

OVERVIEW OF PRINT AND DIGITAL 'SUMMARY OF AUDIENCE RESEARCH WORLDWIDE 2017' - General population readership surveys

Country	Survey	Content updated	Who Owns the Survey	Interview length (total mins)	Interview length (readership)	Annual sample	Sample method	Sampling points	Universe	Method of r'ship interview
Afghanistan	Understanding Afghan Consumers	July 2017	Subscriptions	40	25	2000	Multi-stage probability	NA	Adult population 15+ (5 regions)	P
Argentina	Target Group Index (TGI)	July 2017	Media, advertisers and age	60	20	10173	Multi-stage probability	NA	Urban population 12-75 (11 metropo	P
Australia	Roy Morgan Single Source	July 2017	Subscriptions	50	20	c.50,000	Probability	9869	Adult population 14+	P
Australia	emma	June 2015	Joint industry body	49	18	54000	RDD	NA	Adult population 14+ (English speaki	CAWI 90%, P(CAPI) 10%
Austria	MA Media Analyse	June 2017	Publishers, agencies	40	12	15613	Part RDD CATI recruitment, part quota	NA	Adult population 14+	CAWI 100% (online/in-home)
Bahrain	National Readership Survey (NRS)	June 2017	Subscriptions	60	25	1270	Multi-stage probability	NA	Adult population 15+	P
Belgium	CIM Press Survey	July 2017	Industry Contract (CIM)	25	20	10000	Random	1500	Population 12+	P (CASI 80%/CAPI 20%)
Bolivia	Estudio General de Medios (EGM)	July 2017	Media, advertisers and age	60	15	5000	Multi-stage probability	1000	Population 13+ (4 cities)	P
Bosnia	MEDIApuls	June 2017	Subscriptions	12	7	19000	and CATI, plus Online panel sample of 2,400	1296	Population 15-74	T, CAPI, CAWI (13%)
Brazil	Target Group Index	July 2017	Media, advertisers and age	62	24	21504	Multi-stage probability	NA	Urban population 12-75 (10 markets)	P
Brazil	EGM Multimedia	June 2017	Media, advertisers and age	60	45	36048	Half random route, half quota	9.012	Urban population 10+ (9 metropolitan	P
Bulgaria	Target Group Index	August 2013	Subscriptions	25	20	10000	Quota	1020	Urban population 15-69	P (N and weekly M) + SC (month
Canada	Single-Source Print and Digital Study (SSPD)	July 2017	Industry contract (publishe	35	15-20	36000	RDD + Online panel boost	NA	Population 12+	CAWI
Chile	Target Group Index (TGI)	July 2017	Media, advertisers and age	25	18	3510	Multi-stage probability	750	Urban population 12-75 (Santiago)	P
Chile	VALIDA	June 2015	Media, advertisers and age	25	15	8400	Multi-stage probability	4200	Urban population 12+ (Santiago)	P (some HAPI)
Chile	Estudio General de Medios (EGM Nacional Ipsos)	July 2017	Media, advertisers and age	70	17	11350	Multi-stage probability	5225	Urban population 13+ (Santiago + 9 c	P
China	China National Resident Survey (CNRS)	June 2015	Subscriptions	120	40	92900	Quota	10236	Urban population 15-69 (60 cities)	P, CAWI (40%)
China	Media Atlas China	August 2013	Subscriptions	120	N/A	60200	N/S	NA	Adult population 12-64 (88 cities plus	P (80%), PCLT, CAWI, T
China	China Marketing and Media Study (CMMS)	June 2015	Subscriptions	60	40	90000	Quota	13320	Urban/suburban population 15-64 (6	P
Colombia	Target Group Index (TGI)	July 2017	Media, advertisers and age	60	20	5040	Multi-stage probability	336	Urban population 12-69 (6 major citie	P
Costa Rica	Estudio General de Medios (EGM)	August 2013	Subscriptions	70	20	12000	Random route	NA	Urban population 13-64	P
Costa Rica	Estudio Multimedia	June 2017	Media, advertisers and age	90	20	8000	Quota	800	Urban population 12-65	P
Croatia	Target Group Index (TGI)	August 2013	Subscriptions	180	15	4106	RDD	NA	Population 15-75	SC
Czech Republic	Media Projekt	June 2017	Publisher association	25	15-20	25000	Random address plus quota	4700	Population 12-79	P (CAPI)
Czech Republic	Market & Media & Lifestyle (TGI)	June 2015	Subscriptions	75	20-25	8567	Quota	1192	Population 14-79	P (CAPI) and CAWI 30%
Denmark	Index Danmark/Gallup	June 2015	Media, advertisers and age	12 (CATI)	6	30000	RDD	NA	Population 12+	CATI + SC. SC is 80% CAWI/20% p
Ecuador	Target Group Index (TGI)	July 2017	Media, advertisers and age	20	15	9000	Multi-stage probability	750	Urban population 12-75 (2 cities)	P (CAPI-tablet)
Egypt	National Readership Survey (NRS)	June 2017	Subscriptions	50	25	3500	Multi-stage probability/Online Panel	NA	Adult population 15+	P 50%, CAWI 50%
Estonia	Eesti Meediauring	August 2015	Subscriptions	30	10	1517	Random	350+	Population 15-74	P (CAPI-tablet)
Ethiopia	Media and Product Survey (AMPS)	January 2014	Advertisers and agencies	60	14 (plus 7 day SC)	16000	Not stated	559	Adult population 15+	P + 7 day diary
Finland	Kansallinen Mediatutkimus (KMT) (National Readership Survey)	September 2017	JIC (Media, agencies, adver	10 (CATI) 35(CAWI)	5 (CATI) 11 (CAWI)	26,000 (newsp./1)	Multi-stage probability	NA	Population 12+	T (newsbrands), CAWI (magazine
France	One Survey	August 2017	ACPM (Publishers, agencies	40	25	30000	RDD plus quota for individuals	NA	Adult population 15+ with access to	CAWI 100%
Germany	Media-Analyse ma 2013 Pressemedien	July 2017	Industry Contract (ag.ma)	45	25	36000	Random + 1,000 Online panel boost	8200	Adult population 14+	P (CASI), CAWI (1,000 panel inter
Germany	Allensbach Media Market Analysis, AWA 2013	July 2015	Subscriptions by publishers	125	NA	25140	Quota	3263	German speaking population 14+	P
Ghana	Media and Product Survey (AMPS)	October 2013	Advertisers and agencies	60	11(plus 7 day SC)	16000	Not stated	556	Adult population 15+	P + 7 day diary
Greece	BARI/National Readership Survey	July 2017	Subscriptions	22(CATI)	8 (CATI)	16000	RDD plus quota for individuals	NA	Population 13-74 (mainland Greece +	CATI (stage 1) + CAWI (stage 2)
Guatemala	Estudio General de Medios (EGM)	July 2017	Subscriptions	60	20	12000	Random route	NA	Urban population 13-64	P
Hong Kong	Nielsen Media Index	August 2013	Subscriptions	35-40	20	6000	Quota	NA	Population 12-64	P, CAWI
Hong Kong	Media Atlas	July 2017	Subscriptions	30	10	5022	RDD plus quota for individuals	NA	Population 12-64	T
Hungary	NRS/NOK	June 2017	Industry contract, OK Ltd	25	18	25000	Pre-selected addresses	550	Adult population 15+	P (CAPI)
India	Target Group Index	June 2015	Subscriptions	NA	25	40000	Quota	8000	Urban population 15-55 (excluding ce	P
Indonesia	Nielsen Consumer and Media View	August 2013	Subscriptions	45-60	10-15	15884	Multi-stage probability	1852	Population 10+ (10 cities)	P (CAPI)
Indonesia	Roy Morgan Readership Survey	August 2015	Subscriptions	NA	NA	30409	Random	NA	Adult population 14+	SC
Iran	Target Group Index (TGI)	July 2017	Media, advertisers and age	35-40	20	10400	Random	1000	Adult population 15+ (17 cities)	P
Iraq	National Readership Survey (NRS)	June 2017	Subscriptions	30	15	2800	Multi-stage probability	NA	Adult population 15+	P (TAPI)
Ireland	Target Group Index (TGI)	August 2017	Subscriptions	15 + SC	10	3000	RDD (51%), Online panel (49%)	NA	Adult population 15+	SC, CAWI
Ireland	Joint National Readership Survey (JNRS)	September 2017	News press publishers, ad	25	15	7000	Multi-stage probability	504	Adult population 15+	P (CAPI)
Israel	Target Group Index (TGI)	June 2015	Subscriptions	NA	10	10000	RDD (40%), Online panel (60%)	NA	Adult population 18+	SC (40%), CAWI (60%)
Italy	Audipress	July 2015	Paid for by publishers	24	15/20(00(N), 24,000(M)		Multi-stage probability	6000	Adult population 14+	P (DS-CAPI)
Jordan	National Readership Survey (NRS)	June 2017	Subscriptions	40	25	2700	Multi-stage probability	NA	Adult population 15+	P (TAPI)
Kenya	Kenya Audience Research Foundation - Establishment Survey	September 2013	Kenya Audience Research f	30	10	4000	Multi-stage probability	555	Adult population 15+	P (+ diary)
Korea	Media Index and TGI	August 2013	Ad agencies, media owners	60	20	10000	Multi-stage probability	NA	Urban population 11-69	P
Kuwait	National Readership Survey (NRS)	June 2017	Subscriptions	50	25	3000	Multi-stage probability	NA	Adult population 15+	P
Latvia	NRS	June 2015	Publishers, agencies	20	10	12000	Not stated	NA	Adult population 15-75	CAPI/CASI (80%) CAWI (20%)
Lebanon	National Readership Survey (NRS)	June 2017	Subscriptions	50	25	2500	Multi-stage probability	NA	Adult population 15+	P
Luxembourg	Etude Plurimedia	September 2017	Press and agencies	25	NS	4138	RDD (75%)/Online panel (25%)	NA	Population 12+	T (75%) CAWI (25%)
Macedonia	MEDIApuls	July 2013	Subscriptions	11	5	15065	Random household, quota individual	NA	Population 10-70	T
Mexico	Estudio General de Medios (EGM)	June 2017	Subscriptions	70	29	56700	Multi-stage probability	NA	Urban population 6-64 (27 cities)	P
Mexico	Target Group Index (TGI)	June 2015	Subscriptions	60	20	12383	Multi-stage probability	772	Urban population 12-64 (28 cities)	P
Mozambique	Media and Product Survey (AMPS)	September 2013	Advertisers and agencies	60	11(plus 7 day SC)	16000	Multi-stage probability	555	Adult population 15+	P + 7 day diary
Netherlands	NOM Print Monitor	September 2015	JIC (Advertisers, media buy	27	14	17179	nlne panel (75%), Random probability (25%)	933 (P)	Population 13+	CAWI - Some with interviewer
New Zealand	Nielsen Consumer & Media Insights (CMI)	July 2017	Subscriptions	41	25	11000	probability (75%), Online panel (19%) RDD (6%)	825 (P)	Population 10+	P (75%), CAWI (25%))
New Zealand	Roy Morgan Single Source	August 2015	Subscriptions	NA	NA	8000	RDD plus quota for individuals	NA	Adult population 14+	CAWI
Norway	Forbruker & Media (Consumer & Media)	August 2017	Media (MOC) and media a	16-17	6	45000	RDD	NA	Population 12+	T
Norway	Consumer & Media: Target Group Index (TGI)	July 2017	Subscriptions	NA	NA	16317	Recruitment from NRS CATI Survey	NA	Population 12+	CAWI 65%, SC 35%
Norway	Magazine NRS	August 2017	Media (MOC)	12	8	12000	Online panel	NA	Population 12+	CAWI 88%, SC 12%
Oman	National Readership Survey (NRS)	June 2017	Subscriptions	60	25	1500	Multi-stage probability	NA	Adult population 15+	P
Palestine	National Readership Survey (NRS)	June 2017	Subscriptions	60	25	2000	Multi-stage probability	NA	Adult population 15+	P

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Panama	Estudio Multimédios	June 2017	Subscriptions	90	20	2000	Multi-stage probability	200	Urban population 12-65 Panama City	P
Peru	Target Group Index (TGI)	July 2017	Media and agencies	30	25	4000	Multi-stage probability	N5	Urban population 12-74 (Lima)	P
Philippines	Nielsen Consumer and Media View	July 2017	Media, advertisers and agencies	180	60	10000	Multi-stage probability	1400	Population 10+	P
Poland	PBC	September 2017	Newspaper and magazine	40	23	20000	Random household	3000	Adult population 15-75	P (CAPI)
Portugal	Bareme-imprensa	July 2017	Subscriptions	14	10	10080	RDD plus quota for individuals	278	Adult population 15+	T 88%, CAWI 12%
Qatar	National Readership Survey (NRS)	June 2017	Subscriptions	60	25	1300	Multi-stage probability/Online Panel	NA	Adult population 15+	P 50%, CAWI 50%
Romania	SNA FOCUS (NRS)	June 2017	JIC (publishers, ad agencies)	32	10	14000	Multi-stage probability	NA	Adult population 14-74	P (CAPI)
Russia	National Readership Survey - 2017	August 2017	Subscriptions	22/24/26	17/16/16	78000	RDD	NA	Urban population 16+	T 80-90%, CAWI 20-10%
Saudi Arabia	National Readership Survey (NRS)	June 2017	Subscriptions	60	25	2000	Multi-stage probability/Online Panel	NA	Adult population 15+	P 51%, CAWI 49%
Serbia	Target Group Index (TGI)	September 2017	Subscriptions	25	15	4877	Stratified random	260	Adult population 15-69	P
Serbia	MEDIApuls	August 2013	Subscriptions	12	8	64800	Random household, quota individual	NA	Population 12+	T
Singapore	Nielsen Media Index	June 2015	Subscriptions	30-40	10-15	4200	Multi-stage probability	336	Adult population 15+	P
Slovak Republic	Market & Media & Lifestyle – TGI	June 2017	Subscriptions	75	20-25	8567	Quota	1192	Adult population 14-79	P + SC. SC (incl.media) 30% CAWI
Slovenia	Target Group Index (TGI)	September 2017	Subscriptions	217	15	4090	Stratified random	NA	Adult population 15-75	CATI/P for personal details. 100%
Somalia	Media and Product Survey (AMPS)	December 2013	Advertisers and agencies	60	13 (plus 7 day SC)	16000	Not stated	558	Adult population 15+	P + 7 day diary
South Africa	Establishment Survey	September 2017	Publisher and broadcaster	45	10	25000	Probability	6250	Adult population 15+	P (CAPI)
Spain	Estudio General de Medios (EGM)	June 2017	Industry contract (AIMC)	30/12/13	5/2/5	0,000 (magazines)	CATI- newspapers), Quota (CAPI- magazines)	1,286 (multi-media)	Adult population 14+	P (CAPI) multi-media + T (newspapers)
Sweden	ORVESTO Consumer	July 2013	Subscriptions	NA	NA	43000	Random	NA	Adult population 15-79	SC
Switzerland	MACH Basic	June 2017	JIC (WEMF/REMP)	26-40	5-17	19000	Random	NA	Adult population 14+ (in telephone/n)	T (55%), CAWI (45%)
Syria	National Readership Survey (NRS)	June 2017	Subscriptions	40	25	2000	Multi-stage probability	NA	Adult population 15+	T
Thailand	Consumer Media View	August 2013	Subscriptions	90	30	9032	Multi-stage probability	NA	Population 12+	P
Turkey	National Readership Survey (BIAK)	September 2017	Print media/ Ad. Agencies	30	20	36000	Quasi- random	1260	Urban population 15+	P (CAPI)
Ukraine	MMI Ukraine	July 2017	Subscriptions	40	20	14000	Quota	NA	Urban population 12-65	P
Ukraine	PMI Regions	July 2017	Subscriptions	25/40	25/40	61946	Quota	NA	Urban population 12-65	P, CAWI (78%)
United Arab Emirates	National Readership Survey (NRS)	June 2017	Subscriptions	50	25	4000	Multi-stage probability/Online Panel	NA	Adult population 15+	CAWI 52%, P 48%
United Kingdom	JICREG (Joint Industry Committee for Regional Media Research)	June 2017	Individual publishers	N/A	N/A	79000	Model based on AMP interviews	NA	Adult population 15+	Model based on AMP (P interview)
United Kingdom	Audience Measurement for Publishers (AMP)	June 2017	Industry contract (PAMCo)	27	12	31074	Multi-stage probability	2376	Adult population 15+	P (CAPI)
United Kingdom	Target Group Index (TGI)	August 2017	Subscriptions	15	10	26500	Random location plus Online panel	personal interview	Adult population 15+	CAWI 70%, SC 30%
Uruguay	Estudio General de Medios (EGM)	June 2015	Subscriptions	60	10	2016	Multi-stage probability	252	Urban population 13-99	P (TAPI)
USA	Survey of the American Consumer, GfK Mediamark Research & Analytics	June 2015	Subscriptions	65	25	25000	Area probability	2600	Adult population 18+ (in 48 states)	P
USA	Nielsen Scarborough	July 2015	Subscriptions	20	5	203921	RDD	2000+	Adult population 18+	T
Vietnam	Target Group Index (TGI)	September 2017	Subscriptions	60	10	8520	Quota	222	Urban population 15-54 (4 cities)	P
Zambia	KARF Quarterly Audience Measurement Survey	August 2013	Joint industry body	55	5	16000	Multi-stage probability	1350	Adult population 15+	P + 7 day diary

RDD = Random Digit Dialling

P= Personal
SC= Paper Self-completion
T= Telephone

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Country	Survey	Media covered						Total number of print titles	Digital platforms							
		Newsp. Magaz	Intern TV	Radio	Cinem	Outdo	Direct		Mobili	Other	Measured on survey?	PC Websites	Mobile platform	Digital editions/H Apps	Number	Passive
Afghanistan	Understanding Afghan Consumers	✓	✓	✓	✓	✓	✓	49	No							
Argentina	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	130	Yes	✓						
Australia	Roy Morgan Single Source	✓	✓	✓	✓	✓	✓	565	Yes - after print		✓		X	✓	92 brands	Not stated
Australia	emma	✓	✓	✓	✓	✓	✓	590	Yes - after print. Plus fusion with	✓	✓		✓	✓	c.60 brands	Calibrated to WAM browse
Austria	MA Media Analyse	✓	✓	✓	✓	✓	✓	72	No						c.68 brands	Some direct from survey data
Bahrain	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	310	Yes	✓	✓		✓	✓	Not stated	For internal use only
Belgium	CIM Press Survey	✓	✓	✓	✓	✓	✓	186	Yes - screen in for print and digital	✓	✓		✓	✓	Not stated	Fusion planned. Previously
Bolivia	Estudio General de Medios (EGM)	✓	✓	✓	✓	✓	✓	98	Yes - after print				✓	✓	Not stated	Direct from survey data
Bosnia	MEDIApuls	✓	✓	✓	✓	✓	✓	40	No						Not stated	Cookie based techniques
Brazil	Target Group Index	✓	✓	✓	✓	✓	✓	146	Yes - after print			✓	✓	✓	32 brands	Direct from survey data
Brazil	EGM Multimedia	✓	✓	✓	✓	✓	✓	171	Yes - in alongside/in combination	✓			✓	✓	Not stated	Data fusion with online data
Bulgaria	Target Group Index	✓	✓	✓	✓	✓	✓	129	No						Not stated	Direct from survey data
Canada	Single-Source Print and Digital Study (SSPD)	✓	✓	✓	✓	✓	✓	154	Yes - alongside print	✓	✓		✓	✓	All brands	Direct from survey data but
Chile	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	126	Yes						21 brands	Direct from survey data
Chile	VALIDA	✓	✓	✓	✓	✓	✓	33	Yes	Not stated			Not stated	Not stated	Not stated	Not stated
Chile	Estudio General de Medios (EGM Nacional Ipsos)	✓	✓	✓	✓	✓	✓	98	Yes - after print				✓	✓	Not stated	Not stated
China	China National Resident Survey (CNRS)	✓	✓	✓	✓	✓	✓	860+	Passive measurement via CNRS - Clickstream	✓					✓	Clickstream data integrated
China	Media Atlas China	✓	✓	✓	✓	✓	✓	444	Yes						Not stated	Direct from survey data
China	China Marketing and Media Study (CMMS)	✓	✓	✓	✓	✓	✓	727	Yes				✓	✓	Not stated	Direct from survey data
Colombia	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	125	Yes	✓			✓	✓	Not stated	Direct from survey data
Costa Rica	Estudio General de Medios (EGM)	✓	✓	✓	✓	✓	✓	128	No						Not stated	Direct from survey data
Costa Rica	Estudio Multimedia	✓	✓	✓	✓	✓	✓	77	Yes - after print			✓			4 brands	Direct from survey data
Croatia	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	136	No						Not stated	Direct from survey data
Czech Republic	Media Projekt	✓	✓	✓	✓	✓	✓	231	No						Not stated	Direct from survey data
Czech Republic	Market & Media & Lifestyle (TGI)	✓	✓	✓	✓	✓	✓	247	Yes - after print	✓					30 brands	Direct from survey data
Denmark	Index Danmark/Gallup	✓	✓	✓	✓	✓	✓	433	Yes				✓	✓	4 brands	Testing combined passive and
Ecuador	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	95	Yes - after print				✓	✓	24 brands	Calibrated
Egypt	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	246	Yes - in ICT section	✓	✓		✓	✓	Not stated	For internal use only
Estonia	Eesti Meediauring	✓	✓	✓	✓	✓	✓	65	Yes - after print	✓	✓		✓	✓	Up to 45 brands	Data fusion
Ethiopia	Media and Product Survey (AMPS)	✓	✓	✓	✓	✓	✓	242	No						Not stated	Direct from survey data
Finland	Kansallinen Mediatutkimus (KMT) (National Readership Survey)	✓	✓	✓	✓	✓	✓	380	Yes - after print	✓	✓		✓	✓	130 brands	Calibrated to passive external
France	One Survey	✓	✓	✓	✓	✓	✓	585	Yes - after print. Plus fusion with	✓	✓		✓	✓	Up to 284 brands	Data fusion with online data
Germany	Media-Analyse ma 2013 Pressemedien	✓	✓	✓	✓	✓	✓	167	No						Not stated	Data fusion with online
Germany	Allensbach Media Market Analysis, AWA 2013	✓	✓	✓	✓	✓	✓	277	Not stated						Not stated	Direct from survey data
Ghana	Media and Product Survey (AMPS)	✓	✓	✓	✓	✓	✓	239	No						Not stated (include non print)	Direct from survey data. Fusion
Greece	BARI/National Readership Survey	✓	✓	✓	✓	✓	✓	35	Yes - in separate CAWI interview	✓					Not stated	Direct from survey data
Guatemala	Estudio General de Medios (EGM)	✓	✓	✓	✓	✓	✓	118	Yes - after print	✓					Not stated	Direct from survey data
Hong Kong	Nielsen Media Index	✓	✓	✓	✓	✓	✓	68	Yes - after print	✓					Not stated	Direct from survey data
Hong Kong	Media Atlas	✓	✓	✓	✓	✓	✓	64	Yes - after print	✓	✓		✓	✓	c.28 brands	Direct from survey data
Hungary	NRS/NOK	✓	✓	✓	✓	✓	✓	117	Yes						117 brands	Digital editions included with
India	Target Group Index	✓	✓	✓	✓	✓	✓	465	No						Not stated	Direct from survey data
Indonesia	Nielsen Consumer and Media View	✓	✓	✓	✓	✓	✓	374	No						Not stated	Direct from survey data
Indonesia	Roy Morgan Readership Survey	✓	✓	✓	✓	✓	✓	354	Yes - after print	✓					18 brands	Direct from survey data
Iran	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	227	No						Not stated	Direct from survey data
Iraq	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	83	Yes	✓	✓		✓	✓	Not stated	Not stated
Ireland	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	88	No						Not stated	Direct from survey data
Ireland	Joint National Readership Survey (JNRS)	✓	✓	✓	✓	✓	✓	110	Yes - after print	✓	✓		✓	✓	20 brands	Data to be used to assist fusion
Israel	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	352	Yes - after print	✓	✓		✓	✓	Not stated	Direct from survey data
Italy	Audipress	✓	✓	✓	✓	✓	✓	127	Yes - alongside print	✓			✓	✓	101 brands	Direct from survey data
Jordan	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	170	Yes - mainly in ICT section	✓	✓		✓	✓	Not stated	For internal use only
Kenya	Kenya Audience Research Foundation - Establishment Survey	✓	✓	✓	✓	✓	✓	71	Not stated						Not stated	Direct from survey data
Korea	Media Index and TGI	✓	✓	✓	✓	✓	✓	201	Not stated						Not stated	For internal use only
Kuwait	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	228	Yes - in ICT section	✓	✓		✓	✓	Not stated	For internal use only
Latvia	NRS	✓	✓	✓	✓	✓	✓	170	No						Not stated	Direct from survey data
Lebanon	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	287	Yes - alongside print	✓	✓		✓	✓	Not stated	For internal use only
Luxembourg	Etude Plurimedia	✓	✓	✓	✓	✓	✓	34	Yes - after print	✓			✓	✓	7 brands	Direct from survey data
Macedonia	MEDIApuls	✓	✓	✓	✓	✓	✓	40	Not stated						Not stated	Direct from survey data
Mexico	Estudio General de Medios (EGM)	✓	✓	✓	✓	✓	✓	538	Yes - after/alongside print	✓	✓		✓	✓	Not stated	Fusion with comScore
Mexico	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	146	Yes - digital editions				✓	✓	29 brands	Direct from survey data
Mozambique	Media and Product Survey (AMPS)	✓	✓	✓	✓	✓	✓	238	No						Not stated	Direct from survey data
Netherlands	NOM Print Monitor	✓	✓	✓	✓	✓	✓	159	Yes - brand first alongside print	Not platform specific	Not platform specific	Not platform specific	Not platform specific	Not platform specific	All brands	Direct from survey data
New Zealand	Nielsen Consumer & Media Insights (CMI)	✓	✓	✓	✓	✓	✓	184	Yes - after print. Plus fusion with	Not platform specific	Not platform specific		✓	✓	Not stated	Fusion with online ratings
New Zealand	Roy Morgan Single Source	✓	✓	✓	✓	✓	✓	332	Yes - alongside print	✓	✓		✓	✓	23 brands	Direct from survey data
Norway	Forbruker & Media (Consumer & Media)	✓	✓	✓	✓	✓	✓	155	Yes - after print. Also passive measurement	✓	✓		✓	✓	155 brands	Calibrated to passive data
Norway	Consumer & Media: Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	250	Yes - plus integrate digital/online	✓	✓		✓	✓	160 brands	Calibrated to passive data
Norway	Magazine NRS	✓	✓	✓	✓	✓	✓	83	Yes - via TGI which integrates print	✓	✓		✓	✓	Not stated	Calibrated to passive data
Oman	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	271	Yes - in ICT section						Not stated	Direct from survey data
Palestine	National Readership Survey (NRS)	✓	✓	✓	✓	✓	✓	51	Yes - in ICT section				✓	✓	Not stated	For internal use only

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Country	Survey	Media covered						Total number of print titles	Digital platforms					Passive	How digital reported		
		Newsp	Magaz	Intern	TV	Radio	Cinem		Outdo	Direct	Mobili	Other	Measured on survey?			PC Websites	Mobile platfor
Panama	Estudio Multimédios	✓	✓	✓	✓	✓	✓	90	Yes	✓					Not stated		Not stated
Peru	Target Group Index (TGI)	✓	✓					98	Yes - after print	✓			✓		Not stated	✓	Calibrated to external data
Philippines	Nielsen Consumer and Media View	✓	✓	✓	✓	✓	✓	214	Yes	✓		✓		Not stated		For internal use only	
Poland	PBC	✓	✓			✓		169	Yes	✓				90 brands		Not stated	
Portugal	Bareme-imprensa	✓	✓					70	Not stated								
Qatar	National Readership Survey (NRS)	✓	✓			✓	✓	372	Yes	✓	✓		✓		Not stated		Not stated
Romania	SNA FOCUS (NRS)	✓	✓	✓	✓	✓	✓	69	Yes - total brand measure	✓				15 brands	✓	Calibrated to passive extern	
Russia	National Readership Survey - 2017	✓	✓	✓				233/233/641	No						✓	Fusion with Web Index	
Saudi Arabia	National Readership Survey (NRS)	✓	✓	✓	✓			51	Yes - in ICT section	✓	✓	✓	✓	Not stated		Not stated	
Serbia	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	80	No								
Serbia	MEDIApuls	✓	✓			✓		110	Not stated								
Singapore	Nielsen Media Index	✓	✓	✓	✓	✓	✓	59	Yes	✓	✓			Not stated		Not stated	
Slovak Republic	Market & Media & Lifestyle – TGI	✓	✓	✓	✓	✓	✓	247	Yes - after print	✓				30 brands		Direct from survey data	
Slovenia	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	148	Yes - after print	✓	✓	✓		8 brands		Direct from survey data	
Somalia	Media and Product Survey (AMPS)	✓	✓	✓	✓	✓	✓	241	No								
South Africa	Establishment Survey	✓	✓	✓	✓	✓	✓	No individual bra	Yes - in combination with gener	✓	✓			Not stated			
Spain	Estudio General de Medios (EGM)	✓	✓	✓	✓	✓	✓	221	Yes - after print	✓	✓	✓		Same as printed editions		Direct from survey data	
Sweden	ORVESTO Consumer	✓	✓	✓	✓	✓	✓	500	Yes - after print. Also passive m	✓			✓		✓	Calibrated to passive data	
Switzerland	MACH Basic	✓	✓	✓	✓	✓	✓	250	Yes - after print. Also passive m	✓	✓	✓	✓	66 brands	✓	Calibrated to passive data	
Syria	National Readership Survey (NRS)	✓	✓					104	Yes	✓	✓	✓	✓	Not stated		For internal use only	
Thailand	Consumer Media View	✓	✓	✓	✓	✓	✓	280	Yes	✓				Not stated		Not stated	
Turkey	National Readership Survey (BIAK)	✓	✓	✓	✓	✓	✓	120	Yes - after print	✓	✓	✓	✓	20 brands		For internal use only	
Ukraine	MMI Ukraine	✓	✓	✓	✓	✓	✓	49	No								
Ukraine	PMI Regions	✓	✓	✓	✓	✓	✓	291/114	Yes	✓	✓	✓	✓	Not stated		Not stated	
United Arab Emirates	National Readership Survey (NRS)	✓	✓			✓		395	Yes - in ICT section	✓	✓	✓	✓	Not stated		Not stated	
United Kingdom	JICREG (Joint Industry Committee for Regional Media Research)	✓	✓	✓	✓	✓	✓	NA	Off survey technique	✓				Not stated		Off survey technique	
United Kingdom	Audience Measurement for Publishers (AMP)	✓	✓	✓	✓	✓	✓	326	Yes - brand-first, not platform s	✓	✓	✓	✓	All brands	✓	Used for fusion only	
United Kingdom	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	233	Yes - also participants recruited to take a meter, and TGI Clickstream data fused.	✓				Not stated	✓	Direct from survey data. Se	
Uruguay	Estudio General de Medios (EGM)	✓	✓	✓	✓	✓	✓	100	Yes	✓	✓	✓	✓	10 brands		Not stated	
USA	Survey of the American Consumer, GfK Mediemark Research &	✓	✓	✓	✓	✓	✓	199	Yes - alongside print. Plus fusio	✓	✓	✓	✓	199 magazine br	✓	Direct from survey data, pl	
USA	Nielsen Scarborough	✓	✓	✓	✓	✓	✓	2300+	Yes - after print	✓		✓		250+ brands		Direct from survey data	
Vietnam	Target Group Index (TGI)	✓	✓	✓	✓	✓	✓	No individual bra	Yes - in combination with general reading of print					N/A		Direct from survey data	
Zambia	KARF Quarterly Audience Measurement Survey	✓	✓	✓	✓	✓	✓	10	Yes - before print					Not stated		Direct from survey data	

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Country	Survey	Readership stimulus	Sequence of reader	Type of screening/filter question	Type of Frequency question	Type of recency question	Rotation of publication groups	Rotation of titles within groups
Afghanistan	Understanding Afghan Consumers	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, number out of 7, 4, 12	Disclosed	R	R
Argentina	Target Group Index (TGI)	B/W masthead cards	S,F,R	Past 3, 6 months	Numeric, number out of last 4	Disclosed	Fixed: D,S,W,F,M	R
Australia	Roy Morgan Single Source	Newspapers and weeklies: printed titles	S,R (Specific issue)	Past 7 days, 4 weeks	N/A	Disclosed(N)/Cover recognition	Fixed: D,S,W, M	R
Australia	emma	Coloured mastheads (newspapers, magazines)	S,R	Past 12 months	N/A	Disclosed	Fixed: newspapers, newspapers	R
Austria	MA Media Analyse	Coloured masthead cards	S,F,R	Past 7 days, past 3, 6, 12 months	Numeric, number out of 5, 6, 7, 12	Disclosed	Fixed: M, F, W, D	R (at random)
Bahrain	National Readership Survey (NRS)	B/W masthead cards	S,F,R	Past 12 months	Numeric, number out of 7, 4, 12	Disclosed	R	R
Belgium	CIM Press Survey	Coloured mastheads on screen	S,R,F	In the last months	Verbal, 5 points, with numeric explanations	Disclosed	R	R
Bolivia	Estudio General de Medios (EGM)	Coloured mastheads	S,F,R	Past 30 days, past 6 months	Numeric, number out of last 7,6,4,3	Disclosed	R	Fixed
Bosnia	MEDIApuls	NA	S,F,R	Past 14 days, 6 weeks, 3 months, 6 months	Numeric, number out of last 14, 6	Disclosed	Fixed: N, M	R
Brazil	Target Group Index	B/W masthead cards	S,F,R	Past 3, 6 months	Numeric, number out of last 5, 4	Disclosed	Fixed: D,S,W,F,M	R
Brazil	EGM Multimedia	Coloured mastheads in booklet	S,F,R	Past 3, 6, 12 months	Numeric, number out of last 7, 5	Disclosed	R	R
Bulgaria	Target Group Index	Grouped typescript cards (personal interviews)	S,F,R	Last 12 months	Mixed verbal/numeric, 5 points	Disclosed	Fixed	Fixed
Canada	Single-Source Print and Digital Study (SSPD)	Masthead on screen	S,R,F	Past 3 months (newsbrand print or digital)	Numeric, number out of 5, 4 (not specified for print)	Disclosed	Fixed for newsbrands :weekday	R
Chile	Target Group Index (TGI)	B/W masthead cards	S,F,R	Past 1, 6 months	Numeric, number out of last 4/5	Hidden	Fixed: D, S, W, F, M	R
Chile	VALIDA	Coloured mastheads	S,F,R	Past 6 months, 30 days	Numeric, number out of last 4, 5	Disclosed	R	R
Chile	Estudio General de Medios (EGM Nacional Ipsos)	Coloured mastheads	S,F,R	Past 30 days, past 6 months	Numeric, number out of last 4, 5	Disclosed	R	R
China	China National Resident Survey (CNRS)	Coloured mastheads in booklet	S,F,R	Past 12 months	Verbal, 6 points, with numeric explanations	Disclosed (dailies), hidden (others)	R	R
China	Media Atlas China	Not stated	S,R,F	Past 12 months	Numeric, number out of 6	Not stated	Not stated	Not stated
China	China Marketing and Media Study (CMMS)	Coloured mastheads	S,R,F	Past year	Verbal, 4 points, with numeric explanations	Hidden	R	Fixed
Colombia	Target Group Index (TGI)	B/W masthead cards	S,F,R	Past 6 months, past 30 days	Numeric, number out of last 4, 6	Disclosed	Fixed: D, S, W, F, M	R
Costa Rica	Estudio General de Medios (EGM)	Coloured mastheads	S,R,F	Past 3, 6 months	Numeric, number out of last 4, 6	Hidden	Fixed: newspapers, magazines	Fixed
Costa Rica	Estudio Multimedia	Coloured mastheads	S,F,R	Past month, 6 months	Numeric, number out of 6	Disclosed	Fixed: D, S, W, M, BM	R
Croatia	Target Group Index (TGI)	Titles on self-completion questionnaire	F,R	NA	Verbal, 4 points	Disclosed	Fixed: D, W, M, F, BM	R (magazines)
Czech Republic	Media Projekt	Mastheads on CAPI screen	R,F	NA	Numeric, number out of 12	Disclosed	Fixed: newspapers, supplement	R (magazines)
Czech Republic	Market & Media & Lifestyle (TGI)	B/W masthead cards	S,R,F	Past 14 days, 3, 6, 12 months	Numeric, number in last 14 days, 3,6,12 months	Disclosed	Fixed: newspapers, supplement	R (magazines)
Denmark	Index Danmark/Gallup	Mastheads for SC (read by telephone)	R,F (dailies) F,R (magazines)	Past 3 months, 12 months, ever	Mixed verbal/numeric, 6 points	Disclosed (M), hidden (N)	R	R
Ecuador	Target Group Index (TGI)	Coloured mastheads	S,F,R	Past 30 days, past 6 months	Numeric, number out of last 4, 5	Hidden	Fixed: D,S,W,F,M	R
Egypt	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, variable	Disclosed (newsbrands), Hidden (others)	R	R
Estonia	Eesti Meediauring	Mastheads	N/S	Last 6 issues	Numeric, number out of last 6	N/S	N/S	N/S
Ethiopia	Media and Product Survey (AMPS)	Diary (not precoded)	S,R,F	Past 12 months	Numeric, number out of last 5/6/7/12 issues	Hidden	Fixed: newspapers, weeklies, magazines	Fixed
Finland	Kansallinen Mediatutkimus (KIMT) (National Readership Survey)	Colour masthead and front cover (magazines)	S,F,R (newbrands) R (others)	Past 12 months (newsbrands only)	Numeric, number out of last 7	Disclosed	R	R
France	One Survey	Coloured grouped mastheads on-screen	S,F,R	Past 12 months	Mixed verbal/numeric, 5 or 4 points	Disclosed	Fixed: regional N, national N, frequency	R (magazines)
Germany	Media-Analyse ma 2013 Pressemedien	Coloured mastheads on-screen	S,F,R	Past 2-3 years (then 14 days- dailies, 3 months- weeklies)	Numeric, number out of last 12	Disclosed	Fixed: M, F,W, D, others	R
Germany	Allensbach Media Market Analysis, AWA 2013	B/W masthead cards	F,R	(F acts as filter)	Verbal, 7 points	Disclosed	Fixed: Q&BM, M, F,W, D, others	R
Ghana	Media and Product Survey (AMPS)	Diary (not precoded)	S,R,F	Past 12 months	Numeric, number out of last 5/6/7/12 issues	Hidden	Fixed: newspapers, weeklies, magazines	Fixed
Greece	BARI/National Readership Survey	Newspapers read out (CATI) Magazine	S,F,R	Past 12 months	Verbal, 4 points, with numeric explanations	Disclosed	R for magazines	R
Guatemala	Estudio General de Medios (EGM)	Coloured mastheads	S,R,F	Past 12, 6, 3 months	Numeric, number out of last 4	Hidden	Fixed: Newspapers, Magazines	Fixed
Hong Kong	Nielsen Media Index	Coloured mastheads, booklet/screen	R,F	(R acts as filter)	Numeric, number in past 7 days, month, past 12 months	Disclosed	R	R
Hong Kong	Media Atlas	NA	S,R, F	Past 12 months	Numeric, number out of 6	Disclosed	R	R
Hungary	NRS/NOK	Grouped mastheads on screen	S,F,R	Last 12 months	Numeric, depending on publication frequency	Disclosed	R	R
India	Target Group Index	Mastheads in booklet	F,R	NA	Numeric, with some verbal explanations	Disclosed	Fixed: Q, M, F, W, D	Fixed
Indonesia	Nielsen Consumer and Media View	Coloured grouped masthead cards, in booklet	S,F,R	Past 12 months	Verbal, 5 points with numeric explanations	Hidden	R	R
Indonesia	Roy Morgan Readership Survey	Titles on self-completion questionnaire	S,F,R	Past 2 months, 4, 2 weeks, 7 days	Numeric, number in last 2 publishing intervals	Disclosed	Fixed: D,S,BW,W,F, BM newspaper	Fixed
Iran	Target Group Index (TGI)	No	S,F,R	Past month, week	Numeric 5/6 points	NS	Fixed: W,F,M,Q, Newspapers by	Fixed
Iraq	National Readership Survey (NRS)	NA	S,F,R	Past 12 months	Numeric, out of 7, 4	Disclosed	R	R
Ireland	Target Group Index (TGI)	Titles on self-completion questionnaire	F,R	(F acts as filter)	Verbal, 4 points with numeric explanations	Disclosed	Fixed (by product field)	Fixed
Ireland	Joint National Readership Survey (JNRS)	Coloured masthead cards	F,R	(F acts as filter)	Verbal, 4 points, with numeric explanations	Disclosed	R	R
Israel	Target Group Index (TGI)	Titles on self-completion questionnaire	S,R,F	Past 3, 6, 12 months	Numeric, number out of past x	Disclosed	Fixed: D, W, F, M, BM	R
Italy	Audipress	Coloured mastheads on DS-CAPI screen	S,F,R	Past 3, 12 months	Numeric, number out of last 12 (M), 10 points	Disclosed	R	R
Jordan	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, number out of 7,4,12	Disclosed	R	R
Kenya	Kenya Audience Research Foundation - Establishment Survey	Titles read out	S,R,F	Past 4 weeks, past 6 months	Numeric, number out of 6,4	Hidden	Fixed: D, S, W, M	Fixed
Korea	Media Index and TGI	Mastheads cut from publications, in booklet	S,F,R	(F acts as filter)	Numeric, number last week, month, 6 months	Hidden	Fixed: D, W, M	Fixed
Kuwait	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, out of 7, 4, 12	Disclosed	R	R
Latvia	NRS	Colour mastheads and two front pages	S,R,F	Past 6 weeks, 3 months, 6 months, 12 months	Numeric, out of 6	Disclosed	R	R
Lebanon	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, out of 7, 4, 12	Disclosed	R	R
Luxembourg	Etude Plurimedia	NA - CATI (CAWI not specified)	S,F,R	Past few months	Verbal, 5 points, with numeric explanations	Disclosed	Fixed	R
Macedonia	MEDIApuls	No reading out titles (spontaneous classification)	R,F		Numeric in last 7 days, 6 weeks, 6 months	Disclosed	Yes	NA (spontaneous)
Mexico	Estudio General de Medios (EGM)	Coloured mastheads	S,F,R	Past 6 months, 30 days	Numeric, number in month, 3 months, 6 months	Disclosed	R	R
Mexico	Target Group Index (TGI)	B/W masthead cards	S,R,F	Past 3, 6 months	Numeric, number out of last 4, 6	Disclosed	Fixed: D, S, W, F, M	R
Mozambique	Media and Product Survey (AMPS)	Diary (not precoded)	S,R,F	Past 12 months	Numeric, number out of last 4, 6	Hidden	Fixed: newspapers, weeklies, magazines	Fixed
Netherlands	NOM Print Monitor	Grouped mastheads and covers on screen	S, Specific Issue Readership	Past 12 months	Derived from specific issue readership (6 issues)	Specific Issue Readership, cover	R	R
New Zealand	Nielsen Consumer & Media Insights (CMI)	B/W masthead cards	S,F,R	Last 12 months (M), last month (N)	Numeric, number out of 4	Disclosed	Fixed: D, W, F, M, BM, Q, others	R
New Zealand	Roy Morgan Single Source	Titles listed on screen	S,F,R	Past 7 days, 2, 4 weeks, 2,4,6,12 months	Numeric, number out of last 2	Disclosed	Fixed: D, W, F, M, BM, Q, others	Fixed
Norway	Forbruker & Media (Consumer & Media)	Newspapers read out over 'phone,	S,R,F	Past 12 months	Numeric, out of last 6	Hidden	(Platforms fixed)	R
Norway	Consumer & Media: Target Group Index (TGI)	Mastheads, two front pages & typed	S,R,F	Past 12 months (newspapers only)	Numeric, out of last 6	Disclosed	NS	NS
Norway	Magazine NRS	Colour mastheads and two front pages	R,F		Numeric, out of last 6	Disclosed	Fixed	R
Oman	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, out of 7, 4, 12	Disclosed	R	R
Palestine	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, out of 7, 4, 12	Disclosed	R	R

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Country	Survey	Readership stimulus	Sequence of reader	Type of screening/filter question	Type of Frequency question	Type of recency question	Rotation of publication groups	Rotation of titles within groups
Panama	Estudio Multimedios	Coloured mastheads	S,F,R	Past month, 6 months	Numeric, out of 5, 4 for newspapers	Disclosed	Fixed: D, S, W, F, M, BM	R
Peru	Target Group Index (TGI)	B/W mastheads	S,F,R	Last month, last 6 months	Numeric, number out of last 4, 5	Hidden	Fixed: D,S,W,F,M, BM, Q	R
Philippines	Nielsen Consumer and Media View	Coloured mastheads	S,F,R	Past year	Numeric, 5 points	Disclosed	R	R
Poland	PBC	Mastheads on CAPI screen	S,R,F	Past month, 12 months	Numeric, out of last x	Disclosed	R	R
Portugal	Bareme-imprensa	Titles (grouped) read out over telephone	S,R	Past month, 2, 6 months	N/A	Disclosed	R	R
Qatar	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, out of 7, 4, 12	Disclosed	R	R
Romania	SNA FOCUS (NRS)	Coloured mastheads on CAPI screen	S,F,R	Past 12 months, 4-6 months, 3-4 weeks	Numeric, out of last 6	Disclosed	R	R
Russia	National Readership Survey - 2017	Titles read out over telephone/CAWI	S,F,R	Past 6 months	Verbal, 5 points	Disclosed	R (partly)	R
Saudi Arabia	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, out of 7, 4, 12	Disclosed	R	R
Serbia	Target Group Index (TGI)	Mastheads on showcards	S,F,R	Past 12 months	Numeric, 5 points	Disclosed	Fixed: D, W, M, F	Fixed
Serbia	MEDIApuls	No reading out titles (spontaneous classification)	R,F	NA	Numeric in last 7 days, 6 weeks, 6 months	Disclosed	Yes	NA (spontaneous)
Singapore	Nielsen Media Index	Coloured mastheads	S,F,R	Past year	Numeric, number in average week, month, 3	Disclosed	Fixed	R
Slovak Republic	Market & Media & Lifestyle – TGI	Mastheads on showcards	S,F,R	Past 14 days, 3, 6, 12 months	Numeric, number in last 14 days, 3, 6, 12 months	Disclosed	Fixed: D, S, W, F, M	Fixed
Slovenia	Target Group Index (TGI)	Titles on self-completion questionnaire	F,R	NA	Verbal, 4 points with numeric explanations	Disclosed	Fixed: M, W, D, F, BM	Fixed
Somalia	Media and Product Survey (AMPS)	Diary (not precoded)	S,R,F	Past 12 months	Numeric, number out of last 5/6/7/12 issues	Hidden	Fixed: newspapers, weeklies, magazines	Fixed
South Africa	Establishment Survey	N/A	N/A	Past 12 months	N/A	N/A	N/A	N/A
Spain	Estudio General de Medios (EGM)	Coloured grouped mastheads on CAPI screen	S,F,R	Past 30 days (N), past 6 months (M)	Numeric number out of 7, 4, 6	Disclosed	R	R
Sweden	ORVESTO Consumer	Mini mastheads in self-completion questionnaire	F	NA	Mixed verbal/numeric, 7 points	NA	Fixed	Fixed
Switzerland	MACH Basic	Booklet of mastheads sent out for CAPI screen	S,F,R	Past 6 months	Numeric, number out of 6	Disclosed	R	R
Syria	National Readership Survey (NRS)	Titles read out over telephone	S,F,R	Past 12 months	Numeric, out of 7, 4, 12	NS	R	R
Thailand	Consumer Media View	Coloured grouped mastheads in booklet	F,R	(F acts as filter)	Verbal, 4 points with numeric explanations	Hidden	R	R
Turkey	National Readership Survey (BIAK)	Coloured mastheads	F,R	(F acts as filter)	Verbal, 4 points with numeric explanations	Disclosed	R	R
Ukraine	MMI Ukraine	Coloured mastheads in booklet	S,F,R	Past 6 months	Verbal, 5 points	Disclosed	Fixed: D,W, M	R
Ukraine	PMI Regions	Titles read out over telephone/colour	S,F,R	Past 6 months	Verbal, 5 points	Disclosed	Fixed: D,W, M	R
United Arab Emirates	National Readership Survey (NRS)	B/W masthead cards, in booklet	S,F,R	Past 12 months	Numeric, number out of 7, 4, 12	Disclosed	R	R
United Kingdom	JICREG (Joint Industry Committee for Regional Media Research)	See AMP	See AMP	See AMP	See AMP	See AMP	See AMP	See AMP
United Kingdom	Audience Measurement for Publishers (AMP)	Grouped colour mastheads on CAPI screen	S,R,F (however onsite)	Past 12 months	Verbal, 4 points, with numeric explanations	Disclosed	R for screen-in, Fixed for recency	R
United Kingdom	Target Group Index (TGI)	Titles on self-completion questionnaire	S,F,R	Past year	Verbal, 3 points, with numeric explanations	Disclosed	Fixed	Fixed
Uruguay	Estudio General de Medios (EGM)	Coloured mastheads	S,F,R	Past 30 days/ 6 months	Numeric, number out of last x	Disclosed	R	R
USA	Survey of the American Consumer, GfK Mediarmark Research & Analytics	B/W masthead cards	S,F,R	Past 7 days, 30 days, 6 months	Numeric, number out of average 5 or 4	Disclosed (M), hidden (N)	R (magazines)	R
USA	Nielsen Scarborough	Aided list read out	Not stated	Past 7 days, 4 weeks, 6 months	Not stated	Not stated	R	Fixed
Vietnam	Target Group Index (TGI)	Not stated	F (general)	N/A	Not stated	N/A	N/A	N/A
Zambia	KARF Quarterly Audience Measurement Survey	Not stated	S,R	N/A	Diary	Disclosed	N/A	N/A
							R=Rotated	R=Rotated

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Country	Survey	Engagement questions	Fusion/modelling to create integrated datasets with:			
			Marketing data	Digital	Other media	Other r'ship data
Afghanistan	Understanding Afghan Consumers	Source of copy, place of reading				
Argentina	Target Group Index (TGI)	Source of copy, time spent , when obtained, no.of occasions, subjects read				
Australia	Roy Morgan Single Source	Source of copy				
Australia	emma	Source of copy, proportion read, motivation for reading, connection with the title, action taken	✓	✓	✓	✓
Austria	MA Media Analyse	Source of copy for dailies only				
Bahrain	National Readership Survey (NRS)	Source of copy, place of reading				
Belgium	CIM Press Survey	Source of copy, amount of reading			✓	
Bolivia	Estudio General de Medios (EGM)	Source of copy, no. of issues				
Bosnia	MEDIApuls	Preferred title	✓		✓	✓
Brazil	Target Group Index	Source of copy, time spent, where obtained, when obtained, subjects read, no of occasions				
Brazil	EGM Multimedia	Source of copy, time spent, how obtained, no of issues read	✓	✓	✓	
Bulgaria	Target Group Index	Not title specific				
Canada	Single-Source Print and Digital Study (SSPD)	Source of copy, time spent, number of occasions read, percent of pages read per occasion				✓
Chile	Target Group Index (TGI)	Source of copy, time spent, no. of occasions, destiny of magazine, place of reading				
Chile	VALIDA	Source of copy, , time spent, no. of issues				
Chile	Estudio General de Medios (EGM Nacional Ipsos)	Source of copy, time spent, no. of issues			✓	
China	China National Resident Survey (CNRS)	Source of copy, topic interest		✓		
China	Media Atlas China	None for specific publications	✓	✓	✓	✓
China	China Marketing and Media Study (CMMS)	Source of copy, topic interest for newspapers	✓	✓	✓	✓
Colombia	Target Group Index (TGI)	Source of copy, time spent, where obtained, when obtained, subjects read, number of occasions, day of week obtained			✓	
Costa Rica	Estudio General de Medios (EGM)	Source of copy, time spent, no. of issues				
Costa Rica	Estudio Multimедios	Source of copy, time spent, no.of occasions, when obtained, subjects read				
Croatia	Target Group Index (TGI)	None				
Czech Republic	Media Projekt	None				
Czech Republic	Market & Media & Lifestyle (TGI)	None	✓		✓	
Denmark	Index Danmark/Gallup	Source of copy, plus two further questions for newsbrands		✓		
Ecuador	Target Group Index (TGI)	Source of copy, time spent, where obtained, place of reading, number of occasions, destiny of magazine				
Egypt	National Readership Survey (NRS)	Subscription, number of pick-ups, time spent. For newbrands: time of day reading, reading of scetions, image statements.	Magazines: number of times read last copy.			
Estonia	Eesti Meediauring	N/S	✓	✓		
Ethiopia	Media and Product Survey (AMPS)	None				
Finland	Kansallinen Mediatutkimus (KMT) (National Readership Survey)	Source of copy. For magazines and newspapers: number of pick-ups and reading time. For newspapers: time of day, different parts, image statements. For magazines: experiencing and acting upon ads.				
France	One Survey	Source of copy, hour of reading, place of reading, time spent		✓		
Germany	Media-Analyse ma 2013 Pressemedien	None		✓	✓	✓
Germany	Allensbach Media Market Analysis, AWA 2013	Intensity of reading (proportion of pages)				
Ghana	Media and Product Survey (AMPS)	N/S				
Greece	BARI/National Readership Survey	Proportion of issue read, time spent, number of pick-ups		✓		
Guatemala	Estudio General de Medios (EGM)	Source of copy, time spent, number of issues				
Hong Kong	Nielsen Media Index	Source of copy, time spent, place of reading, sections read				
Hong Kong	Media Atlas	None	✓			
Hungary	NRS/NOK	Source of copy, topic interest, number of times read	✓		✓	✓
India	Target Group Index	Source of copy, place of reading, time spent reading				
Indonesia	Nielsen Consumer and Media View	Source of copy, time spent	✓		✓	
Indonesia	Roy Morgan Readership Survey	Source of copy			✓	
Iran	Target Group Index (TGI)	Source of copy, topics of interest				
Iraq	National Readership Survey (NRS)	Source of copy, place of reading				
Ireland	Target Group Index (TGI)	None				
Ireland	Joint National Readership Survey (JNRS)	Source of copy, time spent, what would do if not available		✓		
Israel	Target Group Index (TGI)	Time spent				
Italy	Audipress	Source of copy, number of occasions, intensity				
Jordan	National Readership Survey (NRS)	Source of copy, place of reading				
Kenya	Kenya Audience Research Foundation - Establishment Survey	Issue read, issue preference, thoroughness of reading				
Korea	Media Index and TGI	None				
Kuwait	National Readership Survey (NRS)	Source of copy, place of reading				
Latvia	NRS	Source of copy				
Lebanon	National Readership Survey (NRS)	Source of copy, place of reading				
Luxembourg	Etude Plurimedia	None				
Macedonia	MEDIApuls	None				
Mexico	Estudio General de Medios (EGM)	Source of copy, time spent, where obtained, place of reading, no. of reading occasions and issues read	✓	✓	✓	
Mexico	Target Group Index (TGI)	Source of copy, number of occasions read				
Mozambique	Media and Product Survey (AMPS)	N/S				
Netherlands	NOM Print Monitor	Source of copy, time spent (newspapers), amount read	✓			
New Zealand	Nielsen Consumer & Media Insights (CMI)	Source of copy, sections/topics (N), time spent, length of time a reader, how long keep (M), pick-ups (M)		✓	✓	✓
New Zealand	Roy Morgan Single Source				✓	✓
Norway	Forbruker & Media (Consumer & Media)	None		✓	✓	✓
Norway	Consumer & Media: Target Group Index (TGI)	Source of copy, reading occasions, proportion read, time spent reading (magazines only)		✓		
Norway	Magazine NRS	Source of copy, reading occasions, proportion read, time spent reading	✓	✓	✓	
Oman	National Readership Survey (NRS)	Source of copy, place of reading				
Palestine	National Readership Survey (NRS)	Source of copy, place of reading				

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Country	Survey	Engagement questions	Fusion/modelling to create integrated datasets with:			
			Marketing data	Digital	Other media	Other r'ship data
Panama	Estudio Multimedios	Source of copy, time spent, number of occasions, when obtained, subjects read, where bought				
Peru	Target Group Index (TGI)	Source of copy, time spent, themes (newspapers and magazines), place of reading (websites)				
Philippines	Nielsen Consumer and Media View	Source of copy, where read, time spent, number of occasions, when obtained			✓	
Poland	PBC	None	✓		✓	
Portugal	Bareme-imprensa	None				
Qatar	National Readership Survey (NRS)	Source of copy, place of reading				
Romania	SNA FOCUS (NRS)	Proportion of pages, number of pick-ups, place of reading	✓	✓		
Russia	National Readership Survey - 2017	None	✓	✓	✓	
Saudi Arabia	National Readership Survey (NRS)	Source of copy, place of reading				
Serbia	Target Group Index (TGI)	None				
Serbia	MEDIApuls	None	✓			
Singapore	Nielsen Media Index	Time spent				
Slovak Republic	Market & Media & Lifestyle – TGI	None			✓	
Slovenia	Target Group Index (TGI)	None				
Somalia	Media and Product Survey (AMPS)	N/S				
South Africa	Establishment Survey	N/A			✓	
Spain	Estudio General de Medios (EGM)	Source of copy, occasions, time spent			✓	
Sweden	ORVESTO Consumer	None		✓	✓	✓
Switzerland	MACH Basic	None		✓		
Syria	National Readership Survey (NRS)	Source of copy, place of reading				
Thailand	Consumer Media View	Source of copy, number of pick-ups, time spent, sections of newspapers	✓	✓	✓	✓
Turkey	National Readership Survey (BIAK)	Time spent, sections read (newspapers)				
Ukraine	MMI Ukraine	Source of copy, place of reading, time spent, number of issues, reading days, interest in advertising, subjects read.				
Ukraine	PMI Regions	Source of copy, place of reading, time spent, number of issues, reading days, interest in advertising, subjects read.				
United Arab Emirates	National Readership Survey (NRS)	Source of copy, time and place of reading, best ad position				
United Kingdom	JICREG (Joint Industry Committee for Regional Media Research)					
United Kingdom	Audience Measurement for Publishers (AMP)	Source of copy, topic of interest, time spent, attitude statements re publisher brands		✓		
United Kingdom	Target Group Index (TGI)	None				
Uruguay	Estudio General de Medios (EGM)	Source of copy, time spent, favourite, place, number of issues and occasions				
USA	Survey of the American Consumer, GfK Mediemark Research &	Source of copy, Place of reading, reading time, reading days, overall rating, page exposures.		✓	✓	✓
USA	Nielsen Scarborough	Custom			✓	
Vietnam	Target Group Index (TGI)	General questions re average hours reading per week/month, place of reading, usual place of purchase, attitudes to advert	✓			
Zambia	KARF Quarterly Audience Measurement Survey	Sections read, ownership of copy read			✓	