

-ADMISSION QUESTIONNAIRE-

Full name of the organization:

Postal Address:

Phone:

Fax:

Email:

Website:

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

Phone of the contact-person:

Email of the contact-person:

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

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

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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 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:

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4- Which media does your activity cover?

(Print / newspapers, Print / magazines, TV, Radio, Internet, Cinema, Outdoor, Multimedia, other)

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For each media covered:

- **Are you involved in the currency survey of that media?**

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- **What is your exact role concerning audience research of that media?**

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Except media audience research, what are your other activities for this media?

(such as control of circulation, professional forums, seminar, non-media research, etc)

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Information provided regularly to your members with respect to the media:

(results, reports, softwares, etc)

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5- Membership: which types of organization are your members?

(Such as: Industry sectors, trade organizations, 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)

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

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How many members has your organisation?

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6- 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 organization's internal activity paid by media owner and by users?

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

What are the principles for sharing the budget burden/which is the split between members or users of the data categories?

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

7- National situation:

Is there any other organization, in your country, that may be considered as a “JIC” in our industry, for what media?

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If your activity or the activities or other JIC’s does not concern all media, what other structure is concerned and finally has the same mission as yours in your country, for that media?

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Data:

Signature: