



United Nations
Educational, Scientific and
Cultural Organization

UNESCO
INSTITUTE
for
STATISTICS

UIS/CI/M/2011M
Montreal, 2011

Pilot Survey 2011 Data Collection on Media Statistics

INSTRUCTION MANUAL FOR COMPLETING THE QUESTIONNAIRES ON BROADCAST AND NEWSPAPER STATISTICS

CONTENTS

1. INTRODUCTION	4
2. COVERAGE OF THE QUESTIONNAIRES	5
3. INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRES	5
4. ILLUSTRATIONS	6
4.1. BROADCASTING QUESTIONNAIRE – BROADCASTING ORGANIZATIONS AND CHANNELS	6
4.2. NEWSPAPER QUESTIONNAIRE - PRINT AND ELECTRONIC NEWSPAPERS.....	12
4.3. LEGAL AND REGULATORY FRAMEWORK FOR MEDIA.....	15
5. GLOSSARY AND DEFINITIONS	16
6. REFERENCES AND SOURCES OF INFORMATION.....	20

For consultation purposes only

Technical notes for the completion of the tables

1) Notes on the coding of missing data

The correct use of the coding of the missing data is essential to ensure the integrity of the data. The different reasons why there are no data in a particular instance need to be distinguished in statistical analyses and reports.

Do not leave any cell of the tables blank. Each cell for which there is no valid data value must be assigned one of the following four missing codes:

i) Category not applicable = **a**

If a certain category or cell in the tables does not apply to the media environment in your country then assign the code "a" to all cells referring to this category. This implies that data for these categories do not even hypothetically exist.

ii) Quantity nil = **n**

If a data value is nil or negligible then assign the code "n" to the corresponding cell. If a category is not applicable and therefore the data value would be zero for a cell, then do not use the code "n" but instead use the code "a" for "category not applicable". Do not use the value 0 (zero) to indicate that a value is nil.

iii) Data included in another category = **x**

If data cannot be disaggregated to fit into certain cells in the tables, please use the "x" code in the cell where data are unavailable. **Please specify** in the metadata field where the data has been included.

iv) Data not available = **m**

Sometimes data are generally not available for certain classification categories and are not included in any other cells of the table (even though these data could, in principle, be collected). In such cases, you should assign the code "m" to all cells referring to the corresponding classification categories.

2) Note on provisional or estimated data = *

Please indicate any provisional or estimated figures with an asterisk (*).

For consultation

1. INTRODUCTION

In accordance with the constitution and principles presented in the Windhoek Declaration (1991), as well as regional declarations on promoting media development, UNESCO aims to monitor the key characteristics of the mass media environment affecting a free flow of ideas by means of word, image and text.

The Millennium Declaration (2000) and the two World Summits on the Information Society (Switzerland, 2003, and Tunisia, 2005) have established policy frameworks on many areas of media, namely: free access to information and knowledge through mass communication media, participatory citizenship with community media, cultural diversity and multilingualism, and ethical dimensions of the information society.

The results of the UIS Survey 2011 on Media Statistics will inform and support global media policies. It will also help to identify capacity-building needs by enabling stakeholders concerned with media promotion to assess the state of the media within a given regional or national context, while serving as a valuable instrument to guide their media development assistance efforts.

This *Instruction Manual* has been prepared to help data providers in Member States to complete the following questionnaires that comprise the Survey of Media Statistics 2011, which seek to collect data in key areas of the media industry (radio, television, newspapers and the legal environment in which media organizations operate):

- Questionnaire on broadcasting statistics
- Questionnaire on newspaper statistics
- Questionnaire on the legal and regulatory framework for media

If you experience problems completing or submitting the questionnaire, please contact Mr. Georges Boadé at g.boade@uis.unesco.org or by telephone at (1 514) 343-7845.

Countries that need to complete questionnaires using the printed forms can send them to:

UNESCO Institute for Statistics
P.O. Box 6128, Succursale Centre-Ville
Montreal, Quebec H3C 3J7
CANADA

2. COVERAGE OF THE QUESTIONNAIRES

The questionnaires in the Media Statistics Survey 2011 are based on the *2008 UNESCO Media Development Indicators (MDI) Framework* as approved by the Council of the UNESCO Intergovernmental Programme for the Development of Communication (IPDC).

Countries should make every effort to cover public/State radio, television and newspaper institutions, in addition to institutions in the private sector and within local communities. Even if some national, provincial or local media institutions fall under the authority of bodies other than the host ministries of information, communication or culture, the authority in charge of the national communication and audio-visual council, or the national statistical office, please provide consolidated data for all media in your country for better comparability.

Recent developments in the media industry, such as the Internet and mobile technologies, are changing the ways in which people access news and entertainment. Regional and local media have increased the level of information for specialized target audiences through community organizations. The questionnaires request a count of these media institutions, the types of coverage, and broadcast patterns. This instruction manual provides the definitions and illustrations of all variables.

3. INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRES

Respondents are requested to carefully read the following instructions, definitions and illustrations to complete the UIS questionnaires on media statistics accurately. This manual covers all of the definitions of the variables used in the questionnaire and it explains the kind of data requested in each table. At the end of the manual, there is a list of the sources of information, comprising both books and websites to assist you in cross-checking the information for your country.

If the same information and data are required in more than one question; please ensure that the information and data are consistent across the question(s). In cases where there is an unavoidable discrepancy, please explain this clearly in the Metadata field at the end of each section.

Please do not leave any space blank in the questionnaire. The correct use of the coding of missing data is essential to ensure the integrity of the data. Reasons why there are no data in a particular instance need to be distinguished in UIS statistical analyses and reports.

The UIS encourages all countries to make their own estimations of missing or incomplete data. To signal that a cell contains estimated or partially estimated data, please put an asterisk (*) in front of the number, i.e. *68794. Do not leave a space between the symbol and the figure. If, despite these efforts, some data are not available or are incomplete, please explain in a covering letter or notes in the metadata field at the end of each section.

In the Metadata section, please include specific explanations or clarifications for the questionnaire in general. In addition, cite any reference material, manual, publication or website that you have referred to, which may help in understanding the data of your country.

Please refer to the **Glossary** at the end of this manual for definitions and explanations of the data to be reported in the questionnaires.

Please note that the Media Survey 2011 seeks data for the calendar year ending in **2009**. If data are not available for the requested year, please report the most recent year available and indicate in any case the year reported on the questionnaires.

4. ILLUSTRATIONS

4.1. BROADCASTING QUESTIONNAIRE – Broadcasting organizations and channels



Table 1.1 Domestic broadcasting media organizations by ownership

This table seeks data on the number of legally authorised **domestic** broadcasting media organizations by ownership and the type of media (radio or television). The figures inserted should encompass all media organizations at the national, regional and local levels.

Note: If in your country a legal authorisation to broadcast is not mandatory, for the purpose of this questionnaire please consider all broadcasting media organizations (national or foreign) that own and provide channels specifically edited for the domestic target audience. The notion of “editing” may refer also to programmes translated (dubbed or sub-titled) in the local language for the purpose of reaching domestic population.

For the notion of “channel” (which in some countries can be named “network” or “station”) please refer to the glossary.

Please classify each broadcasting organization by media, whether it provides: radio broadcasting only (i.e. providing one or more radio channels), television broadcasting only (i.e. providing one or more television channels), or both radio and television broadcasting (i.e. providing one or more radio and television channels). Ownership of each broadcasting organization should be classified as public, private or community.

In the last row of this table, please provide the number of organizations owning at least one domestic daily or non-daily newspaper title by the requested categories.



Please refer to the glossary for the definitions of **channel** and **domestic broadcasting media organizations**.



Table 1.2: Profile of the 4 major domestic broadcasting channels by key characteristics

This table seeks data on the following details of the four major domestic broadcasting radio and television channels by key characteristics in your country.

Note: To classify the four major channels please use audience share as the main method to rank them. In case audience share data is not available, please rank the 4 major channels by Technical Penetration. If neither is available, please base your ranking on your own discretionary evaluation and document the method in the metadata field.

Please exclude channels that **ONLY** transmit content via the Internet and exclude **FOREIGN** channels that are **NOT SPECIFICALLY EDITED FOR DOMESTIC AUDIENCE**.

Estimation of Audience share: In the absence of audience share data (and BEFORE ranking the channels by technical penetration), please verify if data on the rating or the reach of the TV and radio channel are available for a given time (average daily or weekly) and include a note in the metadata field.

Technical penetration: In some countries, a license is given with a precise geographic coverage. Please note that figures to be provided are as a **PERCENTAGE of the TOTAL NUMBER of HOUSEHOLDS** in the country. It does **NOT** refer to the number of HOUSEHOLDS located in the geographic space specified in the license.

Ownership: The ownership of a channel can be public, private (for profit) or community.

Type of access: the access to a radio channel or to a television channel can be free of charge or paid. Please, specify if the ranked channels are paid or free.

Technical transmission platform: The platform used by a radio or television channel to broadcast can be terrestrial (including microwaves), satellite, cable (including fiber and DSL) or any combination of the three cases. Please specify the platform used by the ranked channel. Choose **combined** if the channel simultaneously uses more than one platform to reach listeners and viewers, and **Not specified** only if you don't know its platform(s).

Type of transmission signal: The signal transmitted by a radio or television channel can be analog, digital or both analog and digital. For the ranked channel, please specify if its transmission is analog only, digital only or both.

Some content for mobile phones: Some television channels provide part of their programmes or the entire schedule for viewers via mobile phone. Please specify if any of the ranked television channels provide this option. This information is not requested for radio channels (since in the case of radio, the mobile phone can be equipped with a radio receiver, which does not mean that the radio channel is specifically targeting the audience with mobile phone. Please leave empty the corresponding cells).

Online simulcast (100% live streaming): Some radio or television channels broadcast **all** of their content simultaneously via their primary platform(s) as well as online. "100% live streaming" refers to live streaming of broadcast services on the basis of a daily programme schedule. Please respond by Yes or No, if the ranked channel has this characteristic. Please note that the **channels that broadcast exclusively online** are excluded from this survey and must not be ranked.

Some content online: Some radio or television channels make available some of their programme contents on their website allowing their users to view or listen at a chosen time (on-demand). Please respond by Yes or No if the ranked channels provide such services to the users or clients.

Percentage of content broadcast produced domestically: Refer to the glossary for the definition of **domestic production**.

Main orientation of programme content: Refer to the glossary for the definition of generalist or thematic programme orientation. Please choose the appropriate programme orientation (generalist or thematic) of the ranked channel.

Thematic channel programmes orientation: Please, fill the corresponding cell only if the ranked channel is thematic. Otherwise, please put "a" for **Not applicable**. Refer to the glossary for the definition of children, disabled or persons with special needs. If the target population is none of the two groups, please choose other groups.

Identification code of the media organization: If the names of the media organizations can not be provided, please use the alphabetical letters A, B, C ... H to identify each different media organization as follows:

Radio: Use the letter "A" for the name of the media organization that owns the first ranked radio channel, the letters B, C and D respectively for the 2nd, 3rd and 4th ranked radio channel's owner if they differ.

Television: If the media organization owning the first ranked television channel does not own one of the four major radio channels, then use the letter "E" for the name of the media organization. If the media organization does own one of the four major radio channels then use the same identification code from the radio portion of the question (A, B, C, or D) for the name of the media organization. For the remaining ranked television channels, please use the letters F, G and H respectively for the media organization that owns the second, third and fourth ranked television channel.

Note: If more than one ranked radio or television channel is owned by the same media organization, please use the same letter as the identification code. For example, if in country X, the first and fourth ranked radio channels, which have audience shares of 35% and 22% respectively and the third ranked television channel has an audience share of 18%, are owned by the same media organization, the letter "A" will be filled in the appropriate cells of the three columns: the column representing the first and fourth ranked radio channels and the column representing the third television channel. In this case, the letters D and G have not been used, but replaced by the same identification code "A".

Origin of the owner: The owner (controlling shareholder) of a media organization can be national or foreign.

Market share: please refer to the market share of the media organization and not of the radio or TV channel(s)

Total audience share of the media organization: Please note that this information is related to the media organization, and for those owning many channels consider the audience share of radio channels and that of television channels separately, before adding them to each other.

Total number of domestic radio/ television channels: Please provide the total number of radio/ television channels included the one(s) ranked, that are owned by the media organization by ranking.

Total number of newspaper titles: Please provide the number of domestic **DAILY NEWSPAPER TITLES** owned by the broadcasting media organization which owns the ranked radio or television channel.

Example: The media landscape of the hypothetical country is described as follow:

A broadcasting media organization in this country owns 3 radio channels named channel 1, channel 2 and channel 3 and 2 television channels named TV1 and TV2 as well as 1 non-daily title. The radio channels 3 and 1 are ranked as 2nd and 4th major radio channels in the country. For this reason, this media organization is coded "B" (one of its radio channels is ranked second in the country).

In this case, in the appropriate cell corresponding to the second and fourth major radio channels put 3 for the total number of domestic radio channels, and 2 for the Total number of television channels.

Another broadcasting media organization, coded "A" owns 2 radio channels named A1, A2 and 3 television channels named ATV1, ATV2 and ATV3, as well as 1 domestic daily titles and 4 non-daily titles. The radio channel A1 is the first ranked radio channel in the country, and ATV2 is the fourth ranked TV channel in the country. In the appropriate cell corresponding to the first radio channel, put 2 for the total number of radio channels and, in the appropriate cell corresponding to the fourth ranked television channel, put the number 2 again. For the Total number of television channels, put the number 3 twice: under the first ranked radio channel and under the fourth ranked television channel. Regarding the number of titles to consider in this table, only its unique daily title should be counted. Please put 1 in the appropriate cell of the first ranked radio channel and the fourth ranked television channel.

The third ranked radio channel is owned by another media organization, which is coded "C", and has no additional radio or television channel, but owns one daily newspaper title in a foreign country.

The first, second and third ranked television channels are also owned by different media organizations, coded respectively "E", "F", and "G"; each of these media organizations owns one channel only and no domestic daily newspaper title.

Based on the above information related to broadcasting media landscape for this country, the data will be filled in the table 2 as below:

Key characteristics	Radio				Television			
	1st channel	2 nd channel	3 rd channel	4 th channel	1st channel	2 nd channel	3 rd channel	4 th channel
Identification code of the media organization owning the channel - (A,B,C,D,E,F,G,H)	A	B	C	B	E	F	G	A
Total number of domestic radio channels provided by the media organization (including the one(s) ranked)	2	3	1	3	n	n	n	2
Total number of domestic TV channels provided by the media organization (including the one(s) ranked)	3	2	n	2	1	1	1	3
Total number of domestic daily newspaper title(s) owned by the media organization	1	n	n	n	n	n	n	1

Percentage of revenue by source: Please provide the share of total revenue (in %) of the ranked channel from the following sources:

- *public grants or subsidies: this involves the Government transfer of public money directly to an organization (for specific purposes or not). They can be also indirect though, for example, favorable loans from the State or warranties.*
- *license fee: a fee all citizens have to pay in certain countries for the reception of television (and sometimes also radio) broadcasts. It is a form of tax to fund public broadcasting, thus allowing public broadcasters to transmit programmes without, or with only supplemental, funding from radio and television commercials.*
- *advertising: many television channels sell blocks of broadcast time to advertisers in order to fund their programming. In the advertising-based model content is usually available free in exchange for advertisements placed within the content (spots, sponsorship, etc.)*
- *subscription: some TV channels are partly funded from subscriptions. Therefore the signals are encrypted during broadcast to ensure that only the paying subscribers have access to the decryption codes. Subscription can be annual, monthly or weekly and, for the purpose of this questionnaire it includes pay-per-use where users pay only for content obtained.*
- *donations or private subsidies: some TV and radio channels are funded through donation from individuals or organizations other than the government.*

Note: Please, note that for each channel ranked the sum of the percentages for all sources should be equal to 100.



Please refer to the glossary for the definition of audience share, rating, reach, market share, (cumulative) technical penetration, daily newspaper title, non-daily newspaper title, analog signal, digital signal, technical transmission platform (terrestrial, cable, satellite), simulcast (online), live streaming, podcasting, on-demand, domestic production.



Table 1.3 Radio and television broadcasting channels by technical penetration and ownership

This table seeks data on the total number of domestic radio and television broadcasting channels by technical penetration and distributed across the type of their ownership. The ownership of radio and television channels should be consistent with the media organizations in Table 1.1 (*i.e. Public, Private or Community*).

For this survey, the technical penetration is classified into three classes: above 75%, between 25% and 75%, and below 25% of households in the country.

Note: Please note that all domestic broadcasting channels in your country should be counted here (excluding channels that broadcast only on the internet).



*Please refer to the glossary for definitions of **channel** and **technical penetration**.*



Table 1.4: Transmission signals of broadcasting channels

This table seeks data on the number of radio and television channels, by type of transmission signal used. The type of transmission signals used to broadcast can be either analog, digital or both. The total number of radio and television channels should be consistent with Table 1.3.



*Please refer to the glossary for the definitions of **analog signal** and **digital signal**, in addition to the definition of **channel**.*

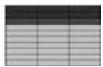


Table 1.5: Technical transmission platforms of broadcasting channels

This table seeks information on the type of platform used to broadcast the channels listed in table 1.3. This refers to the medium used by the broadcast channels in order to make their signal available to the population.

Each channel should be counted in only one of the following categories of transmission platforms:

Terrestrial only: the transmission is only available by terrestrial platform

Cable only: the transmission is only available by cable (or fiber, or DSL)

Satellite only: the transmission is only available by satellite

Combined: any combination of the above transmission platforms



*Please refer to the glossary for the definitions of **community**, **channel** and **technical transmission platform**.*



Table 1.6: Community radio and television channels by type of organization

This table seeks information on the number of community radio and television channels provided in table 1.3, by types of licensed organization. These types can be either:

- **Community associations**
- **Educational institutions**
- **Religious institutions;**
- **or Other that may apply in your country**



Please refer to the glossary for the definitions of *community*, *channel*, *community association*, *educational institution* and *religious institution*.



Table 1.7: Viability of radio and television channels

This table seeks information on the number of radio and television **channels** that were newly established (licensed and operating) or that ceased operations during the reference year. For example, if channels named A and B have merged to become channel C, then count channel C as newly established and channels A and B are both counted as “**Ceased operations due to merger**”. If channel A is simply absorbed by channel B, count channel A as “**Ceased operations due to merger**” while channel B should not to be counted in this table either as newly established, closed or merged. Please note that newly-established and merged radio and television channels are to be included in Table 1.3, while channels which have ceased operations, should no longer appear in the current statistics of existing channels except in Table 1.7. The type of ownership for newly-established, merged or ceased operations radio and television channels are the same as for Table 1.3.



Table 1.8: Sources

In most countries, public or government institutions regularly collect data on the developments of the broadcasting industry. These bodies provide reports on the expansion of media networks, market value, viewership studies, ratings, etc. Is there any such organization in your country that is regularly monitoring the industry?

Please provide the periodicity of data collection by specifying how frequently data are collected (every year, every two years, etc.).

For consultation purposes only

4.2. NEWSPAPER QUESTIONNAIRE - Print and electronic newspapers

This section covers newspapers published in your country (see *Box 2*).

Box 2. Definitions and instructions for gathering data on newspapers

For the purpose of this survey, a newspaper refers to a periodic publication intended for the general public and mainly designed to be a primary source of written information on current events related to domestic and/or international, social and political issues, etc. It may also contain articles, illustrations (e.g. cartoons) and advertisements.

This definition includes:

- a) **Daily newspapers**, i.e. newspapers published at least four times per week and mainly reporting events that have occurred since the previous issue of the newspaper;
- b) **Non-daily newspapers**, i.e. newspapers published at least once per week but no more than three times per week and mainly reporting events that have occurred since the previous issue of the newspaper, and which provide their readers with a primary source of general information.

Statistics of newspapers **should not** include publications issued primarily for advertising purposes only, i.e.:

- Trade catalogues, prospectuses and other types of commercial, industrial and touristic advertising; or
- Publications drawing attention to the products or services supplied by the publisher, even though they may be describing activities or technical progress in some branch of industry or commerce.

Statistics of newspapers **should not** include periodicals which are periodic publications that deal with studies and factual information on specialized subjects such as legislation, finance, trade, medicine, fashion, sports, etc.

Please consider the following categories as separate newspaper titles:

- Provincial or local editions differing substantially from the main publication in news, stories and editorial content;
- Supplements sold separately;
- Special editions, such as Sunday newspapers;
- Morning and evening dailies, provided they have separate titles or constitute separate legal entities; and
- Different language editions of the same publication, if published within the same country.

The following categories **should not** be considered as newspaper titles:

- Provincial or local editions of the same newspaper without substantial difference in news, stories and editorial content. A mere difference in title, advertisements or local news briefs alone is not sufficient for the publication to be considered as a separate newspaper; and
- Supplements not sold separately.

Newspapers that are **ONLY** published on the Internet **should not** be counted.



Table 1.1: Daily and non-daily newspapers

This table collects the number of daily and non-daily newspaper titles by their publishing formats that are print only or both print and online, as well as the related average circulation per issue (see *box 3 for calculation examples*).

Note: A newspaper title can be paid only, free only or both paid and free. The average circulation should be provided only for the print versions of newspaper titles. Hence, for those that are both print and online, only the average circulations of their print versions are requested.

Please provide:

- the number of daily newspaper titles that are print only and specify among them how many are paid only, free only or both paid and free; as well as their average circulation per issue. Note that the Total sum of average circulation per issue reported for "print only" is the sum of the three figures reported for the sub-categories of 'paid', 'free' and 'both paid and free'.
- the number of daily newspaper titles that are both print and online, and specify among them how many are paid only, free only or both paid and free; as well as their Total sum of average circulation per issue. Please note that the average circulation per issue reported for "Both print and online" is the sum of the three figures reported for the sub-categories of 'paid', 'free' and 'both paid and free' and does not include Internet readers.

- the number of non-daily newspaper titles that are print only and specify among them how many are paid only, free only or both paid and free; as well as their Total sum of average circulation per issue. Please note that the Total sum of average circulation per issue reported for “print only” is the sum of the three figures reported for the sub-categories of ‘paid’, ‘free’ and ‘both paid and free’.
- the number of non-daily newspaper titles that are both print and online, and specify among them how many are paid only, free only or both paid and free; as well as their average circulation per issue. Please note that the average circulation per issue reported for “Both print and online” is the sum of the three figures reported for the sub-categories ‘paid’, ‘free’ and ‘both paid and free’ and does not include Internet readers.

Total sum of average circulation per issue is the sum of the average circulation per issue for all newspapers reported in a given category. Please read **Box 3** for assistance in calculating the total average circulation per issue of daily and non-daily newspapers.

Box 3. Circulation of daily and non-daily newspapers

Daily: Average circulation per issue for daily newspapers should be determined as follows: If a daily newspaper appears five times a week and has a total annual circulation of 50 million, the average circulation per issue is: $50,000,000 \div 260$ (52 weeks \times 5 times a week) = 192,308.

e.g.: Country X has three dailies: two print only (one is paid only and one is free only with average circulation per issue of 150,000 and 125,000 respectively) and one which is both print and online (the print version has an average circulation per issue of 25,000). Then the Total sum of average circulation per issue for dailies in this country is $150,000 + 125,000 + 25,000 = 300,000$.

Non-daily: Average circulation per issue for non-daily newspapers should be determined as follows: If a non-daily newspaper appears two times a week and has a total annual circulation of 2,600,000, the average circulation per issue is: $2,600,000 \div 104$ (52 weeks \times 2 times a week) = 25,000.

e.g.: In addition to the dailies, Country X has five non-dailies: two free only that are both print and online and their print versions have average circulation per issue of 45,000 and 60,000 respectively. The three print-only are all paid and have average circulation per issue of 75,000; 30,000 and 15,000. Hence the Total sum of average circulation per issue of non-dailies for this country is $45,000 + 60,000 + 75,000 + 30,000 + 15,000 = 225,000$.

The data reported should be verifiable from national and regional sources that regularly monitor the circulation of newspapers in each country.



Please refer to the glossary for the definitions of *average circulation per issue*, *daily newspapers*, *non-daily newspapers* and *publishing format*.



Table 1.2: Daily and non-daily newspapers by ownership and geographic coverage

This table collects the number of daily and non-daily newspaper titles by type of ownership and geographic coverage. Ownership of a newspaper title is classified as **public**, **private** or **community**. If the ownership is not known, please consider it as **Not specified**.

Geographic coverage of newspapers refers to the primary areas covered by the daily or non-daily newspaper and are classified as follows:

- A **national newspaper title** has the intended audience as the general population of the country and has a circulation that strives to cover the country as a whole.
- A **sub-national newspaper title** has the intended audience as the population of a specific state, region, province, district or territory of a country and is generally published in an administrative centre. If a newspaper covers the majority of the country, please classify it as “national”.
- If there is no information or reliable estimation about a newspaper's coverage, please count it as **not specified**.

Once the ownership and coverage of each daily and non-daily newspaper title are established, please write the totals in the relevant boxes.

Do not include newspaper titles that are only available online in this table. report only newspapers that are “print” or “both print and online”.



Please refer to the glossary for the definitions of **publishing format**, **daily newspapers**, and **non-daily newspapers**.



Table 1.3: Community newspapers by major funding source

In this table, please disaggregate the number of community newspaper titles reported in Table 1.2 above, by type of major funding source.

Please classify all community newspapers by major source of funding as government or Non-government.

If a community newspaper derives the majority of funding from sources that are not specified, please count it in the category **Not specified**.

Do not include community newspaper titles that are available online only in this table.



Please refer to the glossary for the definition of **community newspaper**.



Table 1.4: Features of the 4 major print daily newspaper titles by the highest average circulation per issue.

In this table, please rank the titles by average circulation per issue, and provide the following details for each ranked newspaper title:

Average circulation per issue: Refer to the glossary for the definition. Please provide this information for the print version of the title.

Readership: Refer to the glossary for the definition of readership.

Ownership: Please classify each ranked title as public, private or community.

Main distribution model: Please indicate whether the title is paid only, free only or both paid and free.

Publishing format: Please specify if the ranked title is available in print only or both print and online.

Media organization owning the newspaper title: For each ranked title, please use the letter A to designate the owner of the first title, B for the second, C for the third and D for the fourth. In case the same media organisation is the owner of more than one ranked title, please use the same letter in the appropriate cells.

Origin of the owner: The owner (controlling shareholder) of a media organization can be national or foreign.

Main source of revenue: Please specify the main source of revenue that represents the greatest proportion of Total revenue of the ranked newspaper title.



Please refer to the glossary for the definition of **publishing format** and **average circulation per issue** and **readership**.



Table 1.5: Viability of print newspapers publications

This table collects the number of new domestic newspapers by sector that have been established (registered, if applicable, and operating) in the reference year, in addition to the number of domestic newspapers by sector that have ceased operation or merged that year. Please specify how many of the newly-established or newspapers that have ceased operation due to merger.

Please note that newly-established and merged newspapers should have been included in Table 1.2, but closed titles should not have been included.

For example, if titles named A and B have merged to become title C, then count title C as newly established and titles A and B are both counted as “**Ceased operation due to merger**”. If title A is simply absorbed by title B, count title A as “**Ceased operation due to merger**” while title B should not to be counted in this table either as newly established, closed or merged.

In defining the type of ownership, please use the categories public, private and community.



Table 1.6: Sources

In most countries, public or government institutions regularly collect data on the developments of the newspaper industry. These bodies provide reports on the expansion of newspapers, readership studies, market value, circulation, etc. Is there any such organization in your country that is regularly monitoring the industry?

Please provide the periodicity of data collection by specifying how frequently data are collected (every year, every two years, etc.).

4.3. LEGAL AND REGULATORY FRAMEWORK FOR MEDIA



Please refer to the glossary for the definition of key terms used in this questionnaire.

Q3. The aim of this table is to establish the type of institutions responsible for awarding license, registration, authorization or any other entitlement to operate media (television, radio) in your country.

For each entitlement as applied to a specific media in your country, first identify the institution by the appropriate code (**A = Regulatory authority; B = Executive head (President or Prime Minister); C = Line Ministry; D = Legislative body or authority; E = Executive cabinet; F = Other**) and then provide its full name in the cell just below.

Q4. If in your country, there is a Regulatory Authority dealing with broadcasting, the aim of this question is to identify its responsibilities among those listed. Please tick only those that are part of its mandate. Tick “No, mandate with a different entity” if another entity deals with that mandate; tick “No, no mandate in this country” if there is no mandate in your country regarding that issue”. If there is no Regulatory Authority, please specify in the metadata field and leave this table blank.

Q5. This question seeks information regarding the authority (ies) to which Public Broadcasters are accountable, by domain (editorial line, appointment of members and finance). Please tick, for each domain, the authority (ies) to which the Public Broadcaster is accountable to.

Q6. This refers to any legal rule in a country that specifies the amount of internationally- and domestically-produced programmes that are to be broadcast over the channels. For example, channels may be restricted to broadcast no more than 20% of international programmes and at least 80% of domestically-produced programmes. Put an “A” if it is not applicable.

Q7. The question refers to rules to be found in national legislation that define the concept of “community broadcasting” and related regulations/laws.

Q9. This question addresses whether laws exist which offer legal guarantees to protect the confidentiality of the journalists’ sources of information. These are generally part of the laws of the press that are set to provide legal protection to journalists covering sensitive stories and their right to not reveal the identity of the sources for a story.

Q10. Please indicate whether it is possible to practice journalism as a profession without having any formal qualifications and training in journalism in your country.

- Q12. Cross-media ownership refers to a situation in which one company or individual has a significant or controlling stake in two or more different media that cover the same market. For example, a company that owns a television /channel (or license) and newspaper title in the same city or country.
- Q13. Access to information refers to the right to have access, on request, to official documents held by the public authorities.
- Q16. If in your country, there is a Regulatory Authority dealing with newspaper, the aim of this question is to identify its responsibilities among those listed. Please tick only those that are part of its mandate. Tick "No, mandate with a different entity" if another entity deals with that mandate; tick "No, no mandate in this country" if there is no mandate in your country regarding that issue". If there is no Regulatory Authority, please specify in the metadata field and leave this table blank.

5. GLOSSARY AND DEFINITIONS

ANALOG SIGNAL refers to traditional transmission technologies based on electronic waves where the encoding and modulation of the signal need not be converted to binary code.

AUDIENCE SHARE corresponds to the average percentage of individuals watching a given TV channel or listening to a given radio channel out of the total individuals watching any television channel or listening to any radio channel during a specific time period (hour, day, week, year).

AUTHORIZATION is an official permission generally in form of a letter or document that confirms that a media organization (broadcast or print) has permission to operate in a given area of the national territory.

AVERAGE CIRCULATION PER ISSUE refers to the average number of copies either sold or distributed for free per issue, for daily and non-daily newspapers inside of the country.

CHANNEL refers to a radio or television broadcast service provided by a media organization, organized in a schedule of programming content and identified by a unique trademark. Programme content is transmitted by linear mode (i.e. live, simultaneous), via analog and/or digital transmission signals, generally through terrestrial, cable, or satellite platforms.

CHILDREN The Convention on the Rights of the Child (Article1) defines a child as "every human being below the age 18 years, unless under the law applicable to the child, majority is attained earlier".

CODE OF CONDUCT refers to any regulation that restricts and regulates the kind of advertising that is broadcast over radio or television. Some countries have codes and laws that restrict the advertising of certain products (such as alcohol or cigarettes), the use of religion, or the use of children.

COMMUNITY refers to a group of people sharing common characteristics or interests. A community can be either a geographically based group of persons or a group with shared interests or common demographic composition irrespective of their physical location within a country.

COMMUNITY ASSOCIATION refers to an association representing the interests of a community. (for the purposes of this questionnaire, this association is not related to religious matters or educational purposes).

COMMUNITY MEDIA ORGANIZATIONS are domestic broadcasting or publishing entities, generally serving the interest of a community.

COMMUNITY NEWSPAPER is a newspaper published by a community media organization.

CONTENT FOR MOBILE PHONES is the content, in the form of single programs or the entire schedule provided by television channels for viewers via their mobile phone.

CROSS MEDIA OWNERSHIP occurs when one company operates in more than one media sector (e.g. television channels or licenses and newspapers).

DAILY NEWSPAPER refers to a newspaper that is published at least four times per week and mainly reporting events that have occurred since the previous issue of the newspaper.

DIGITAL SIGNAL: An electronic signal transmitted as binary code based on the presence or absence of current, high and low voltages or short pulses at a particular frequency. Digital technology based transmissions compared to **analog signal**, can provide improved text, image and sound quality, as well as enhanced features.

DISABLED is a person with disabilities. According to the World Health organization, a disability is an umbrella term, covering impairments, activity limitations, and participation restrictions. Impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations.

PUBLISHING FORMAT

- A **print only** newspaper is printed and distributed as a hard copy only.
- A **print and online newspaper** is printed as a hard copy and also published online. The online newspaper can be a free or paid version of the print newspaper.
- An **online newspaper** is a newspaper published only on the Internet, which is regularly updated based on the periodicity or as frequently as required. Non-professional publications such as blogs are excluded.

DOMESTIC BROADCASTING MEDIA ORGANIZATIONS are, for the purpose of this survey, entities **legally authorized (if required)** to provide at **least one** radio and/or television **channel** specifically **edited** for the domestic population of a given country and transmitted in linear mode (including also near video-on-demand mode).

The definition of broadcasting media organization excludes production companies, pure network operators or other media service providers such as cable distributors, pure packagers, content aggregators, advertisers, news agencies, etc unless they operate their own broadcasting channel(s).

DOMESTIC PRODUCTION: programmes that are produced by companies (broadcasters or commissioned producers) located in the country and specifically targeted to the domestic population

EDUCATIONAL INSTITUTIONS: have the provision of education as their sole or main purpose. Such institutions are normally accredited or sanctioned by some public authorities. While the majority of educational institutions fall under the jurisdiction of, or are operated by, education authorities, other public agencies dealing with such areas as health, training, labour, justice, defence, social services, etc. may also be involved. Educational institutions may also be operated on a profit or non-profit basis by private organizations such as religious bodies, special-interest groups or private educational and training institutions.

FOREIGN MEDIA ORGANIZATIONS for the purpose of this survey are those entities, without a specific legal authorization, providing to the domestic population of a given country TV and/or radio channels not specifically tailored for the domestic audience.

FOREIGN NEWSPAPER: a title owned and published by a private, public or community entity with headquarters outside of a country.

FOREIGN PRODUCTION refers to programmes that are produced and funded outside of the respondent country and that are not specifically edited (i.e. dubbed or subtitled) for the domestic population of the respondent country.

FREE BROADCAST refers to television channels and services accessed by the viewers for free, i.e. without paying any subscription fee.

FREE NEWSPAPER refers to a newspaper that is distributed free of charge.

GENERALIST PROGRAMMES OR CHANNELS: programmes and channels dedicated to different genres and aimed to attract a large, diverse audience, generally characterized by a high degree of substitutability in the eyes of consumers.

INTERNET LIVE STREAMING refers to continuous linear transmission of a broadcasting service over the Internet.

INTERNET PODCASTING refers to pre-recorded audio or video programmes that are available through the Internet.

JOURNALISTS are professionals hired by media organizations to research, investigate, interpret, edit, write and produce news and media content through television, radio and other media. This term includes announcers/anchors employed by broadcasting organizations but excludes occupations such as public relations officer, photojournalist and camera operator (adapted from the *International Standard Classifications of Occupations 2008*).

LICENCE a permission for which media organizations must apply prior to commencing activities, which may be granted or not. In the case of broadcasting, a licence is assigned to use public resources like spectrum frequencies.

LINEAR MODE refers to analogue and digital television, live-streaming, web-casting provided by a media organization for simultaneous viewing of programmes on the basis of a programme schedule as oppose to non-linear which refers to on-demand services (services provided at the moment chosen by the user, at the user's request, on the basis of a catalogue of programmes proposed by the media organization).

LIVE STREAMING refers to real time transmission of live video and/or audio over the Internet using streaming technologies. Data Streaming occurs when a pre-existing multimedia file can be played back without being completely downloaded first.

MARKET SHARE is defined as a media organization's revenue from a media market (radio, television, and newspaper) expressed as a percentage of total industry revenue of all organizations operating in that media market (radio, television, newspaper).

MERGER occurs when two companies combine to form a single company. A merger is very similar to an acquisition or takeover, except that in the case of a merger existing stockholders of both companies involved retain a shared interest in the new corporation. By contrast, in **an acquisition** one company purchases a controlling share of a second company's stock, creating an uneven balance of ownership in the new combined company.

NEWSPAPER GEOGRAPHIC COVERAGE

- **National coverage of newspapers** refers to the physical availability of newspapers in all major urban areas.
- **Sub-national coverage of newspapers** refers to all newspapers which have less physical availability than the national newspaper in terms of distribution.

NON-DAILY NEWSPAPERS are published less than four times but at least once a week.

NON-GOVERNMENTAL ORGANIZATIONS (NGOs): refers to non-State entities providing social services and working on a not-for-profit basis.

ON-DEMAND: Refers to a transmission system which allows users to select and receive video or audio content on request.

OWNERSHIP refers to the sector to which an economic operator belongs. For the purpose of this survey, three sectors have been identified to characterize media organizations:

Public: the media organization is owned by the government/State.

Private: the media organization is owned by a person, group of persons or a private company.

Community: the media organization is owned by a community organization or non-governmental organization (NGO).

PAY BROADCASTING (TV or RADIO): refers to subscription based television (or radio) services, delivered with encrypted signals or other methods of controlling user access, generally charging a fee for access.

PAY NEWSPAPER: Refers to a newspaper that is sold to readers.

PODCASTS: Are audio and video broadcasts that are downloaded from the Internet and can be played on portable devices that are not necessarily connected to the Internet.

PUBLIC/STATE BROADCASTING SERVICE is provided by a statutory body and funded directly by the State, or by licence fees paid by the citizens, and/or advertisements, or any combination of the three.

PUBLIC NEWSPAPER: title owned and published by a public/State-owned or sponsored entity.

PRIVATE MEDIA ORGANIZATIONS are domestic broadcasting entities owned and operated by private companies or individuals for financial profit and are registered in the country.

PRIVATE NEWSPAPER: title owned and published by a private domestic or foreign media organization or individual primarily for profit.

REACH refers to number of people watching/listening a radio/TV channel expressed in absolute number for a given period of time (generally daily or weekly), converted into an annual average. Please express this as the average daily reach (or, if not available, weekly reach) over the course of the year.

READERSHIP: A general term that refers to the average number of people reading a particular publication in a day. The term includes both the individual who purchased the publication and others who have read the publication.

Note: Circulation is calculated by the number of copies sold and distributed for free, but readership can only be assessed by a survey. Hence, audience/reader figures are larger than circulation due to the fact that a single copy of a title may have multiple readers.

RATING refers to the percentage of individuals watching a given TV channel or listening to a given radio channel out of the total individuals in the country. Please express this as the average rating over the course of the year.

REGULATORY AUTHORITY is an administrative body established by law with the power to exercise regulatory functions.

REGISTRATION is a procedure through which a media organization obtains clearance from the competent authority to publish or broadcast upon submission of the required documents.

RELIGIOUS INSTITUTIONS: organizations such as churches, temples, mosques and other places of worship and institutions that exist to support and manage the practice of a specific set of religious beliefs.

SELF-REGULATORY BODY is an entity constituted by media organizations to exercise some degree of oversight and regulation over the media industry or profession.

SIMULCAST refers to programmes or events broadcast across more than one media platform at the same time.

SIMULCAST (ONLINE) refers to programmes or events broadcast online and across any other media platform at the same time.

A programme is **online simulcast** (100% live streaming) if all the content is broadcast online and across any other media platform at the same time.

TECHNICAL PENETRATION refers to the channel's potential audience, i.e. the number of households (generally expressed in percentage out of the total households of a given country or territory) which could potentially receive the channel (MAVISE-EAO).

TECHNICAL TRANSMISSION PLATFORM refers to platforms and operators from which the broadcasting channel is available (MAVISE-EAO).

THEMATIC CHANNEL (as opposed to generalist) refers to a channel dedicated to a specific genre or topic and intended for a specific target audience, which offer viewers/listeners a content corresponding to their individual taste.

TOTAL AVERAGE CIRCULATION refers to the sum of the average circulation for all newspapers reported in a given category. For example, if three non-daily newspaper titles are reported for your country in 2009, of which the average circulation per issue are 25,000, 50,000 and 35,000 copies respectively, the total average circulation will be 110,000.

6. REFERENCES AND SOURCES OF INFORMATION

1. The Annual/Bi annual reports, handbooks and websites of the ministries of information, communication, broadcasting, communication technologies, etc.
2. Reports from the national statistical departments of the national, provincial or state government of various countries.
3. Reports of broadcasting associations, societies, broadcasting institutions, broadcasting regulatory bodies etc.
4. Circulation of Newspapers <http://www.wan-press.org/article14362.html>
5. World Press Trends Survey 2009 World Association of Newspapers and News Publishers (WAN-IFRA):
<http://www.bizcommunity.com/Article/196/15/40369.html>
6. <http://www.wan-press.org/article14362.html>
7. World Media Handbook : <http://www.poline.org/docs/0039/064993.html>
8. CIA World Factbook <https://www.cia.gov/library/publications/the-world-factbook/>
9. Handbook on Mass Media in the United States: The Industry and Its Audiences:
10. <http://www.questia.com/library/book/handbook-on-mass-media-in-the-united-states-the-industry-and-its-audiences-by-brown-h-carpenter-erwin-k-thomas.jsp>
11. The World Factbook, 2008 <http://www.bartleby.com/151/>
12. Media Laws <http://www.medialaw.com.sg/ethics/jcode.htm>
13. Code of ethics in countries <http://www.medialaw.com.sg/ethics/jcode.htm>,
14. <http://www.cbc.ca/news/background/internet/podcasting.html> Sources of Information for further clarification on podcasting on radio and television
15. [A handbook of media and communication research: qualitative and quantitative](#)
16. European audiovisual observatory <http://www.obs.coe.int/db/index.html.en>
17. Federal Communications Commission (FCC) <http://www.fcc.gov/>
18. Nordic Information Center for Media and Communication Research (NORDICOM)
<http://www.nordicom.gu.se/eng.php?portal=&main=>