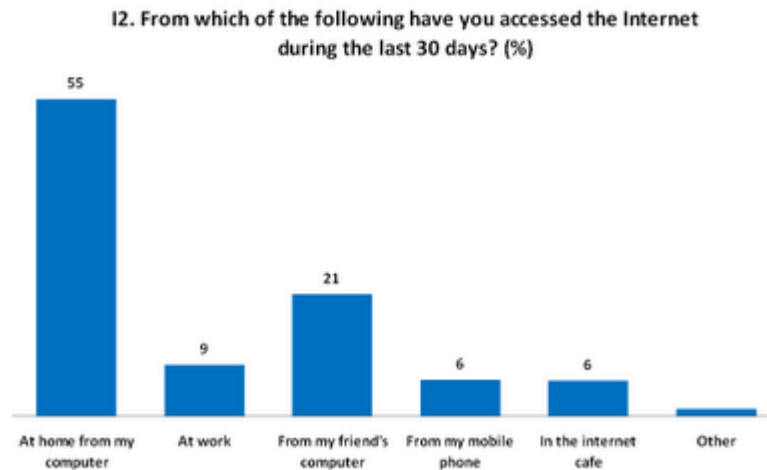


FRIDAY, DECEMBER 11, 2009

Georgian Media as Business | Data Snapshots

In terms of the business findings, CRRC's Media Survey (undertaken in September/October 2009) generated extensive data that is available to help media make good business decisions. One recent presentation, summarized here, focused on showing the diversity of data that is available.

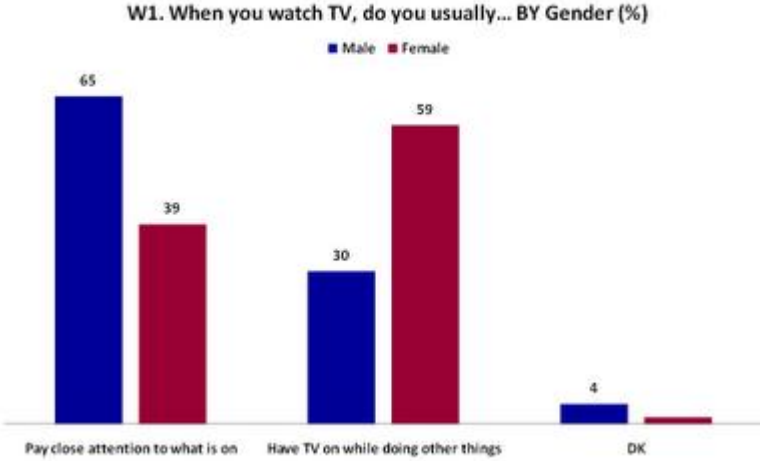
Internet clearly will influence the media environment, with 19 percent saying that they have access to the Internet. When browsing the Internet, social networking sites are most popular (59 percent), followed by doing emails (36 percent) and then listening to music and watching movies (34 percent). For those that do not have Internet access at home, 36 percent say that the main reason is that it is too expensive. Twenty percent say that the problem is that they do not have access in their area. Only 7 percent say they do not want to use it. While price is the main reason for not getting Internet, 49 percent also say they do not know how much Internet costs in their settlement. (Details on how much different groups would be willing to pay is also available.)



Yet a significant challenge, little discussed, is that free-download sites (ranked among the top ten sites in Georgia) may get the public to form the expectation that content is always for free. This expectation is a very significant risk to the media business in Georgia which needs to convince the public to pay for quality content. Intellectual property concerns, while not on the agenda right now, will soon become relevant.

[p5] What is the main reason you do not read daily newspapers?	
Not sold in my area	22
Information is provided with a delay	0
Information provided is biased	1
I prefer to get information from relatives/friends	2
I don't have time to read	14
I do not trust information provided by newspapers	2
I don't have money to buy newspapers	21
I am not interested in reading newspapers	23
Other	11
DK	2
RA	2

While newspapers have limited circulation, not all of it is a matter of cost. Only 21 percent say that they don't read newspapers because they are too expensive. Twenty-three percent say they currently are not interested in reading newspapers, and 22 percent that newspapers simply are not sold in their area, implying that there are some potential customers that could still be won over. Again, the prices that different groups would be willing to pay are also available.



As for television, consumers clearly say they want quality coverage, delivered professionally. This seems important in attracting and retaining viewers. However, television is used in different ways by different groups. When switching on TV, the majority of men (65 percent) actually watch, while the majority of women (59 percent) use it as a kind of radio, running the TV while engaging in other tasks. Current TV advertising does not seem to be popular, with almost 80 percent saying that they usually switch channels if there's a long block of advertising.

These are only some data points, and that much more targeted data can be made available if media professionals or researchers are interested in finding out what the audience wants.

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