

Ten Principles of GGTAM

Underlying the framework and the detail of the GGTAM* operational guidelines are ten basic principles that apply generically to media research and specifically to TV audience measurement:

1. Meeting Total Marketplace Needs

The television audience measurement system needs to be designed to cover the total TV marketplace of the country or market in question. It should set out to meet the needs of all categories of users of such information.

2. Effective Industry Consultation

Full consultation should at all times take place between the research company/ies and all users of TV audience information. In countries where joint industry bodies manage the system, consultation is inherent to the structure. In other markets specific steps are required to ensure that consultation with the user community is systematic and effective. Whatever the organizational structure in a particular market, joint industry technical advisory bodies can and should exist, to ensure an ongoing collective dialogue with clients.

3. Full Disclosure

The full detail of methodological procedures shall be openly available to all subscribers. The user is then able to understand and make allowances for whatever compromises have been necessary in a particular market, where the system falls short of the ideal.

4. Optimal Resource Allocation

Research resources should be deployed effectively to take account of the balance of requirements of the commercial and editorial management decisions to be based upon the information provided.

5. Scientific Method

The research methods need to be tried and tested, and scientifically based. It is important to strive for system **validity** and **reliability**. By system validity we mean that it **actually measures what it purports to measure**. By reliability we mean that it would **yield very similar findings if independently carried out a number of times**.

6. Best Research Practices

For most elements of data collection and reporting there is an ideal procedure that should be observed where possible. While departures from this ideal usually involve compromises, there may be other acceptable procedures that can and should be adopted. In all circumstances the principle of Full Disclosure (above) needs to be rigorously observed.

7. Quality Control

Rigorous and systematic quality control procedures need to be deployed for each element of fieldwork, data collection, editing and reporting. Audience measurement systems would normally be expected to conform to all relevant international codes of conduct (e.g. for Europe, the ESOMAR Code of Conduct).

8. Maximising Response

The burden placed on respondents should be minimised in the interest of high response rates, minimum exposure to bias and towards the gathering of valid and reliable information. Equally, the respondent's right to privacy and confidentiality shall be respected at all times.

9. Equal Access

It is in the interest of fair trading that all user groups share the same conditions and a fair price for access to audience data, contributing thereby to:

- Openness of the measurement systems themselves.
- Even trading conditions between buyers and sellers of TV airtime.
- Maximum exploitation of the data that have been relatively costly to collect.

10. Methodological Experimentation

Research organizations are encouraged to be innovative, and in particular to conduct carefully controlled experiments of alternative procedures. In particular they need to conduct regular systematic investigations of the implications of non-response and response error to their systems. Their methodologies and outcomes shall be fully documented and publicly available to all user groups.

*The full GGTAM document, kindly provided by EBU (European Broadcasting Union), is available for download on the WFA site: http://www.wfanet.org/media_documents.cfm . For more information about EBU visit www.ebu.ch