

Pre-conference



**Helsingør
Denmark 2009**

Definition of I-JIC-organisation:

functions and advantages

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The „ingredients“ of JIC´s

Media - Owners

Advertisers

Advertising Agencies

What else?

A (research) model

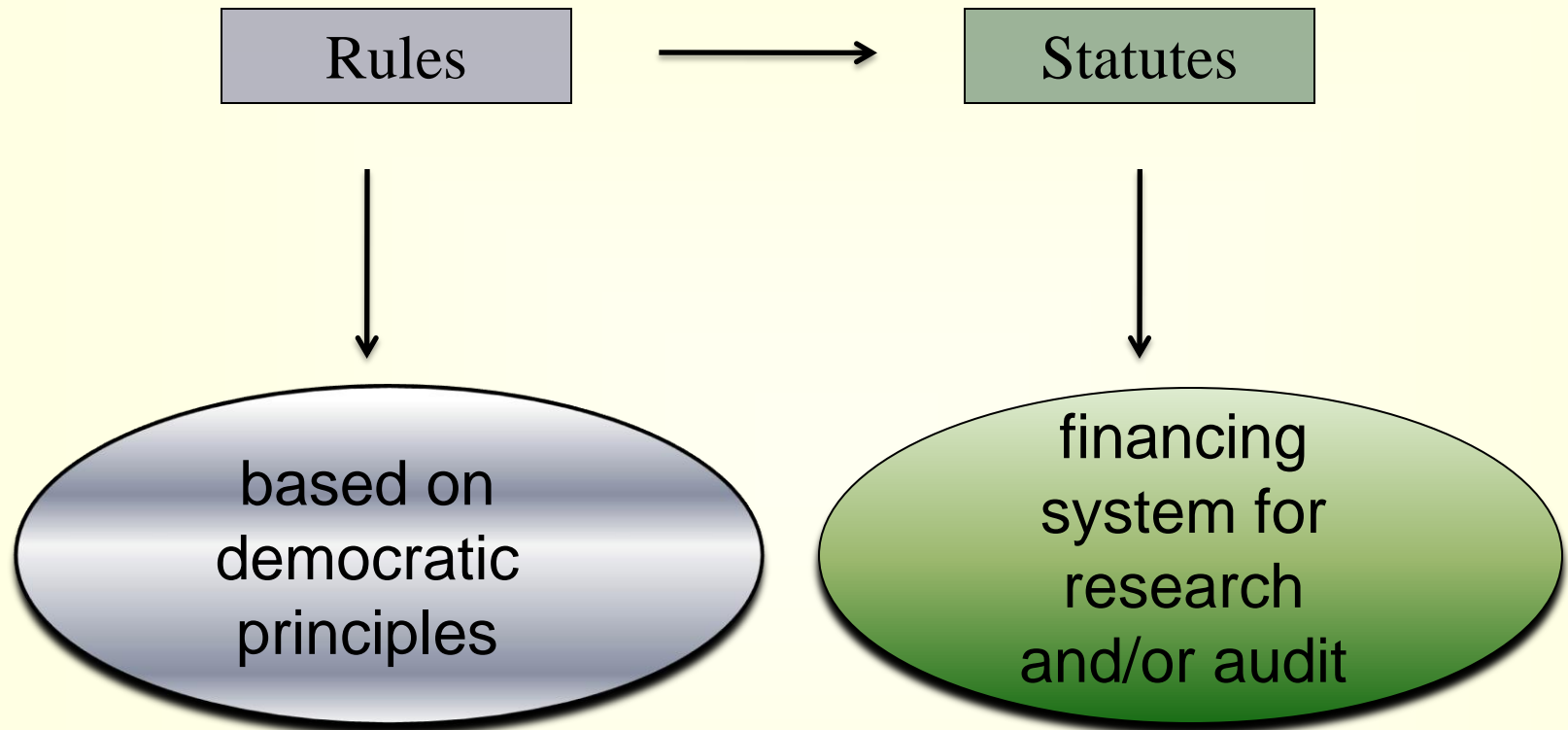
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A common will for
syndicated research

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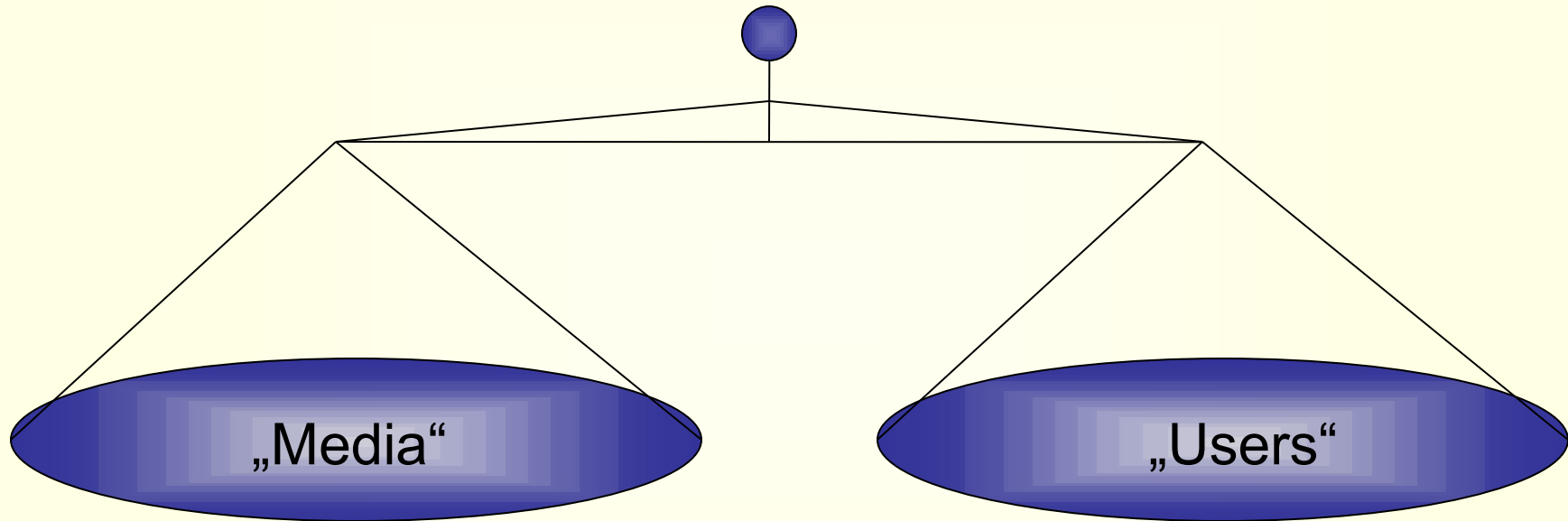
A significant market share for all
involved groups (jic-members)

Further requirements:



The most important principle:

The balance of power



the balance of influence between those who buy and those who sell media-impact should be about 50:50!

Pillars for the stability of JIC's:

- **Consensus** is the leading idea
- **Majority vote** in principle
- Protection of „**minorities**“

Pillars for the stability of JIC's:

- **Transparency** of all processes and the research findings
- Each and every **information for all** members of the JIC
- Guarantee for **„best practice“** in operation

Pillars for the stability of JIC's:

- the acceptance of the need for **basic research** in a changing media environment
- **innovative** impetus for the **development** of research models, instruments and technologies

Functions

currency definition

intermedia comparison

continuity of currency-data

methodological progress

input for the scientific-community

Advantages:

... a lot!

Advantages:

- one **singular currency** for the different media
- **benchmark for other** important media-marketing- and consumer studies
- intermedia databases and **comparability**

Advantages:

- the complecity of media research is discussed and shared with **national experts** at the common **“round-table”**
- development and progress is the result of a **consensual discussion** process

Advantages:

- **knowledge** about operating, steering and coaching increases the process **of data-generating**
- **transfer of experience** between different media, their research models and data-collecting or generating techniques are important for efficiency and cost reduction
- **one leading** national media **research system** avoids expenditure for competitive studies

Advantages:

... and ... and ... and!!

Disadvantages?

...too big and heavy?

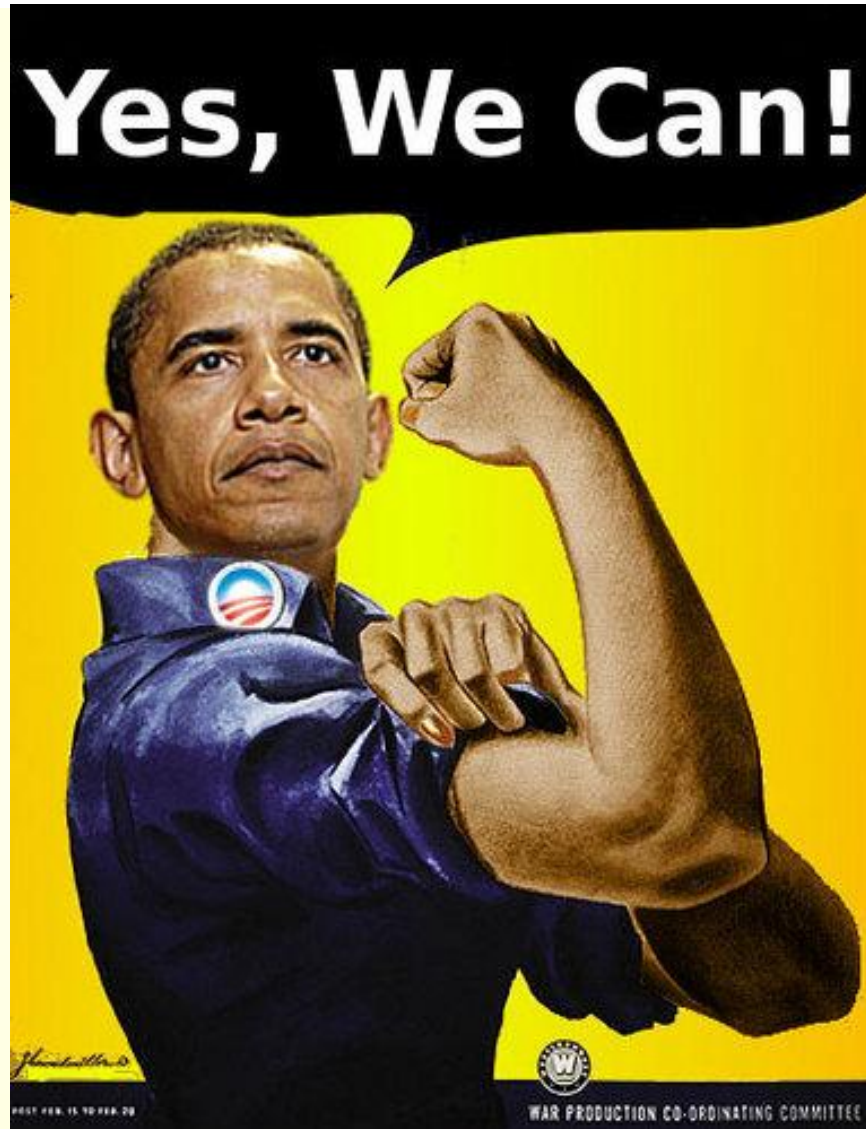
...too slow?

...too many compromises?

JIC ↔ I-JIC

Can **I-JIC** help to increase
the efficiency of national
JIC's?

JIC ↔ I-JIC



JIC ↔ I-JIC

- Expert Network
- international scientific platform for media research development
- exchange of experience in operating national currency studies

**Thank you for your
attention!**