



Joint Industry Committee (JIC) funding: Survey results

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About this document

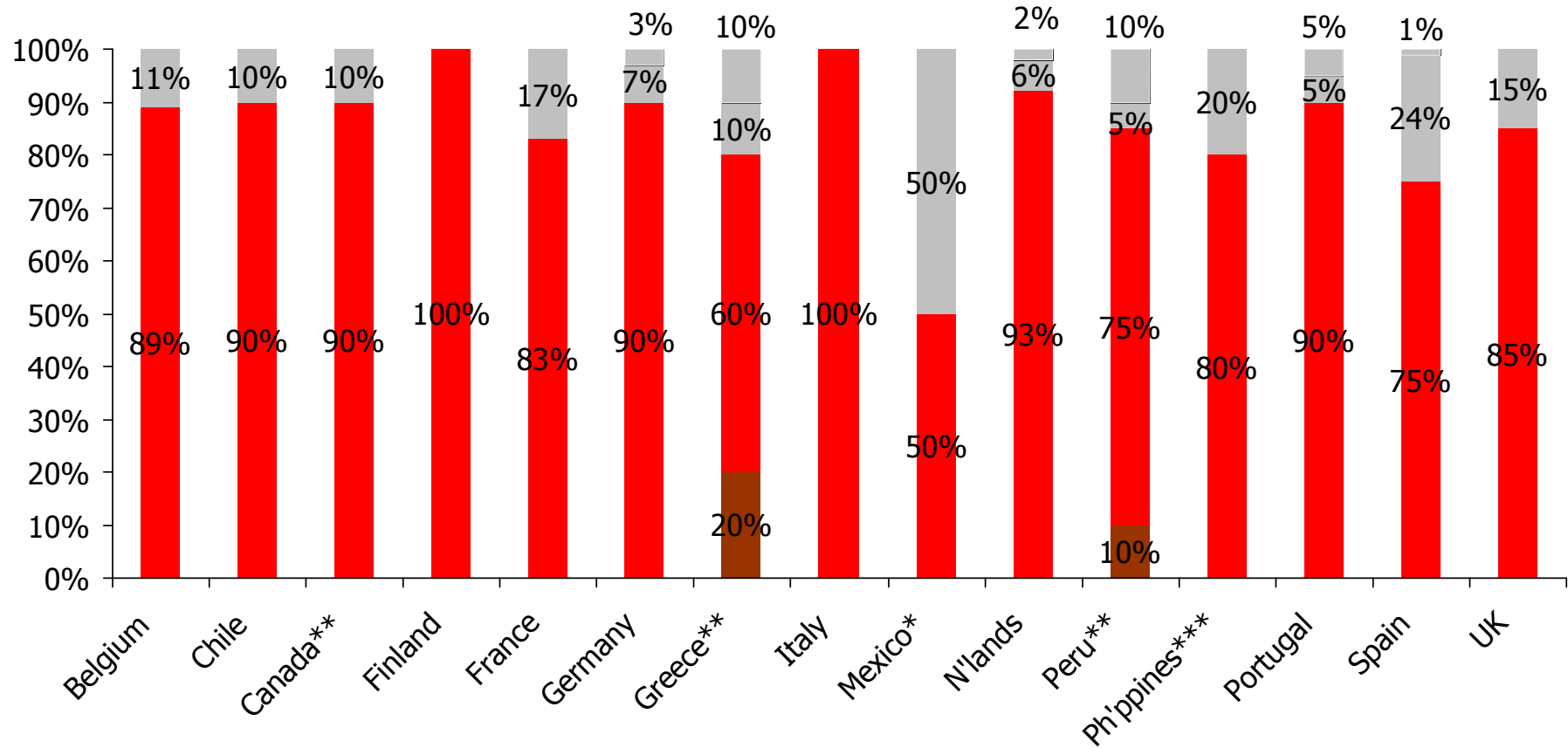
- “ The WFA launched this survey in June 2008 to help understand how JICs* are funded
- “ The WFA received responses from 21 markets on 4 continents: 13** of which had JICs
 - . If you have any questions or comments in relation to the results, please contact info@wfanet.org
- “ The document provides an overview of the results

*JIC = Joint industry Committee. In this case established in relation to audience measurement and comprising representatives from advertisers, agencies and media owners

**Canada, Greece and Peru excluded as not 'traditional' JICs

Who funds your TV (or multimedia) Joint Industry Committee?

Key:
 Advertisers
 Agencies
 Media Owners
 Other (e.g. Research Co.)



No JIC:
Australia, Malaysia, Poland, Slovakia, USA

* Old figures pending clarification: Use with caution
 ** Not a 'traditional' JIC in Canada, Greece or Peru
 *** Shows historical funding model. Now moved to OS (own service) approach
 Source: WFA National Advertiser Associations. June 2008

Advertisers tend not to have to pay twice for audience measurement

- “ Of the 13* markets surveyed with JICs, in 9 (69%) advertisers do **not** contribute to the JIC directly
 - . Although they all clearly pay already via media investment
- “ The average* split being
- “ **87%** Media Owners
- “ **13%** Agencies
- “ **1%** Advertisers

Source: WFA National Advertiser Associations. June 2008

*Figures exclude Canada, Greece and Peru

Research is sold and income used to supplement JIC funding

- “ 10 of the 13 JICs (72%) own their own research data and sell it on.
- “ Of the 11 who own the data and sell it on, all of them re-invest the revenues generated back into the JIC.
- “ 5 (45%) of those JICs who sell their research additionally do so to parties other than media owners/agencies and advertisers.
 - . Although these revenues are limited