

Print media analyses - Vocabulary and service requirements

EESTI STANDARDI EESSÕNA

NATIONAL FOREWORD

Käesolev Eesti standard EVS-EN 15707:2008 sisaldab Euroopa standardi EN 15707:2008 ingliskeelset teksti.

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English Version

Print media surveys - Vocabulary and service requirements

Mesure d'audience de la presse écrite - Vocabulaire et
exigences de service

Printmedienanalysen - Begriffe und
Dienstleistungsanforderungen

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Foreword

This document (EN 15707:2008) has been prepared by Technical Committee CEN/TC 376 "Project Committee - Print media analyses services", the secretariat of which is held by DIN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by May 2009, and conflicting national standards shall be withdrawn at the latest by May 2009.

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1 Scope

This European Standard specifies the vocabulary and service requirements for media surveys in the field of print media.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 20252:2006, *Market, opinion and social research — Vocabulary and service requirements*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1 client

individual, organization, department or division, internal or external, which requests or commissions a research project

[ISO 20252:2006, 2.8]

3.2 code

numeric or alpha character or combination of characters associated with each response category

[ISO 20252:2006, 2.9]

3.3 code frame

list of categories with associated codes for classifying responses

[ISO 20252:2006, 2.10]

3.4 first reading yesterday (FRY)

variation of the “Recent Reading” model in which for all titles being read a question follows if a particular copy (issue) has been read yesterday for the first time

3.5 first reading in publishing interval (FRIPi)

variation of the FRY-model in which for all titles being read a question follows if the particular titles has been read within the last publication interval for the first time

3.6 frequency

frequency of being exposed to a medium within a specific time period

3.7 interview

activity of collecting information from respondents