

Bringing the CIBAR guidelines up to date

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**HARMONIZED AUDIENCE MEASUREMENT
FOR INTERNATIONAL BROADCASTING**

Conference of International Broadcasters' Audience Research Services
(CIBAR)

In collaboration with

European Broadcasting Union (EBU)

3rd Edition © 2001

Purpose of the guidelines

“By providing a context for international audience measurement research, definitions of measures used, and a clear statement of the minimum standards required, the guidelines endeavour to make the case for solidly based, professionally conducted approach to audience measurement for international broadcasters”

A brief history

- A collaborative venture by researchers working for international public service broadcasters
- 1st edition dealing with survey design and data collection issues published in 1995
- Data management and reporting issues covered in the 2nd edition in 1996
- The first two editions reflected CIBAR members' role as radio broadcasters.
- Many were becoming increasingly involved in TV, hence growing interest in trying to find a way of looking at combined audience impact, ideally from a single source
- 3rd edition of the guidelines in 2001 the first to take the audience measurement needs of international public service TV into account.

Three editions in six years

Nothing since

Time to do something

- Things have changed....
- An initial review undertaken in 2010
- 10 years on, much remains valid, but much is new
- Research has grown in importance as accountability criteria have become stronger (IARP, DW-Gesetz)
- If the guidelines are to remain valid, there is a serious need for updating...
- ... and expanding?

Key areas for updating

- Definitions of measures
- Guidelines must be made fully applicable to communication beyond radio and TV broadcasting
- Proliferation of platforms and implications for measurement
- Match the guidelines to the ecology of evolving research landscape
- References to codes of practice – update and expand
- Less emphasis on survey research practice, more on sector-specific needs
- Find a more appropriate name for the activity – is ‘international broadcasting’ outmoded?

The goal

- A set of guidelines which meet contemporary needs
- They should be relevant, concise, practical and authoritative
- Regular updating to maintain value
- Recognise that as media converge, so do research methods.
- Clarity about what makes research for 'international broadcasting' special

And finally....

- They are your guidelines
- Use the talent at our fingertips to reinvigorate them
- Let's take the guidelines to the next level!!