM commissioned Intomart GfK to carry out a comprehensive validation study, and subsequently a full scale test run, examining specific issue readership for AIR, as well as new approaches to sampling and fieldwork. The results of these pilot studies were satisfactory and led NOM to commissioning the new national readership survey to Intomart GfK using the new methodology. The survey is now carried out in an annual sample of nearly 25.000 respondents. 10.000 respondents are obtained from a RDD sample created by drawing addresses at random from the list of postal delivery points in the Netherlands. 14.960 respondents are simultaneously drawn from Intomart GfK's on-line access panel (n=115.000) and added to the RDD sample, so as to create a sample of sufficient size to allow reliable reporting of readership of smaller titles.

As before, in the Target Group Monitor, detailed information on product use, leisure time activities and interests is collected from half the sample.

October 2007 is the first release date for the new NOM Print Monitor (NPM, media planning currency for printed media) approach.

**Section A.** of this paper presents the innovative fieldwork method used for the new NPM, including the findings after 10 months fieldwork;

**Section B.** discusses the specific issue readership approach as well as the validations carried out, leading up to the choices made for the survey as it is carried out now;

**Section C.** gives an insight into the new possibilities for media planning and analysing the data obtained by the specific issue readership method in the future.

## **A. Fieldwork method: Dutch design**

### **Introduction**

Ideally, any audience study should be based on a fully random probability sample. In reality, for obvious cost reasons, this procedure for the Dutch national readership survey (NOM Print Monitor, NPM) was replaced by a dual approach using a much cheaper quota sample from an access panel and adding a small sample of non-computer owners to it. Using an economically feasible internet based data collection procedure may however lead to different results compared to more traditional data collection and sampling modes.<sup>1</sup>

In the new NOM survey the respondents are recruited from two sampling sources: a) the Dutch Postal Addresses File, containing all addresses in the Netherlands to which mail is delivered (in effect, all private homes) and b) the Intomart GfK on-line access panel (a database of app. 125.000 people). The recruitment procedure followed in either sample ensures optimal comparability and the highest achievable response rates.

The part of the NPM sample that is recruited from the random sample is used as the norm towards which the total sample is to be weighted.

### **Random sample fieldwork approach**

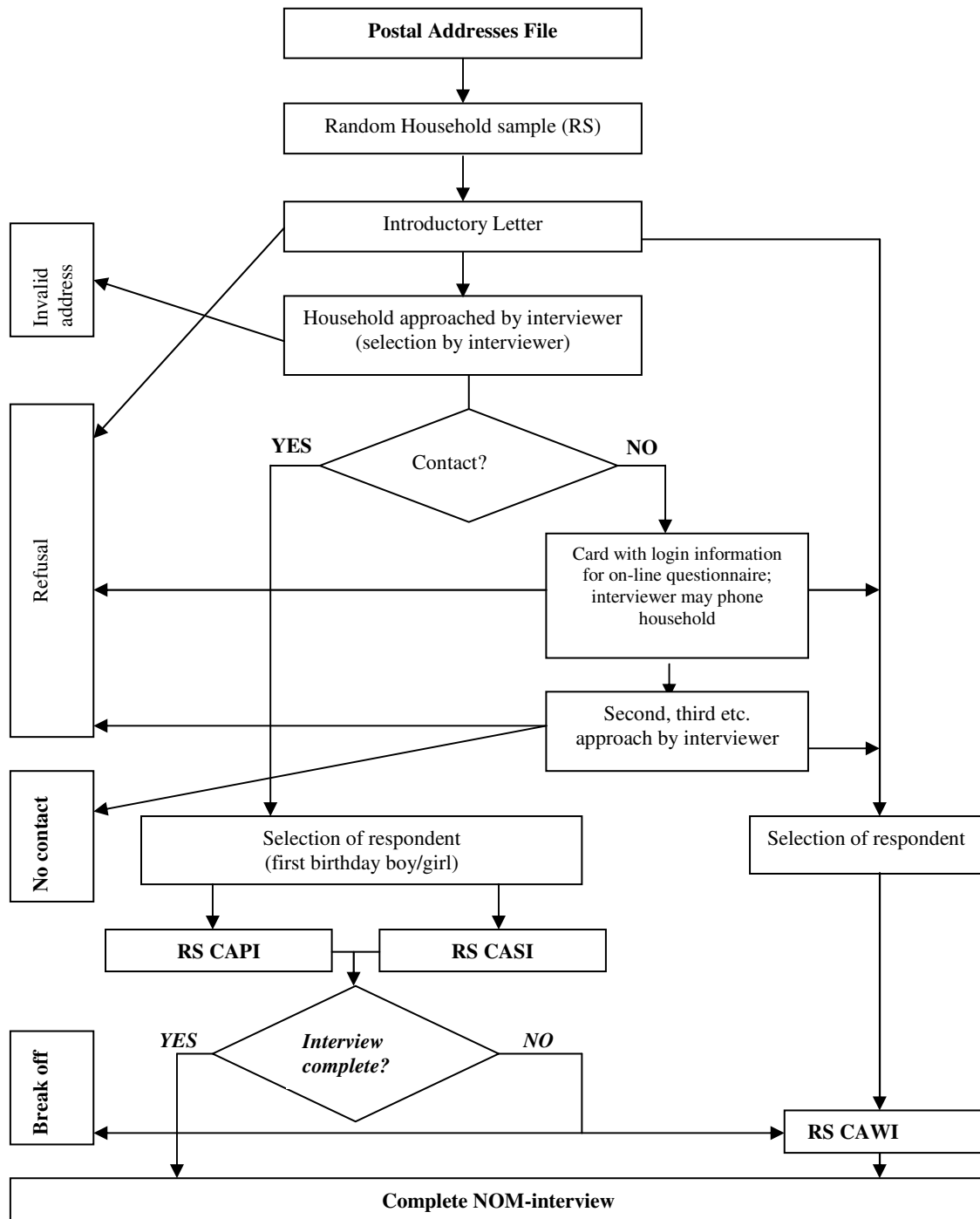
Randomly selected addresses from the national postal database are approached by introductory letter with information on the survey, assurances about data privacy, and additional information about incentive. In this letter people are asked to cooperate in a survey when the interviewer visits them, but also, a login name and password are provided, should respondents choose to fill in the questionnaire on-line. Interviewers then visit the invited addresses and try to conduct the interview directly or leave behind a memo, explaining that they will visit them again and inviting people to respond via internet. If people refuse to cooperate, interviewers offer them again the alternative to fill in the questionnaire on-line at their own time. If people do cooperate, the respondent selection is performed and the interview conducted. In principle, for the in-home interviews, the interviewer is instructed to hand over the laptop to the respondent who then fills in the questions un-aided.

The objective of allowing people in a random probability sample to respond on-line is obviously to increase the response rate: people are free to choose their own time to fill in the questionnaire; in this way we expected to find a more balanced response for younger people.

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<sup>1</sup> 2003. M. Frankel et.al.

Figure 1. Flow chart of random probability sample fieldwork NPM 2006-2007



Both the interviewer and the direct response respondents log-in on the Intomart GfK website and fill in the questionnaire via internet, interactively on the CAWI server. In both cases the respondent sits behind a computer and fills in the questionnaire, data collected instantaneously and available in the database for fieldwork control and data-analysis.

In this way the fieldwork is controlled on a daily basis. Addresses that have responded are then removed from the list to be contacted by the interviewer. In this random probability sample a response rate of 43% is achieved for the 40 minute NPM questionnaire.

The selection of the correct member of the household is programmed into the questionnaire: respondents list all members of the household, the questionnaire then determines who is the person whose birthday will be next and asks that this person fill in the questionnaire. At the end of the questionnaire, the respondent is asked again for his/her date of birth, to check if the correct person has filled in the questionnaire.

The database from this random sample is then weighted for total population and other detailed weighting variables (Gold Standard population data based on the Dutch Central Bureau for Statistics).

### **On-line access panel**

In addition to the random fieldwork, a weekly quota sample from the on-line access panel is approached by e-mail. The sample is drawn using quotas for level of education, age, gender and frequency of internet usage. The respondents are asked to fill in the NPM questionnaire, achieving a steady response level of 69%. For these interviews, again, exactly the same questionnaire is used as the one in the field at that moment.

The data from both fieldwork methods are then added together into one file and again weighted according to population norms, including the internet usage characteristics derived from the NPM random sample. As a result the complete database is reported and projected to the Dutch population of 13 years +.

### **Fieldwork findings**

A key question is whether the different modes of completion could have an effect on the results.

The objective of allowing people in a random probability sample to respond on-line is obviously to increase the response rate: people are free to choose their own time to fill in the questionnaire; in this way we expected to find a more balanced response for younger people and males. On the other hand, one might ask whether there is a methodological effect on the readership results from the method of completion.

A regression analysis was performed on the data of the first 12 weeks in order to check whether the readership (total and average) differences are in any way correlated to the method of completion.

The total sample can be divided as follows, resulting in 4 types of respondents:

- A Randomly selected respondents (RS)
  - 1. Face-to-face interview
    - a. Interviewer administered (RS CAPI)
    - b. Self administered, interviewer passive (RS CASI)
  - 2. Web-interview, self administered (RS CAWI)
- B Access panel-invited respondents (Quota sample QS) (QS CAWI)

As expected these 4 types of respondents are quite different in profile and in readership results. The graphs below give evidence that higher educated people are more likely to choose a CASI-mode solution as well as younger people, who are least inclined to have an interviewer complete their questionnaire.

Figure 2. Mode of completion: Education level (NPM Oct. 2006-July 2007)

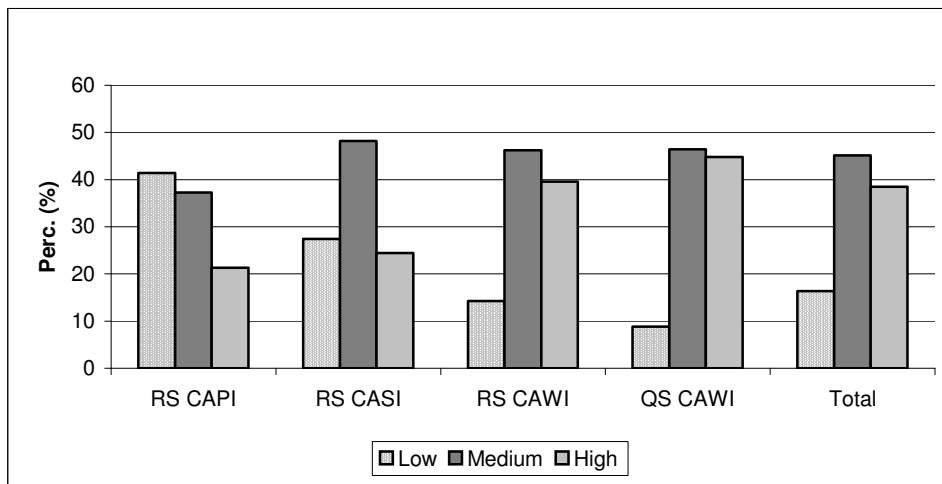
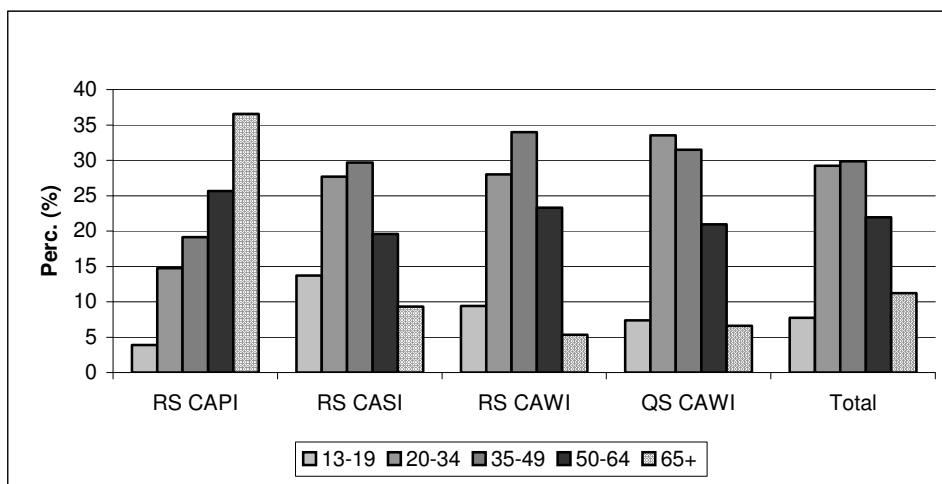
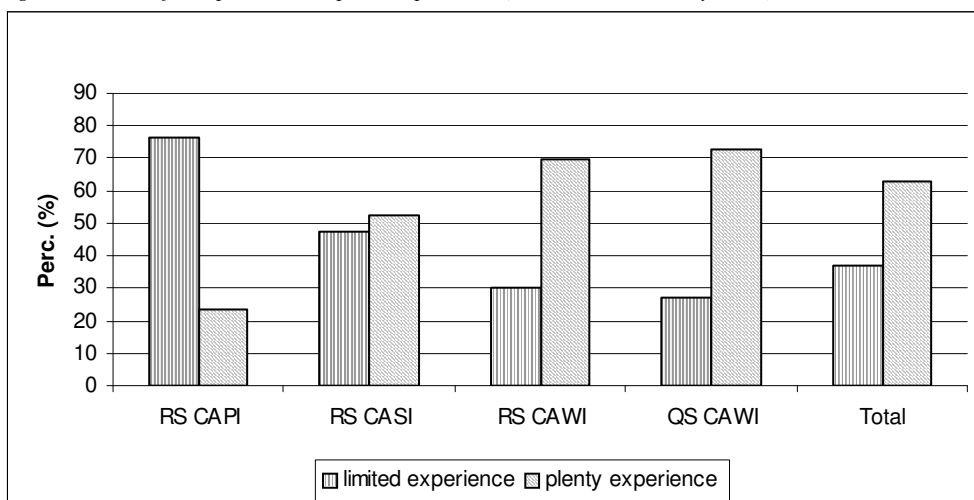


Figure 3. Mode of completion: Age (NPM Oct. 2006-July 2007)



The amount of experience using a computer will in the end be decisive which mode of completion is being chosen by the respondent, as is shown in figure 4.

Figure 4. Mode of completion: computer experience (NPM Oct. 2006-July 2007)



The results of the readership measurement, split by mode of completion shows reasonably big differences for several publications. We have analysed the possible effect of the presence of the interviewer, compared to self-completion via the internet, either randomly recruited or access panel respondents using the database of the test-run (2006). The analysis is restricted to internet-connected respondents within the age-group 35-64 so as to have sufficient sample sizes for the analysis.

Table 1. Sample distribution by mode of completion (NPM Oct. 2006-July 2007)

| Total sample | n     | Internet users |            | Internet users 35-64 |            |
|--------------|-------|----------------|------------|----------------------|------------|
|              |       | n              | % of total | N                    | % of total |
| RS CAPI      | 3095  | 1656           | 53.5%      | 930                  | 30.0%      |
| RS CASI      | 1792  | 1351           | 75.4%      | 677                  | 37.8%      |
| RS CAWI      | 3423  | 3265           | 95.4%      | 1876                 | 54.8%      |
| QS CAWI      | 11954 | 11723          | 98.1%      | 6225                 | 52.1%      |
| Total        | 20264 | 17995          | 88.8%      | 9708                 | 47.9%      |
| NORM         |       |                | 80.9%      |                      |            |

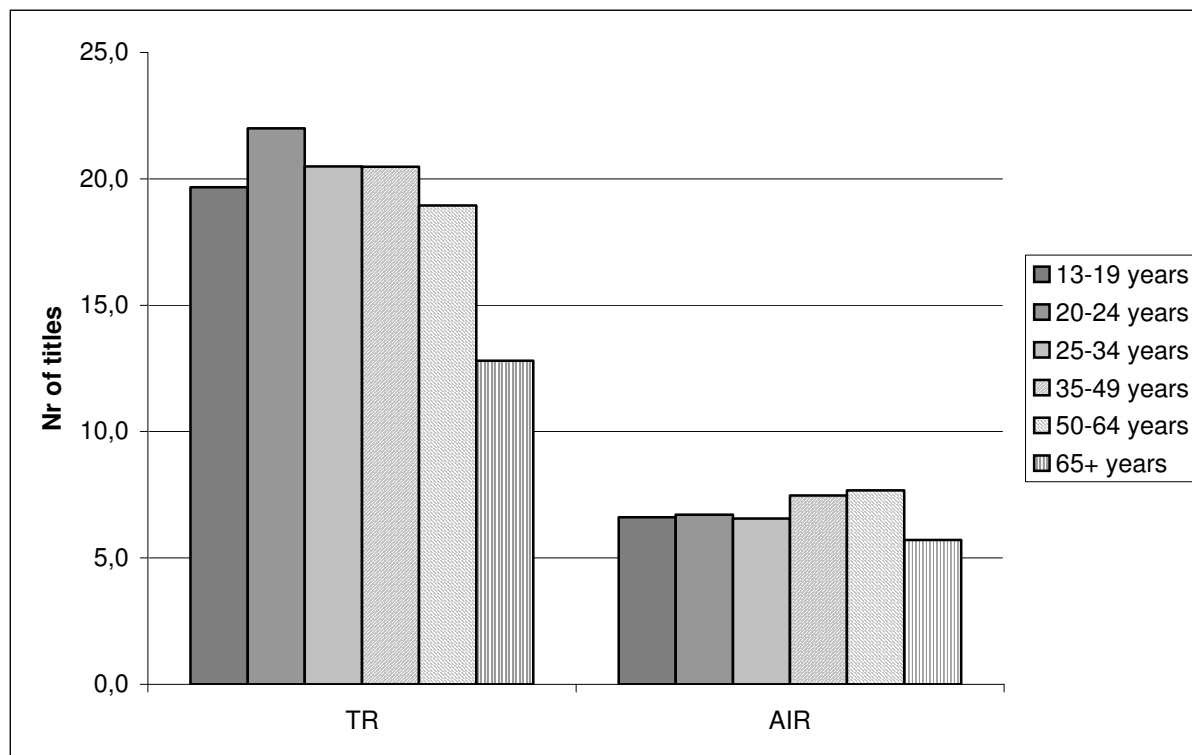
Table 2 shows big differences between the mode of completion categories, both in total and in average readership (gross numbers of all titles measured)

Table 2. Readership results by mode of completion (Internet users 35-64) (NPM Oct. 2006-July 2007)

|          | TR   | AIR | AIR / TR |
|----------|------|-----|----------|
| RS CAPI  | 11,9 | 5,5 | 47%      |
| RS CASI  | 17,3 | 6,8 | 40%      |
| RS CAWI  | 23,9 | 8,9 | 37%      |
| Total RS | 19,2 | 7,5 | 39%      |
| QS CAWI  | 22,3 | 8,3 | 37%      |

Regression analysis shows that no more than 2.5% of the variation in TR and 1.5% of the variation in AIR – after checks for profile-skews - are in fact explained by the mode of completion.

Figure 5. Readership by age groups (NPM Oct. 2006-July 2007)



Demographic profile is indeed very important for readership measurement and on average the number of titles read within certain age groups is correlated strongly with for example age. These and other demographic influences are much more important than the use of different fieldwork methods for understanding readership differences.

## Conclusion

The evidence suggests that NOT allowing the selected respondents to use their preferred mode of completion method is in fact detrimental for the quality of the net sample. Any single mode fieldwork is apt to deliver a skewed sample, at least to a certain extent, and will need severe weighting to report on a representative sample. By offering respondents different options, NOM is much more likely to increase the response rate in “difficult” target groups, as well as promote a balanced outcome.

## Weighting

At the end of 10 months fieldwork we were able to check whether the initial objective of achieving higher response rates and a better balanced sample is indeed achieved. These checks were done by comparing the efficiency of the weighting procedure, which is performed in two-steps:

1. Weighting of the random probability sample (A) against the Gold Standard used in the Netherlands for population figures (Central Bureau of Statistics)
2. Weighting of the combined database, including the access panel sample (B), against the same Gold Standard population, plus the internet frequency of usage norm derived from the weighted random probability database (A).

The efficiency of weighting step 1. is 76%. This is a good result in view of the fact that the sample base was addresses and only one interview per household was performed. As a result, members of bigger households are always up-weighted (avg 1.8) and one-person households are always down-weighted (avg 0.6).

The efficiency of weighting step 2. is 75%. As the added sample from the access panel was an individuals' sample, the re-dressment of the total sample is much less of a factor. We now see the major weighting effect in the non- and low frequency internet users (see appendix). This is of course as expected. Non-internet users are not included in the additional on-line sample, while internet users are proportionally represented in the random sample. We expected weights of around 2 for non-internet users. In fact these came out on average 1.7. Looking at difficult groups for most surveys like young males and people over 65, in the total sample none of these groups needed weights over 1.4.

These results were satisfactory and convincing as to the choice of the mixed mode approach to the fieldwork.

## B. Specific Issue Readership: Dutch Design

### Introduction

After a successful test period, NOM decided to change the method for measuring average issue readership for print media. As of October 2006, average issue readership is measured in the NOM Print Monitor (media planning currency for printed media) using the issue by issue measurement method, replacing Recent Reading based research. The new method has been operationalised and tested by the NOM Technical Committee in collaboration with Intomart GfK.

Audience estimates based on issue-by-issue measurement represents a substantial step forward in media research methodology. The new method solves many of the well-known problems associated with recent reading methodology such as parallel and replicated reading.

Among the methods of measuring average issue readership (AIR) of print media, the so-called Through-The-Book method is one of the oldest. In this method, respondents are presented with copies of magazines or magazine covers and asked to indicate whether or not they have read the specific issue. The Through-The-Book method was in use for many years (in the US until 2002). This method was abandoned as a result of its logistic limitations, i.e. the maximum number of titles to be included in the measurement was insufficient for the current needs of the market.

An alternative method had become predominant: Recent Reading. In this method, which was used by NOM until the summer of 2006, respondents were asked to remember when they last read or looked at a magazine or a newspaper. In contrast to the TTB method, which relies on recognition, Recent Reading is based on recall. In one form or another, Recent Reading is worldwide the most commonly used method for measuring AIR. A considerable amount of research is now available concerning the validity of this method and the problems associated with it. It is known, for example, that the Recent Reading method is subject to memory problems when respondents try to recall exact reading occasion (telescoping and forgetting reading moments). Also, the method itself can generate underestimates as well as overestimates (parallel and replicated reading).

The aim of readership research is to measure Average Issue Readership of magazines and newspapers. Yet the Recent Reading method does not measure readership of issues, but readership in a time period. When measured over a longer period of time this could be an acceptable substitute for readership of average issues, but this is not always necessarily true. Measuring readership of specific issues like in a TTB method comes closer to the aim of readership surveys than Recent Reading.

With the issue by issue measurement method, NOM returns to the roots of readership measurement. As in the TTB method, the recognition of the issues read serves as an additional prompt for the readership measurement, now using pictures of covers displayed in an electronic questionnaire. The logistic problems of TTB based research are no longer relevant.

Of course, there are also other questions that need to be addressed regarding issue by issue measurement. For example, the question of how long readership continues to build for an issue and whether this is the same for various types of magazines. There is also the question of how best to deal with the various titles included in a magazine reading circle portfolio. Questions also arise concerning measurements for newspapers: is it necessary to show front pages or is it sufficient to ask which issues of the newspaper were read in the past 7 days.

Since there was little prior research on the issue by issue measurement method in its new form, a six month pilot was set up, during which validation and operationalisation issues could be addressed. On the basis of this pilot, which included a full scale test run of the fieldwork, the NOM Technical Committee, in collaboration with Intomart GfK, determined the research design.

#### **NPM Design (from October 2006)**

As usual, the questionnaire begins with a filter question concerning the total reach for all titles (read in the past 12 months). The logos of magazines and newspapers are displayed and the respondents are asked to indicate per title whether or not they have read it within the last 12 months. If the answer is "yes", the title will be included in the rest of the questionnaire.

The filter question is followed by the Source of copy question, which is asked for each title read in the past 12 months. A special procedure is carried out for weekly magazines. If a weekly is obtained through a reading circle portfolio which is dated 6 weeks or older, the specific issue readership question for that title will show 12 covers for this respondent.

The source of copy question is followed by the specific issue readership question. For weeklies, the issue readership question displays images of 6 (or 12, see above) most recent covers and respondents are asked to indicate whether or not they have read that specific issue. For monthlies, also 6 covers are shown. For bi-monthlies and quarterly publications 4 covers are shown. In all questionnaires the most recently published issue is placed at the far right hand side of the page: position 1 (p1). Every time a new issue appears, the older issues shift one place to the left. After six weeks/months, the cover is in the most left position (p6), the position which establishes the Issue Readership (IR) and is used to calculate average readership to be published (AIR ).

As new issues are published, the new covers are added to the display and the oldest issues are removed<sup>2</sup>.

For newspapers, respondents are asked to indicate which daily edition (Friday edition, Saturday edition, etc) of the last seven days they have read. The pilot test proved that no significant difference is to be found compared to using front page prompts.

No frequency of reading questions are asked. This information is derived from the number of issues read in the specific issue readership question.

Issue readership is established after 6 intervals for weeklies and monthlies, 4 intervals for bi-monthlies and quarterlies, and an average of the daily reach of all newspaper issues published over the week.

#### **Validation and implementation**

Based on the experience of Intomart GfK's Specific Issue Monitor that started in 2003<sup>3</sup>, NOM and Intomart GfK defined a number of questions that needed to be addressed before the survey could be piloted in a complete test design. In order to get to the design described above, a series of pilot tests were performed during 2006 to provide answers to these questions. The validation study that pre-ceded the test period was carried out among 6,000 respondents, all on-line, a weekly quota sample from the Intomart GfK access panel. The validation study was used to test different implementation versions of the readership questions and to estimate readership levels for different publication groups compared to the past. Within the validation fieldwork, 8 different tests were performed.

In this paper we shall report on three of these tests:

1. Cover recognition. The objective of this test was to estimate the level of errors that respondents make by confronting them not only with covers but also with articles and advertising within these issues.
2. Recency-test, asking the recent reading question within the same interview as the specific issue readership questions in order to estimate the difference between recent reading and specific issue reading on a respondent level.
3. Specific issue question for dailies, testing two versions where either front pages were shown (similar to magazines) or a verbal question was used to measure all issues published in the last 6 days.

#### **Test 1. Cover Recognition**

The question that needed to be answered in the test Cover Recognition, was whether respondents are able to recognise the copy they read by the aid of a mere cover prompt. It was not only directed at detecting possible over-claims but also under-claims. The test design ran over 4 weeks using 5 weekly titles: a computer magazine, a travel magazine, a woman's weekly and a tv-guide. Respondents were confronted with the usual questionnaire. If they read one of the above titles, then after the specific

<sup>2</sup> The logistics of acquiring the most recent covers is fulfilled through a website showing the covers currently available for the survey. The publisher up-loads new covers at the anticipated date of publication. If covers are not available before the deadline a string of people are being alerted through e-mail and text messages. The cover-site is the centralised database for all details needed for the survey like publication interval, exact date of publication, distribution channels, etc.

<sup>3</sup> 2003 John Faasse and Leendert van Meerem; 2005, Leendert van Meerem

issue readership question, they would be asked a string of additional questions concerning the specific issue readership-issue (p6). In all cases we confronted the respondent with 5 spreads from within this issue and asked if the respondent had or had not read or at least noticed the page. Readers of the issue who did not recognize the spreads were then asked to re-consider if they did read or look at this issue at all. Non-readers of the issue were asked to re-consider whether they have read the issue after all.

The same procedure was followed for the most recently published copy (p1).

The test was carried out in the on-line fieldwork among the Intomart GfK access panel. The sample for this test was 3,868 respondents who were confronted with spreads.

### Results Cover Recognition

As was expected corrections in both directions were made in the course of the interview.

We found that readers were more inclined to change the readership claim for the most recent issue (p1) than for the specific issue readership-issue (p6). The non-readers claimed readership in quite a few cases, bringing up the readership.

*Table 3. Net result of corrections after confrontation with spreads (NOM Validation Study January/February 2006)*

|                   | Readership of recent issue (p1) | Readership of Ir-issue (p6) |
|-------------------|---------------------------------|-----------------------------|
| Computer magazine | + 22%                           | + 17%                       |
| Travel magazine   | + 05%                           | + 03%                       |
| Women's weekly    | + 31%                           | + 08%                       |
| Family weekly     | + 46%                           | + 14%                       |
| TV weekly         | + 02%                           | + 01%                       |
| Total             | + 11%                           | + 05%                       |

The net result of the changes was positive: Recent issue claims went up on average 11% and IR issue went up 5%. This result leads to the conclusion that Specific Issue readership may lead to a certain level of under-claim.

The real question is whether the spreads of articles and ads are in fact different enough between issues to help the respondents distinguish between them. This question is difficult to answer.

We have learned two things at least:

- the net result of corrections are in all cases positive, leading to higher readership. In other words, there is evidence that the method would under-estimate rather than over-estimate readership
- the level of corrections is acceptable and does not lead to the conclusion that the method is incorrect.

A third conclusion was drawn from this test that relates to the position of the covers on the page: as there were less corrections made to the cover placed on p6, the most left position on the page, we concluded that this is evidently the best position for the IR-cover. Answering the question, starting from left to right, it seems logical that most attention is paid to the first cover that appears on the left hand side of the page.

### Test 2. Issue readership vs Recency

The objective of this test was to check the differences in readership claims between the two methods. The test ran in the Validation survey among half the sample of the access panel during 6 weeks. The number of respondents was 2,989.

Respondents were asked the specific issue readership questions first, and then the recent reading questions for all titles read in the past 12 months. The recent reading question was identical to the question asked in the NPM until April 2006.

Reasons for differences in results can be inaccuracies in the RR: telescoping, parallel reading and replicated reading are known effects within the RR method. For instance, when a person has read an old copy of more than 6 weeks ago, they are a reader in the recency definition (even if they read it for the 2<sup>nd</sup> time), but not in the specific issue definition. On the other hand, when a person read a number of copies at the same time, this will result in under-claim in the RR method, while specific issues will all be measured.

On the other hand, specific issue may miss out on readership if people indeed read copies older than 6 weeks, for the first time. Evidence from the validation study as well as previous work, shows that most issues have completed their readership after six intervals and in fact will decline since people may forget having read the copy.

Since these differences have opposite effects, we could not predict in which way the numbers would change after implementing the new method. The table below shows the results by titles category of the gross AIR of all titles within the group.

*Table 4. Gross AIR measured by IR or by RR; index RR=100 (NOM Validation Study January/February 2006)*

| Category            | IR     | RR     | index |
|---------------------|--------|--------|-------|
| Automotive          | 63,4%  | 5,1%   | 111%  |
| Computer            | 23,3%  | 21,3%  | 109%  |
| Newspaper magazines | 13,5%  | 13,0%  | 104%  |
| Family              | 69,6%  | 52,7%  | 132%  |
| Youth               | 25,3%  | 22,9%  | 111%  |
| Men's               | 13,2%  | 14,5%  | 91%   |
| News & Management   | 21,4%  | 14,4%  | 148%  |
| Childrearing        | 13,3%  | 12,6%  | 106%  |
| TV magazines        | 51,3%  | 49,2%  | 104%  |
| Women's monthlies   | 19,9%  | 19,5%  | 102%  |
| Women's weeklies    | 56,9%  | 48,8%  | 117%  |
| Living              | 14,9%  | 12,2%  | 122%  |
| Total               | 386,0% | 338,2% | 114%  |
| Bi-weekly           | 13,8%  | 12,7%  | 108%  |
| Monthly             | 129,5% | 125,0% | 104%  |
| Weekly              | 242,7% | 200,6% | 121%  |

Differences in results are on average 14%, Issue Readership giving higher figures than RR.

The overall result may seem surprising to those who are aware of previous experiments by Timothy Joyce<sup>4</sup> in the eighties who reported under-claiming by Through the Book, the predecessor of specific issue measurement. In the past however, no measure comparing large numbers of titles and sufficient number of copies in both methods was possible because of logistical problems. The emergence of the Internet and computer assisted interviewing via broadband connection was essential to make the old a reality today.

We must conclude that still many questions remain on why differences occur between the two methods. Some explanations seem to be straightforward, but we cannot deny that there are problematic aspects as well. One should however realize that the memory and interpretation of people is crucial and finding the truth is probably not possible in the area of readership research unless we find a way to register readership independently. For this moment we have more confidence in using a method where respondents are aided to remember correctly which issues they did or did not read, rather than asking strongly time related questions like "When did you last sneeze?"<sup>5</sup>

### **Test 3. Specific issue readership for daily newspapers**

The objective of this test was to find out if specific issue readership for dailies requires showing front pages or can do with a verbal question.

Two options were tested:

- logo plus verbal question regarding each of the publications in the last 7 days (5 for free newspapers, 6 for most dailies and 7 for some) listing weekday and date; yesterday always in p1 (most right position).
- images of front pages were shown of all publications in the previous week (images of covers being refreshed on the Sunday); Monday always presented in p1 (most right position).

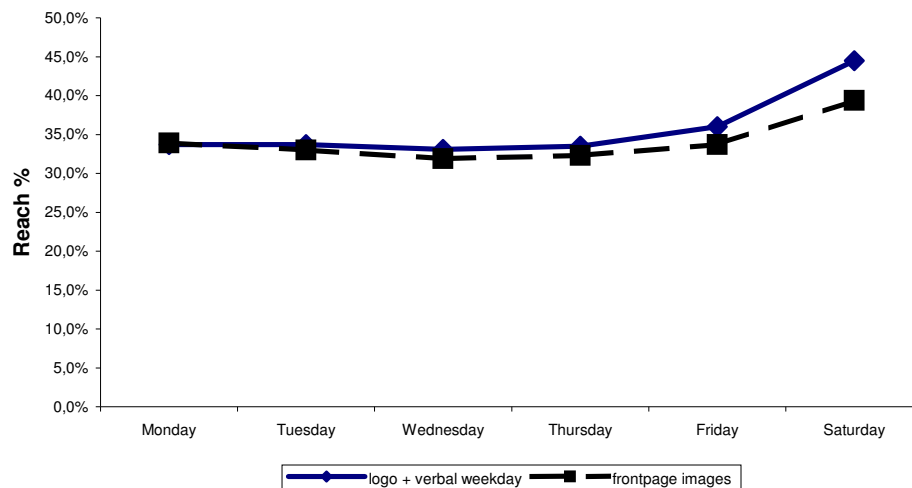
Version b. was of course the less attractive one because it would mean severe logistical pressure for newspaper publishers to have their front pages electronically delivered in time to the Intomart GfK cover-website. Also sometimes newspapers change headlines during the night, resulting in different versions of the front page across the country for the same title. The test needed to decide whether we could do without.

The test was conducted among 6,275 respondents of the Intomart GfK access panel. 55% of the questionnaires were completed within 2 days (Monday and Tuesday). Only very small differences were found in the readership of national dailies according to method. Overall the verbal version turned out to be slightly higher.

<sup>4</sup> Joyce, 1985

<sup>5</sup> 1985. W. Langsmidt, Salzburg

Figure 6. Edition readership by day of the week (4 national newspapers) (NOM Validation Study January/February 2006)



The level of Friday and Saturday readership is significantly higher in the logo-version. In view of the impracticality of the use of daily front pages for the questionnaire it was decided that version 1 was acceptable.

### C. The Future of Specific Issue Readership data: Dutch Design

An important decision was made by the Board and the Technical Committee of NOM prior to starting a new readership survey in October 2006: although measuring specific issue readership for individual publications, the data will only be used to calculate Average Issue Readership and will not be published as such. The main reason for this decision was the fact that an annual sample of 24.960 respondents is not sufficient to produce statistically reliable results for SIR for the majority of titles included on the survey. Moreover, the sample on a weekly basis is not representative for the Dutch population of 13+.

The first publication of the new NOM Print Monitor based on the specific issue readership method and the new sampling procedure is planned for October 2007. The Average Issue Readership for over 200 magazines and newspapers will be published. New readership figures are not comparable to the old NPM figures. There are various reasons / changes in the survey that can cause differences in results. The following issues have to be taken into account when explaining the differences in results:

- different sampling procedure,
- Recent Reading vs. Specific Issue Readership method for measuring Average Issue Readership,
- changes in the filter question (EMP vs. individual logo's with yes/no equation),
- different time period (May 2005 till April 2006 vs. October 2006 till July 2007),
- actual development in the readership of a title,
- different contractor (TNS Nipo vs. Intomart GfK).

Next to Average Issue Readership the figures of average edition readership (Monday, Tuesday etc.) and the profile of the readers will be published for newspapers. In the first publication these data will not yet be published in the form of reading probabilities,

There are however other possibilities of using the data obtained by the new method and thus provide the market with new information about accountability of newspapers and magazines. The Technical Committee of NOM has discussed the possibilities and proposed the list of issues to the Board. Three most important possible innovations are the following:

- reading probabilities for the average edition readership for newspapers; this can introduce a new way of planning newspapers for advertising campaigns
- combination of specific issue readership figures; evaluation of advertising campaign results can be made possible
- as readership of individual issues is measured over time (4, 6 or 12 publication intervals, see Section B. NPM design), accumulation of readership of an average issue in time can be obtained per title. Time planning, comparable to that of television planning, becomes possible.

Board and the Technical Committee will discuss this autumn which of the possible innovations will be introduced in the next publication of NOM Print Monitor in February 2008.

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