

#### RTUK & Research

41th EPRA Meeting **BERN - 14 May 2015** 

















## **Legal Framework**



- Turkish Broadcasting Act No: 6112 Article 37 (ı)
- to make or to commission public opinion polls concerning media services and to share the results of these polls with the relevant parties and the public.

#### RIUK RADYO VE TELEVIZYON ÜST KURULU

# Department of Public Opinion, Broadcast Research and Measurement



Internal Research Department

In total 12 experts and 4 out of 12 are dedicated to research activities

40.000 Euro Yearly Budget For 2015



#### **Functions**



Public Opinion Researches



Viewer and
Audience
Rating
Measurement





# **Stages of A Research**

Determination of the aims and subject matter of the research

Public Announcement of Research Results

Sampling

Evaluation of collected data and preparation of research report

The type of the questionnaire

Field Work

Preparation of the question form



# Research Subjects







Television
Watching
Tendencies

Radio
Listening
Tendencies

Media Literacy



# Examples

Media Literacy Lessons Research 2015 ongoing

Radio Listening Tendencies Research 2014

Television Broadcasters Profile Research 2014

The Third Television Watching Tendencies Research 2013

Children's Media Usage Habits Research 2013







# RTUK

# **COMMUNICATION CENTER**







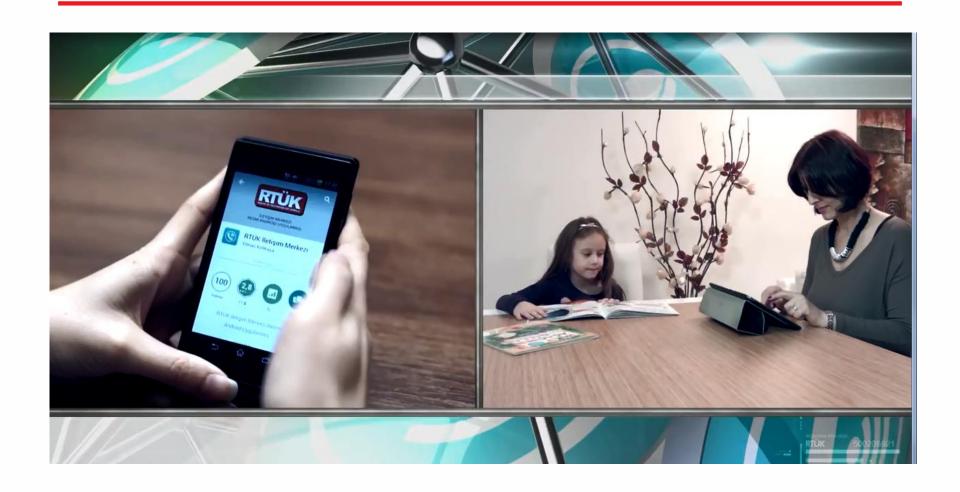
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## **RTUK MOBILE**





Instant Feedback from Mobile Devices

Mini Questionnaires

**Demographic Information** 

Data sharing with the broadcasters



# Thank you...

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