



Ipsos MediaCT

The Media, Content and Technology Research Specialists



EGM Latam

The **Estudio General de Medios (EGM) Latam** is the leading syndicated multi-media survey in Latin America.

EGM Latam provides a continuous measure of the media behaviour, new technology usage and shopping patterns of Latin American consumers at both a regional and national level. Results can be examined by lifestyle, demographic and psychographic segments.

EGM consumer insights are used by most Latin American marketers and media professionals to support media and marketing plans designed to maximise return on investment.

The surveys have been carried out since 1999 (in Argentina and México) and are now based on face-to-face interviews with over 162,000 respondents aged 14 to 64 across ten countries:

- Argentina: (12,500)
- Brazil: (47,260)
- Bolivia: (6,400)
- Chile: (8,515)
- Colombia: (5,360)
- Costa Rica: (12,000)
- Guatemala: (12,000)
- Mexico: (49,200)
- Uruguay: (2,000)
- Venezuela (12,000)

Advantages of EGM Latam

- The survey is carried out in all the main countries in the Latin America region;

- More than 400 clients subscribe to the study;
- Databases have been created for each country and for the region as a whole, allowing users to compare results across markets;
- Results can be analysed using a single software interface across all countries;
- A team of Ipsos professionals offer training, assistance and consultancy to help clients extract maximum value from the data.

Main uses of EGM Latam

EGM is used for many purposes. These can include:

- Target audience definition
- Media planning and buying
- Reach & frequency analysis
- Tracking of traditional and new media consumption
- Market assessment
- Brand driven analysis
- Strategic analysis of the media in terms of audience size, profile and overlap;
- Optimisation of advertising investment;
- Analysis of individual product and service categories.

2008 Highlights

In 2008, EGM results were published in nine countries (Venezuela data will be available in mid-2009). Amongst the main findings:

- 85% of adults watch television on an average day, while 62% listen to the radio;
- 27% read a newspaper on a daily basis;
- One third of adults read magazines;
- 29% access the internet in an average week.



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About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behaviour, the value of brands across different platforms and how they can minimise risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information, please connect with us at: www.ipsosmediact.com

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Links

MENA Syndicated Research (sell sheet)

Audience Measurement (sell sheet)

UK National Readership Survey (case study)