



# TV Audience Ratings





PARC's TV Audience Ratings is a Nationwide Survey of the adult population 15 years and above, that covers both Nationals and Arab Expatriates.



### Coverage

Nationwide coverage including the Urban, Sub-Urban and Rural areas

### Survey Cycle

Continuous survey spreading on 28 days, continuous 4 weeks polling and reporting on 5th week

### Sample Size

Sample sizes are allocated on a monthly basis

### Sample Design

The sample has been designed to represent the adult population taking into consideration the results of the latest population census, and the distributions by ethnic group and basic demographic indicators.

### Research Model

All learning's cumulated through the different industry research programs previously conducted in GCC and Levant at large have been carefully evaluated and a comprehensive research model has been designed using the PARC basic vehicle.

The research model has been carefully tested and validated to represent with a high degree of accuracy the actual TV viewing of the General Public in the typical socio-cultural environment of GCC and Levant countries.

### Research Methodology

The survey is conducted using CATI from the PARC Call Center across all offices by Female operators. The team consists of a team leader, assistants and operators.

### Operation

A very advanced CATI system, is adopted hosting the following features:

- Database security
- Secure auto dialing, with call status reports and sample handling protocol and appointment management
- Comprehensive on-line production statistics
- Real-time listening and monitoring
- Integral voice recording for all interview conversations between operators and respondents

Comprehensive International Media Research audit protocols are implemented. A third party, independent auditor performs audit checks:

- On-site observation and testing
- Listening to daily recordings and verification of data records
- Rigorous control of telephone database and progressive sample completion by profile

### Questionnaire

The questionnaire goes through extensive design and testing phases. After initial design by the PARC team, it was discussed with and revised in collaboration with International TV Research specialists who approved the questionnaire.

The questionnaire concept complies with the European norms for TAM research.

### Standards of Performance

The survey process applied and the instruments used shall comply with the International standards for Television Audience Research, and in particular PARC shall maintain the standard requirements for transparency, auditing and certification of its research at all times.







## Auditing Compliance

PARC pledges that it shall comply with the International Media Research Auditing Standards from CESP and shall submit to Client-Sponsored-Audits

## Audits Protocol - VAP

Strict controls are maintained on the Veracity and Accuracy of the data, and Performance of the survey system.

## Veracity

- On-site audit supervision of operators
- Auto-dialing checks
- On-line listening and viewing of data capture

## Accuracy

- Integrity of all interview recordings
- Accuracy of data entry vs. respondent answers
- Administration of omissions and mode of questions
- Script Accuracy

## Performance

- Telephone database sampling status report
- Sample completion against pre-set quota profiles
- Compilation of weights and end factors

## Deliverables

Fully tabulated statistical report by Socio-Economic Profiles, Day of week, and other characteristics of audience analysis

- Cumulative rolling database with analytical capabilities hosted in PARC Index©
- The full audited and weighted database is available to subscribers under a special protocol to run on the software of their choice or in SEAS© format
- The data is delivered one week from the end of each wave



**PARC's** TV Audience Ratings covers Kingdom of Saudi Arabia, United Arab Emirates, Kuwait, Egypt, Lebanon and Iran.