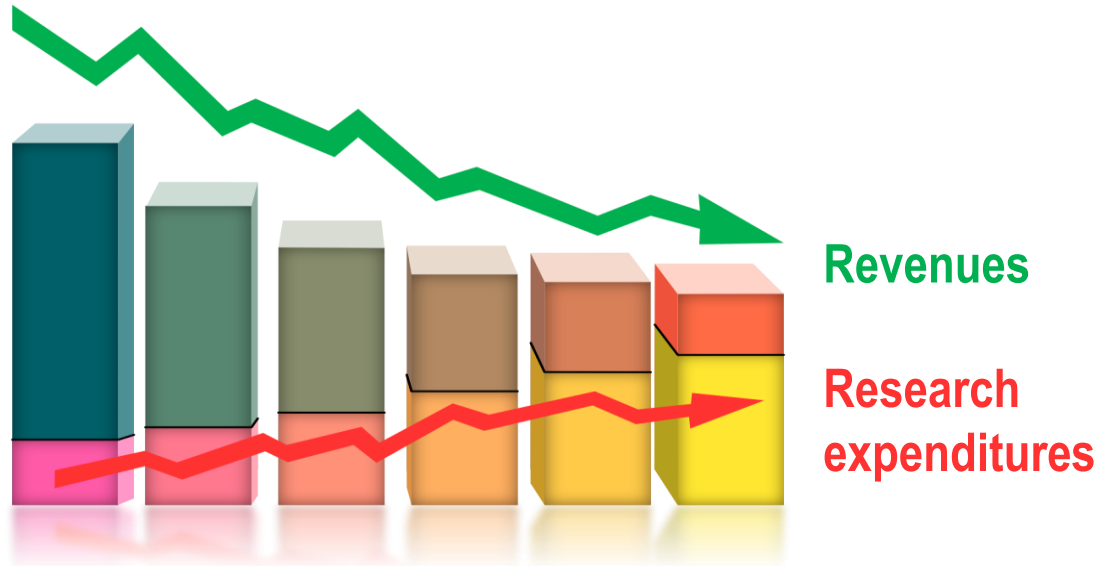


Optimizing the Swiss NRS More for Less! More for Less?

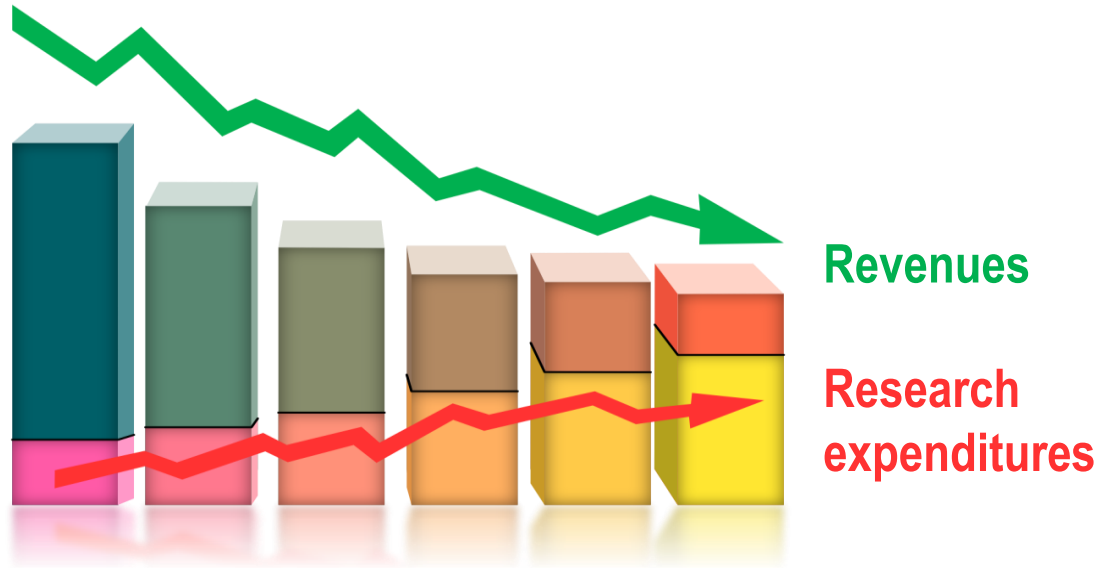
Lisbon, September 13th, 2019
Harald Amschler & Jella Hoffmann



- Joint Industry Committee since 1963
- Provide currency surveys for press (print & digital) and cinema
- Media owners sponsor approx. 95% of research and audit activities
- Advertisers and agencies “pay” by accepting the NRS and NCS as a currency



- Print media has lost more than half of its ad revenue in the last 10 years
- Research expenditure has increased only to maintain the current quality level

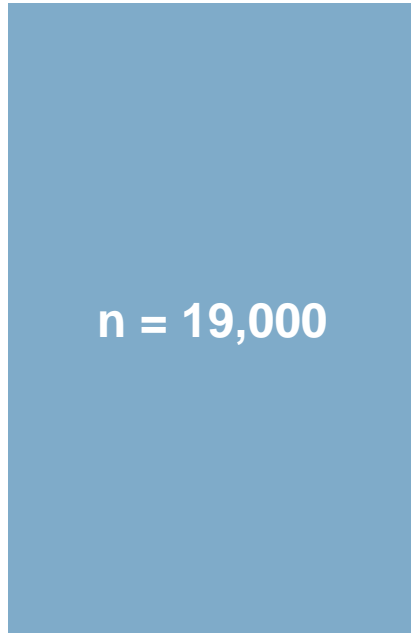


- A fatal gap is emerging ...



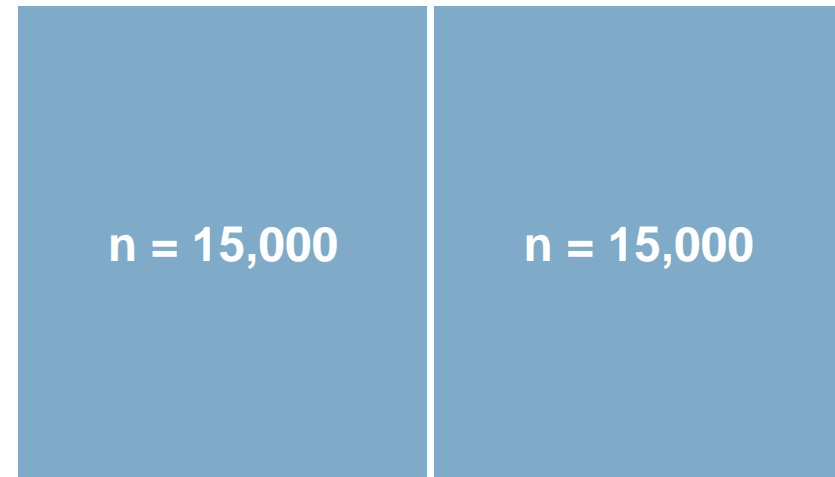
- **More** research quality
- **More** user benefits
- **Less** costs

old



publication: 1 year sample

new



publication: 2 year rolling sample

MACH BASIC

Die Verleger reduzieren die Aktualität ihrer Leserschaftsstudie

von Markus Knöpfli
Dienstag, 25. September 2018

Publishers Reduce
Up-to-Dateness of
Readership Surveys

SWA UND LSA

Protest gegen Einsparungen bei Printforschung

von Vera Günther
Montag, 24. September 2018

Protest against Cost Cutting
of Readership Survey

ZUR VERÄNDERTEN MACH BASIC

"Das Problem der sinkenden Reichweite wird nicht gelöst"

von Markus Knöpfli
Mittwoch, 26. September 2018

No Solution for Declining
Readership Levels

LEADING
SWISS AGENCIES

WEMF AG für Werbemittelforschung
Jürg Weber
Bachmattstrasse 53
8048 Zürich

Zürich, 28. September 2018

MAOH Basis: Änderung Erhebungsmethode Titel-Reichweiten

Sehr geehrter Herr Weber,
lieber Jürg

Dieses Schreiben erreicht Sie/dich in Ihrer/deiner Funktion als Verwaltungsratspräsident der WEMF. Der

SWA
ASA

Schweizer Werbe-Auftraggeberverband
Utenti Svizzera Pubblicità
Association Suisse des Annonceurs
Association of Swiss Advertisers

WEMF AG für Werbemittelforschung
Herr Marco Bernasconi
Bachmattstrasse 53
8048 Zürich

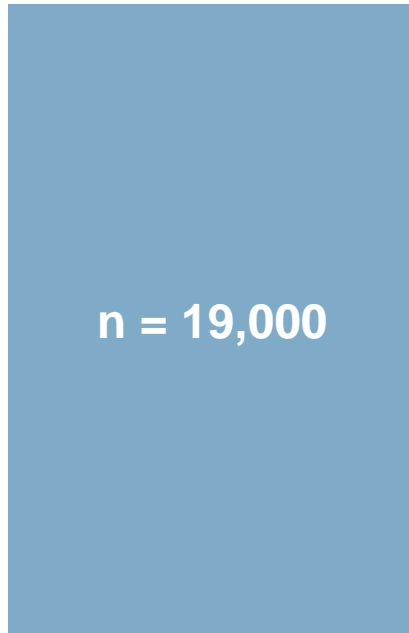
Zürich, 12. November 2018

Erhebungszeitraum MACH basic

Lieber Marco

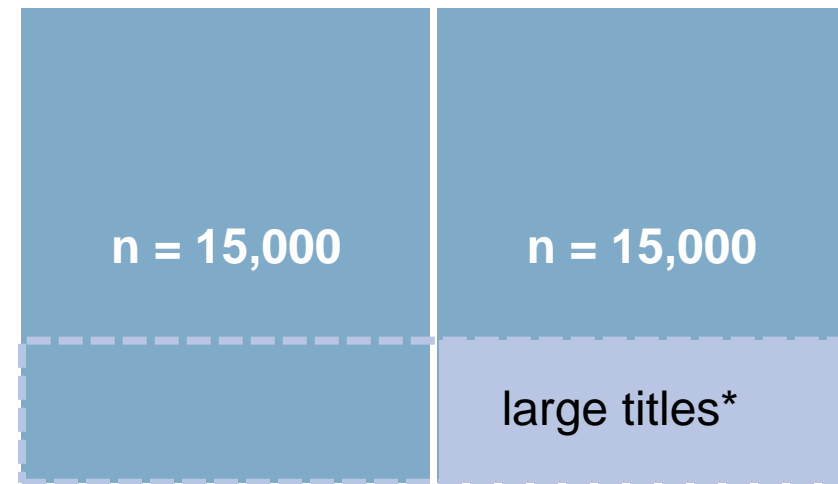
Die Preise und Leistungen im Schweizer Werbemarkt und damit verbunden auch die Werbemittelforschung gehören zu den Schlüsselthemen des SWA. Hierzu verlassen sich unsere über 180 Mitglieder darauf, dass wir jederzeit ihre Interessen verteidigen.

old



publication: 1 year sample

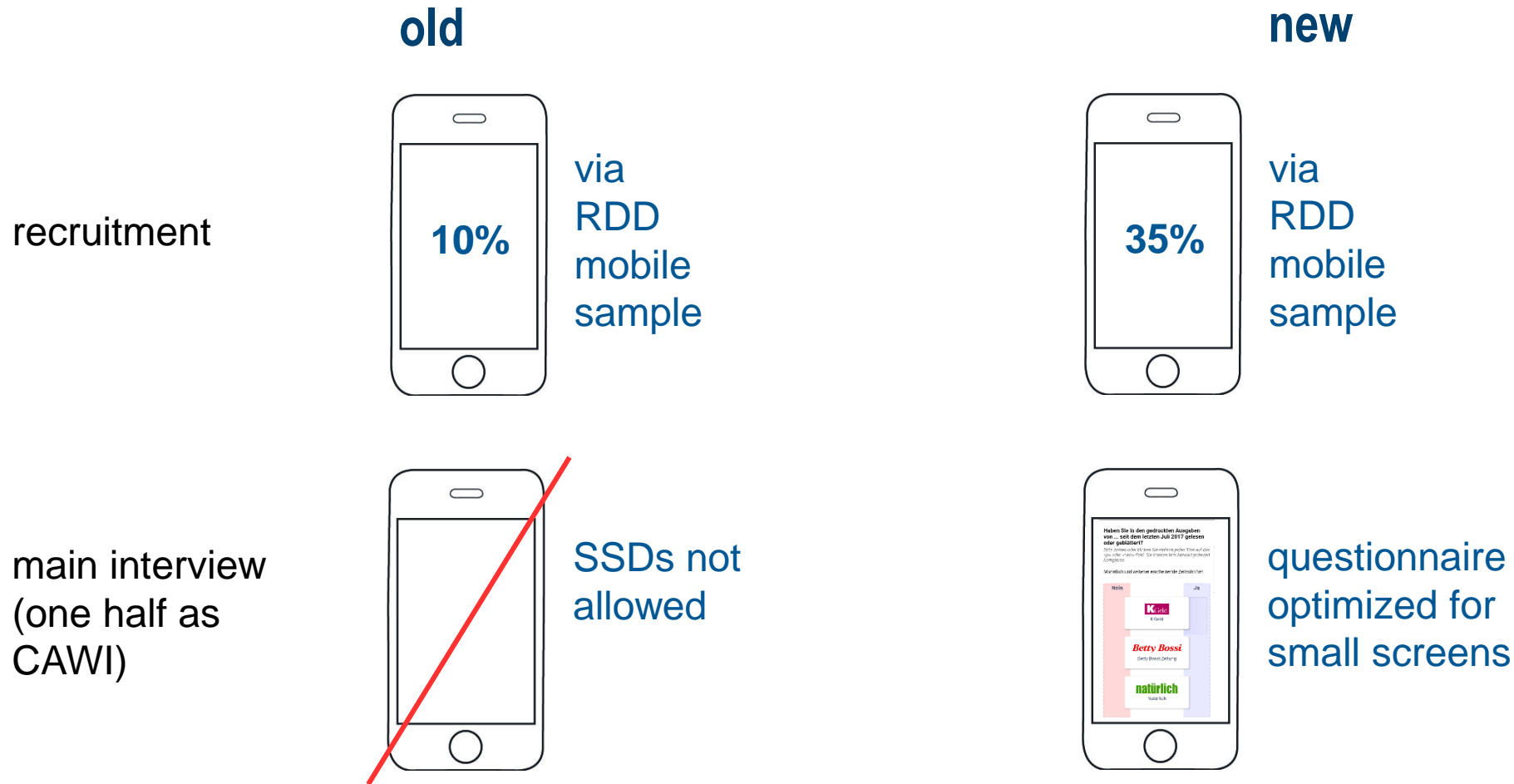
new



publication: 2 year rolling sample

*AIR adjustment of the largest titles
to the 1 year data basis

Mobile First to Reach Hard-to-Get Target Groups



Consumer Survey: From Paper-and-Pencil to CAWI Questionnaire

old

new

all devices

120-page paper questionnaire

approx. 90-minute CAWI

Consumer Survey: From Paper-and-Pencil to CAWI Questionnaire - Tests

old

The image shows a large, complex paper questionnaire. It is divided into several sections, each with a heading and a list of items. The sections include 'Reisen/Ferien' (Travel/Vacation), 'Sport', 'Haustiere' (Pets), 'Unterhaltungselektronik/Telekommunikation/Computer' (Entertainment/Electronics/Telecommunications/Computer), and 'Haar' (Hair). Each section contains a list of items with checkboxes for 'ja' (yes) or 'nein' (no). The questionnaire is printed on a single sheet of paper, with the text and checkboxes arranged in a grid-like format. The paper is slightly aged and has some minor creases.

120-page paper questionnaire

new

The image shows a digital questionnaire interface. It is displayed on a tablet and a smartphone. The interface is clean and modern, with a white background and blue accents. It features a list of questions and checkboxes for 'ja' (yes) or 'nein' (no). The questions are similar to those in the paper questionnaire, but the layout is more compact and user-friendly. The interface also includes a progress bar at the top, indicating the user's current position in the survey. The overall design is intuitive and easy to navigate.

Tests with

- Access Pool sample
- live NRS sample

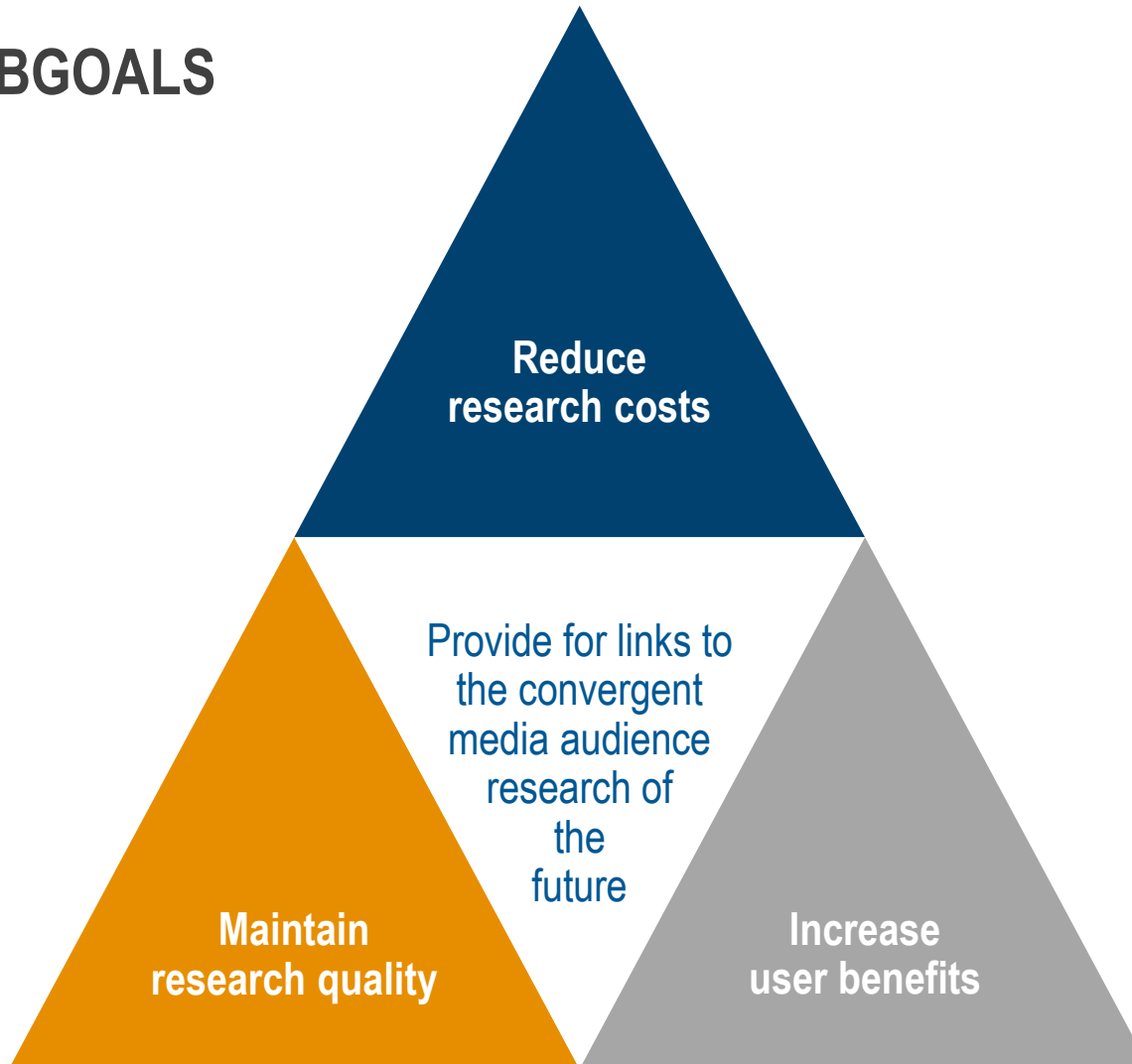
showed comparable ...

- response rates
- result levels

interruptible
break up pages
splits preferable
increase incentive

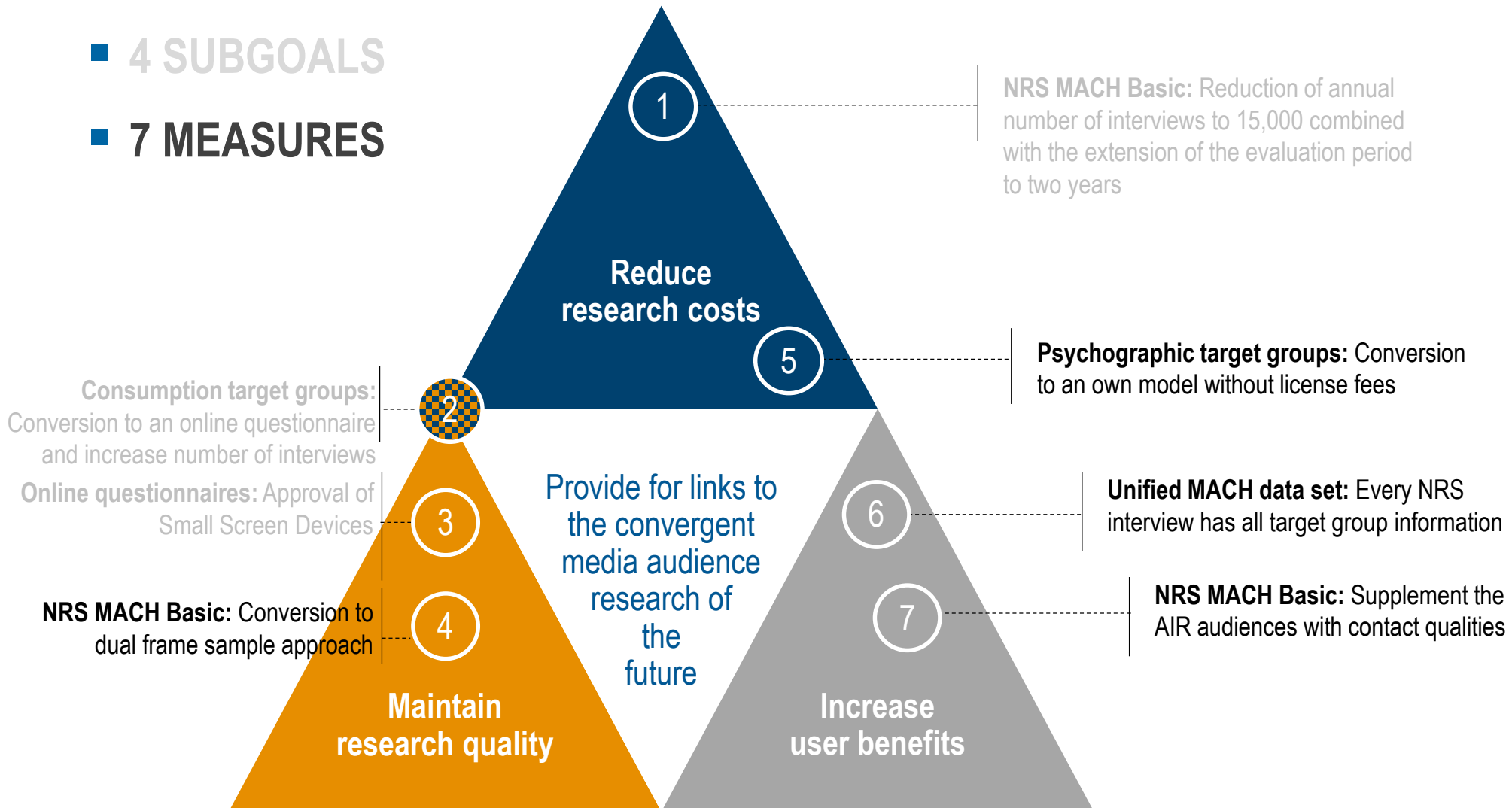
approx. 90-minute CAWI

■ 4 SUBGOALS



■ 4 SUBGOALS

■ 7 MEASURES





Vielen Dank 🇨🇭

Merci 🇨🇭

Grazie 🇨🇭

Grazia 🇨🇭

Thank you!

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jella.hoffmann@wemf.ch