

# PRINT MEDIA INDUSTRY RESEARCH REVIEW GROUP

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## **The print media industry announces readership measurement shortlist**

The print media industry has announced the four research agencies shortlisted to provide New Zealand readership services (including consumer insights and media engagement) for the \$1 billion per annum print industry.

The following four research agencies were shortlisted after presenting their credentials to the Print Media Industry Research Review Group Incorporated (PMIRRG)

The short-listed agencies in alphabetical order are:

1. Nielsen
2. Research International
3. Roy Morgan
4. Synovate

The call for expressions of interest was answered by 19 companies from New Zealand and around the world.

“The review panel was greatly pleased with the high calibre of submissions and accompanying presentations. It is refreshing to see that the research community shares the vision that New Zealand needs a world class measurement metric,” said Derek Lindsay, PMIRRG chairman.

The four short-listed agencies have been issued with the full RFP document including a submission deadline of March 2010.

PMIRRG - which represents members of the newspaper and magazine publishers' associations and Communication Agencies Association of New Zealand - was formed in late 2007 with the specific objective of evaluating the needs of the New Zealand print media and communication industry for readership research.

Over the last 2 years it has carried out an extensive review on international best practice in media research, innovation and the use of technology.

By initiating the tender process the PMIRRG is seeking to future proof the readership measurement system providing the flexibility to adapt as technology continues to evolve and provide relevant audience data in a more complex and dynamic media landscape.

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