

FPS:

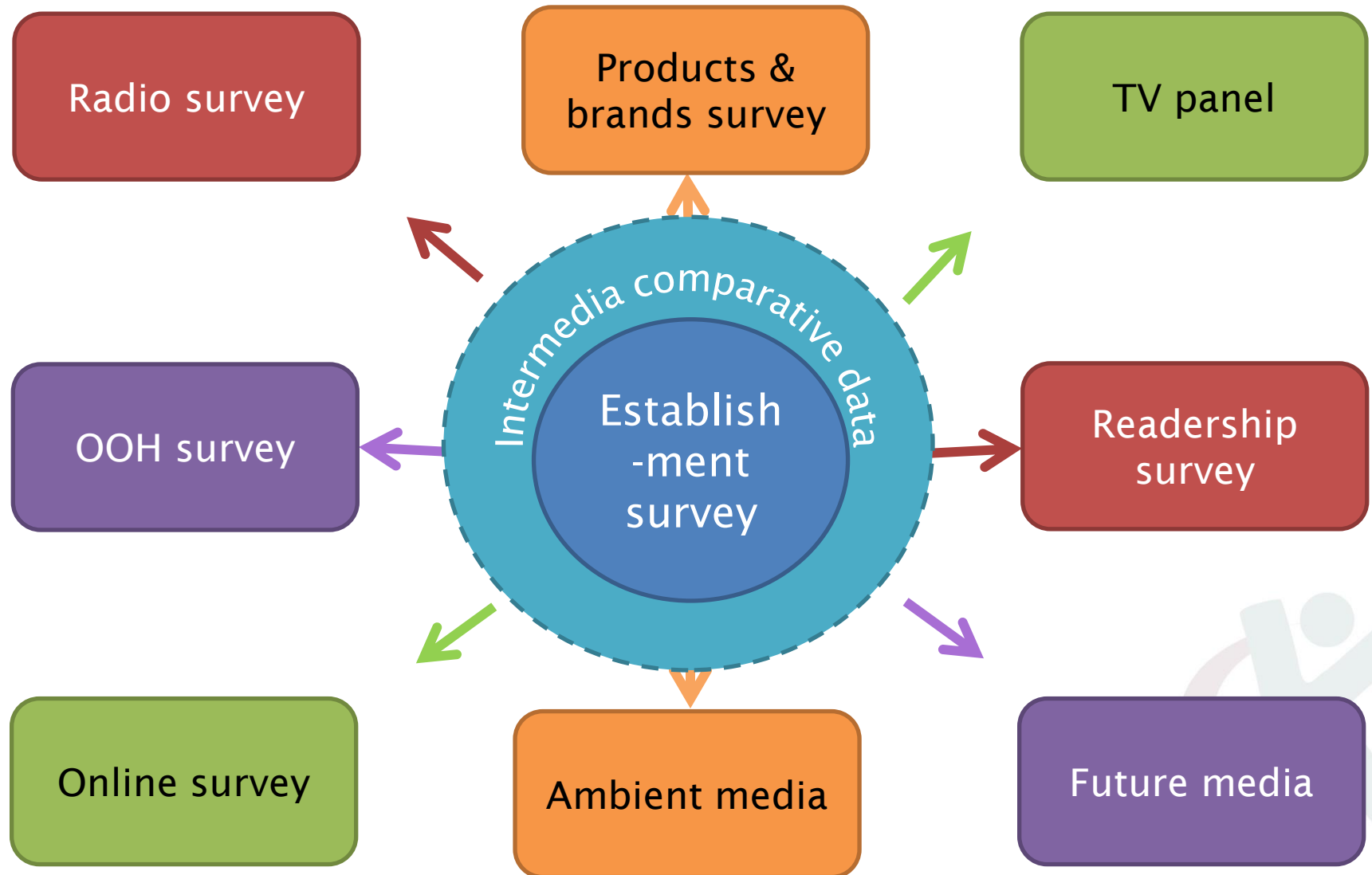
Open discussion: Strategic
imperatives in a future model

Drawing on international best practice and experience to explore a.....

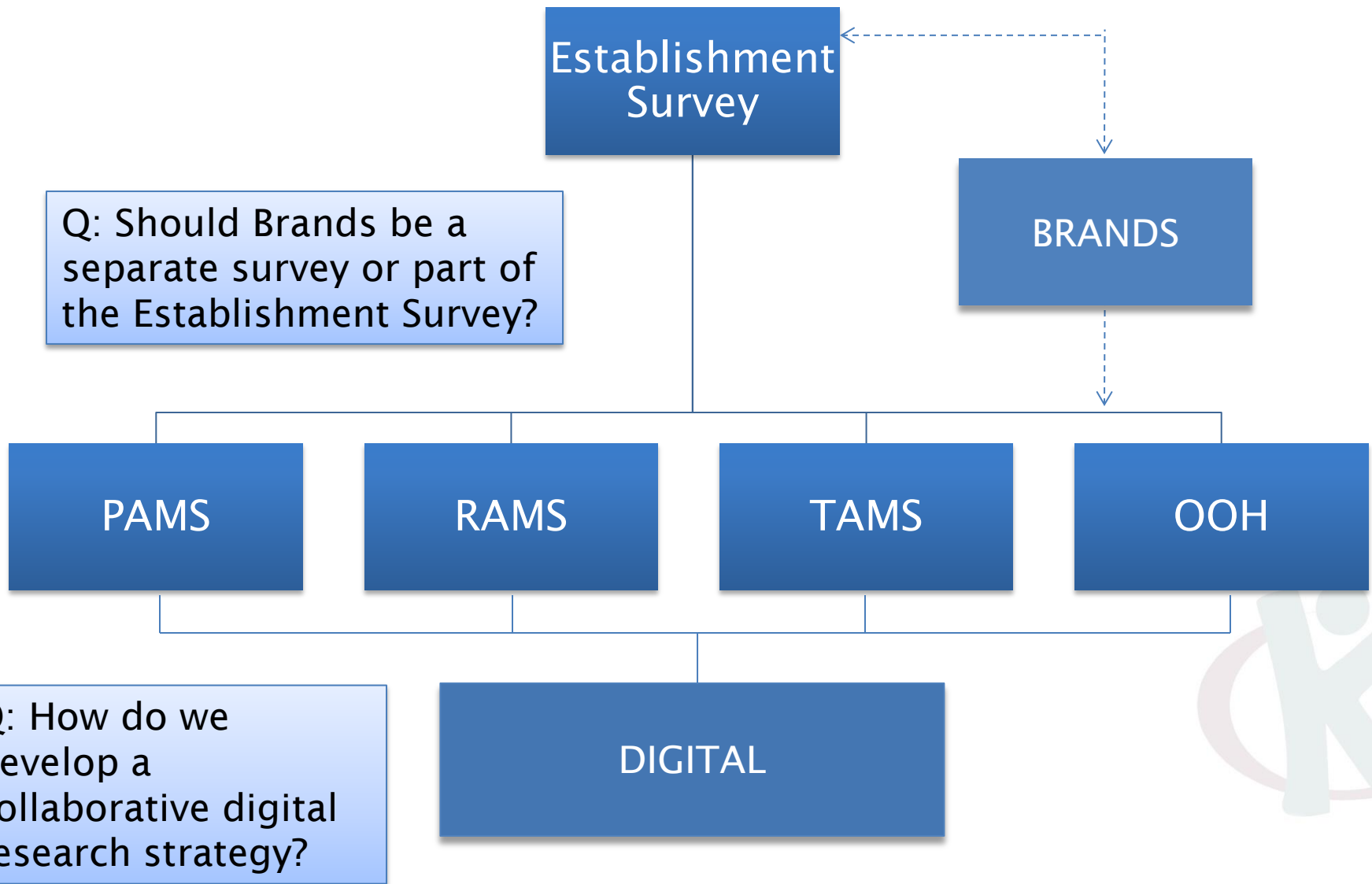
Potential operational structure in South Africa



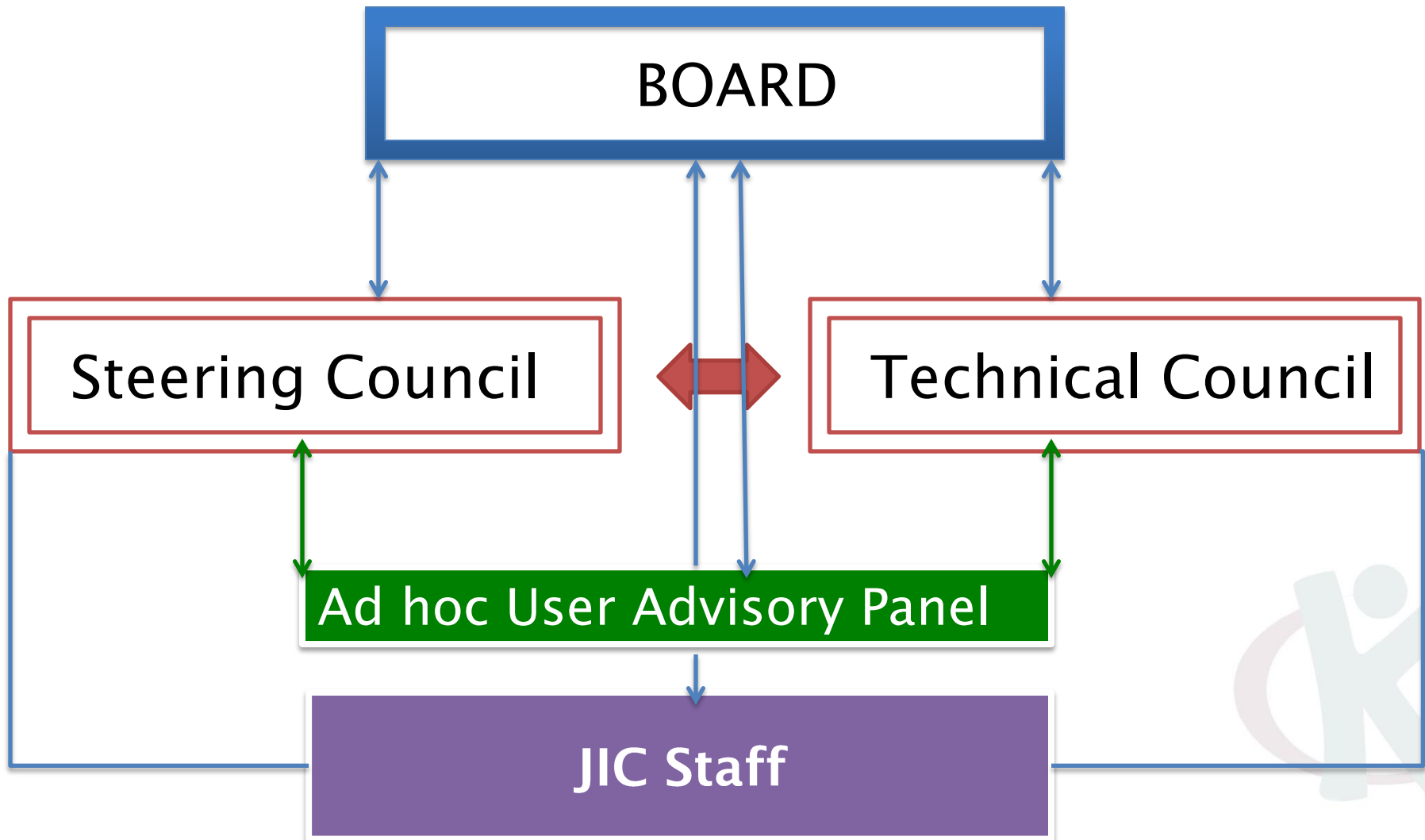
International trends link the establishment survey data to a variety of dedicated media surveys via data fusion



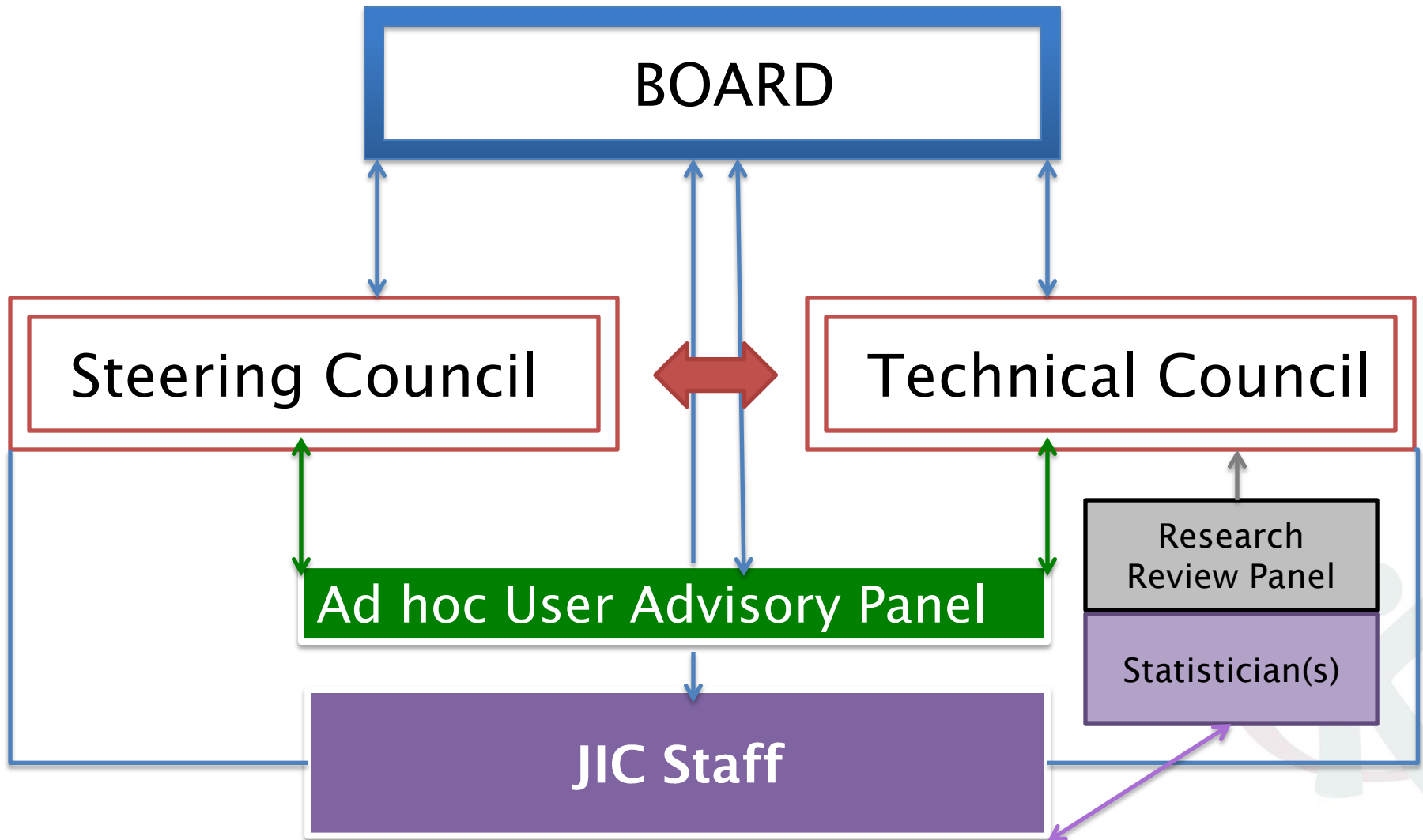
Possible future survey frame in a SA context: using a fusion approach to link component parts



Broad Structure (regardless of the type of JIC)



Extended Structure (regardless of the type of JIC)



Functions:

The Board (Senior Stakeholders)

- ❑ Governance and policy (procurement and strategy).
- ❑ Funding and budgeting.
- ❑ Resource allocation for research, operations and staffing.
- ❑ Performance evaluation into stakeholder needs and staffing.
- ❑ Commissioning regular formal audit process.
- ❑ Approval of tender documents and process.
- ❑ Decisions on commitment to projects, proposals and major changes received from the Steering Council and the JIC staff.
- ❑ 'Co-operation' model, i.e. rules of engagement - consensus/voting (open/closed).
- ❖ *Inputs from the Steering Council and the JIC staff – who in turn receive inputs from the Technical Council and User Advisory Panel.*



Functions:

The Steering Council (Stakeholders)

- ❑ Assess whether research is delivering what is required for planning and buying.
- ❑ Interim approval of tender documents and process for submission to the Board.
- ❑ Explore and generate new ideas – including monitoring international best practices.
- ❑ Keeping abreast of current and future trends/innovations.
- ❖ *Receive directions from the Board and provide distilled inputs to the Board.*
- ❖ *Give direction to and receive inputs from the Technical Council, the User Advisory Panel and the JIC staff.*



Functions:

The Technical Council (Researchers, incl. JIC staff)

- ❑ A more operational role than the Steering Council.
- ❑ Develop and assess research methodology for current research and co-incidental studies.
- ❑ Determine quality measures, sampling, recruiting and so on.
- ❑ Should ensure implementation of audit recommendations as directed by the Board.
- ❖ *Constant liaison with and inputs from the contractor(s).*
- ❖ *Inputs to and from the Steering Council, the JIC staff, the Research Review Panel and a statistician (outsourced for complex issues/segmentations and for fusion/multibasing techniques).*



Functions:

An Ad Hoc User Advisory Panel

- ❑ Meet bi-annually to discuss the two main objectives of the Steering Council:
 1. What is required and whether research is delivering
 2. New ideas and innovations
- ❑ The form will be focus groups with media owners, agencies and advertisers.
- ❖ *Inputs to and from the Steering Council and the Technical Council who in turn will feed the Board and the JIC staff on the need to pursue any relevant issues/angles.*



Functions:

The JIC Staff (irrespective of numbers)

CEO

Research director

- ☐ Monitoring and performance management to ensure contractors are delivering.
- ☐ Drafting of tender documents in conjunction with the Steering and Technical Councils.
- ☐ Identification and development of co-incidental studies.

Research manager(s)

- ☐ Project management function.
- ☐ Works with detail together with contractors, experts or statisticians.

Analyst

- ☐ A tracking, monitoring and checking function according to certain parameters e.g. universes, target sectors, profiles.

Functions:

The JIC Staff

Industry liaison manager

- ☐ Communication
- ☐ Training
- ☐ Responding to queries from stakeholders/users
- ☐ Website

Administration

- ☐ Finances
- ☐ Operations/office



Relationship with contractors; contracts, monitoring and collaboration between suppliers themselves and with JICs

Salient Points



Relationship with contractors

- ❑ There are differing degrees of dependency on contractors but always extensive auditing and monitoring to ensure checks and balances.
- ❑ There are sometimes 'deals' with contractors who raise part of the funds and/or invest jointly in the testing of new methodologies.
- ❑ Innovation and co-incidental/parallel studies are often in conjunction with companies other than the current contractor.



Contracts, monitoring and collaboration

- ❑ Differing elements of the audience research measurement process are often contracted to different suppliers.
- ❑ Possible combinations could be:
 - ❑ Fieldwork between different contractors or field by one supplier and
 - ❑ Sample design and/or selection by another and....
 - ❑ Weighting and possibly fusing of the data by another contractor
- ❑ There then has to be good collaboration between the different suppliers.
- ❑ In a way each 'audits' the other, but there is the potential for a 'blame' culture to develop unless there are mechanisms in place for transparency and resolution of problem areas.
- ❑ It is vital that clear KPI's are provided to suppliers, the delivery of which is monitored extensively by the JIC at all stages – the frequency to be determined.

Relationships between JICs & with contractors

- ❑ There are often strong interrelationships between different JICs in sharing components of the survey mix to ensure a common point of departure whatever the media type as well as to amortise costs.



Outdoor possibility

- ❑ A question is whether outdoor GPS technology can be used if the supplier is in a country where the patents are not valid.
- ❑ An example is Route which uses a supplier in Prague.
- ❑ They do so because it is cost effective and the supplier has the relevant expertise (MGE DATA).
- ❑ This may warrant legal opinion if considered at all.
- ❑ Otherwise traffic flow and online and/or paper questionnaires can be employed to establish probability of exposure.
- ❑ Additionally new technologies could emerge that move away from GPS.



More interactivity with users

- ☐ A video on interviewing process
- ☐ An interactive and vibrant website
- ☐ Communication personnel tasked specifically with timeous and relevant communication.
- ☐ On release of the data, analyse and communicate relevant trends and their implications beyond the initial release presentation.
- ☐ Ad hoc user committee as previously indicated in the structure to ensure the JIC meets user expectations and changing needs.



Your FPS flash drive

Presentations*:

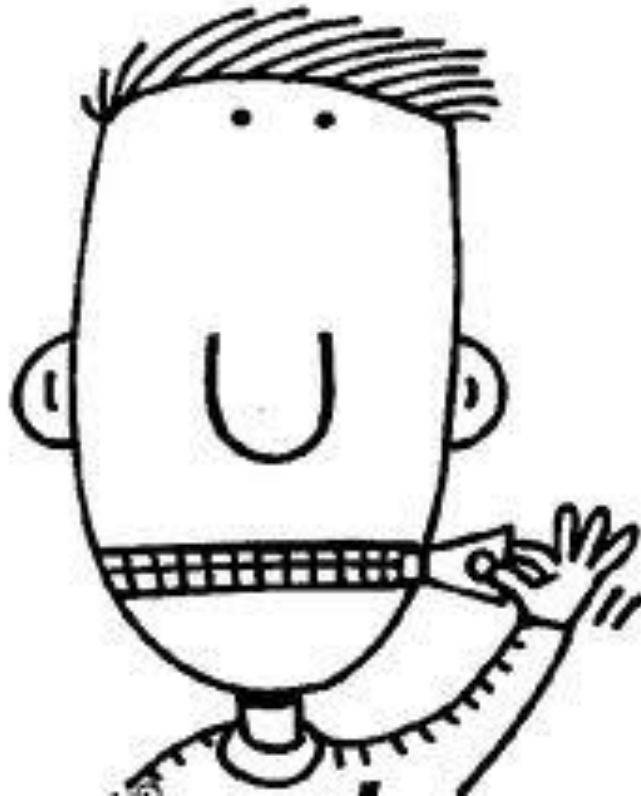
- Stakeholder online survey
- Global & local landscapes
- International structures & methodologies
- Strategic imperatives for a future model

Documents:

- Future scenarios
- Future scenarios ppt
- Global landscape
- Academic review
- International visits & methodologies

* These are unabridged versions of the workshop presentations

Questions: time to unzip.....



Thank you