

-QUESTIONNAIRE-

Full name of your organisation:

Postal Address:

Phone:

Fax:

Email:

Website:

Name(s) and Title(s) of main contact-persons in the organisation:

1- **Legal status of the organisation** (company, non-profit association, other ...):

2- **History** (year established and main historical events):

3- **Missions**: the main function could be one, or few of the following:

- ✓ Commission one or several research suppliers who execute the research.
- ✓ Direct responsibility in the research design, management and execution (even though some activities such fieldwork or data processing, can still be outsourced).
- ✓ Auditing / Monitoring functions.
- ✓ Others.

Please describe your specific case:

Which media does your activity cover (Print / newspapers, Print / magazines, TV, Radio, Internet, Cinema, Outdoor, Plurimedia, other ...) ?

For each media covered

- **Are you involved in the currency survey?**
- **What is your exact role concerning audience research?**

Except media audience research, what are your other activities (such as control of circulation, professional forums, seminar, non-media research, etc...)?

Documentation / Information provided to your members:

4- Membership: which types of organisations are your members?

(Such as: Industry sectors, trade organisations, individual companies, national authorities etc. Their names, number of members per category if applies, percentage out of all members, and any other relevant information, etc)

Conditions for admission: Is your organisation an open one? Who has the right to join? What are the rules of joining?

5- Financing system (Fees from members / subscribers, levy and advertising expenditures, public subsidy, etc...)

For each media covered, what is the share of the study and of your activity paid by media owner and by users?

Media: share of the study.....%	share of your activity.....%
Users: share of the study.....%	share of your activity.....%

How much each sector and company pay?
What are the principles for sharing the budget burden?

Please explain your case:

Annual budget (or any information you can give on this purpose):

6- National situation:

Is there any other organisation, in your country, that may be considered as a "JIC" in our industry?
If your activity does not concern all media, what other structure is concerned and finally has the same mission as yours?

THANK YOU.