



National Media Analysis (NMA)

The Ipsos MENA National Media Analysis study is the leading syndicated multi-media survey in the Middle East and North Africa regions.

It provides the principal currency of readership, radio listening and (in some countries) television viewing data used by the media and advertising agencies to plan and trade advertising space.

The study has been carried out since 1998 and interviews a sample of almost 26,000 adults across eleven countries:

- Bahrain (1,200)
- Egypt (2,000)
- Iraq (2,800)
- Jordan (2,000)
- Kuwait (2,500)
- Lebanon (2,500)
- Oman (1,200)
- Qatar (1,200)
- Saudi Arabia (5,000)
- Syria (2,000)
- United Arab Emirates (3,300)

Data from the surveys allows users to gauge the number and demographic make up of readers, viewers and listeners to the various local media operators.

Usage of the internet and attendance at the cinema is also included.

Within the surveys, subscribers can target people according to their age, gender, marital status, education level, monthly income and whether or not children are present.

Results can be analysed via Ipsos MENA's proprietary cross-tab software (TabX) as well as via optimisation software (Zplan)

NMA is carried out via face-to-face interviews with a representative sample of adults 15 years and above in the eleven countries.

Telemetry (TLM)

Detailed television viewing is measured in six countries (Egypt, Jordan, Kuwait, Saudi Arabia, Syria and the UAE) using a telephone day after recall method.

19,400 adults are interviewed for the survey.

In this study, data on general viewing habits is collected alongside viewing of major channels by daypart.

Radiometry (RDM)

Detailed radio listening habits are collected via telephone in five countries (Egypt, Kuwait, Lebanon, Saudi Arabia and the UAE).

Just under 16,000 adults are interviewed for the study.

These include general listening habits by time of day, by station and by different demographic groups.

WebView

WebView tracks the internet usage patterns of the population in five countries (Jordan, Kuwait, Lebanon, Saudi Arabia and the UAE).

It is based on telephone interviews with more than 10,000 adults.

Data from the study includes internet usage habits, where the internet is accessed, how often it is used, the main sites logged and on-line purchase behaviour.



Ipsos MediaCT

The Media, Content and Technology Research Specialists



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

[EGM \(sell sheet\)](#)

[Audience Measurement \(sell sheet\)](#)

[UK National Readership Survey \(case study\)](#)