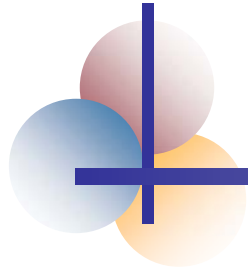


Mareco Index Bosnia

Media Department



Introduction

International membership

- *Gallup International*
- *Taylor Nelson Sofres - TNS Group*
- *WAPOR (World Association of Public Opinion)*
- *ESOMAR (European Society for Opinion and Marketing Research)*

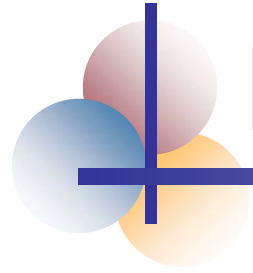
□ Media Department

- ✓ Media Intelligence
- ✓ Media Research



Media Intelligence

- ❑ AdMon - Advertising monitoring in Bosnia & Herzegovina
First data production: 2002
Covered media: TV, Print
- ❑ AdEx - Advertising expenditure in Bosnia & Herzegovina
First data production: 2002
Covered media: TV, Print
- ❑ CopyService
 - ✓ **Media CopyService**
 - ✓ **Creative CopyService**
- ❑ MediaClipping

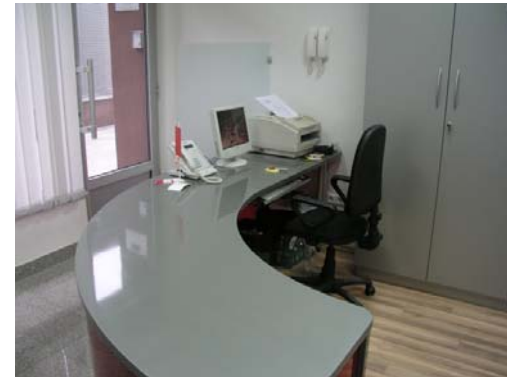


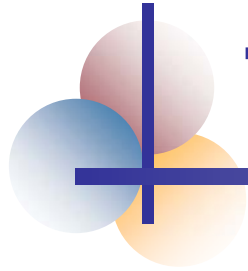
Media Research

- ❑ TAM - Television audience measurement in Bosnia & Herzegovina
- ❑ PRM - Print readers measurement, daily newspapers, weekly & monthly magazines in Bosnia & Herzegovina
- ❑ RAM - Radio audience measurement in Bosnia & Herzegovina

Technical capabilities

- Great, new, modern equipped offices



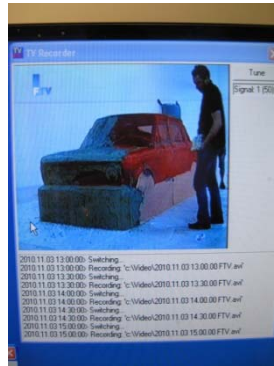
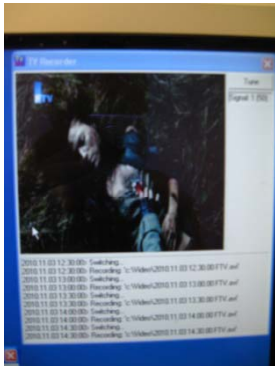


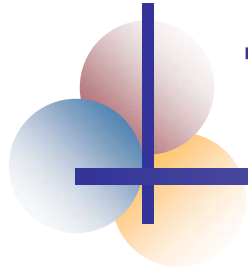
Technical capabilities

- High end hardware



- High standards software





Technical capabilities

- Big archive





Staff capabilities

- Highly qualified staff
 - ✓ 5 senior staff members
 - ✓ 25 junior staff members

- MIB has its own in-house data processing facilities, guaranteeing clients timely, accurate and confidential data handling. MIB adheres to ESOMAR standards of conduct in its dealings with clients and survey participants. TV Measurement, Radio Measurement & Print Readers Measurement, TV & Print Ad Monitoring, BiH Media Market Monitor, Media Clipping, etc.

- Staff covers all phases of research from:
 - ✓ Fieldwork
 - ✓ Data entry and programming
 - ✓ Reporting
 - ✓ Consulting
 - ✓ Licensed specialized softwares for TV Audience Measurement, Radio Audience Measurement, Print Readers Measurement i TV / Print
 - ✓ In-house software programming on special request



Covered Media

□ TV

- ✓ BHT 1, FTV, RTRS, Pink BH, OBN, Hayat TV, ATV, BN TV, TV 1, PROGRAM PLUS , Mreža Plus (for each TV station MIB has recording station/server, that are fully equipped for continuous recording 24/7 and archiving up to 3 months back)

□ Print

- ✓ 5 Plus, Aura, Auto Plus, Auto Shop Magazin, Avaz Sport, Azra, Banke u BiH, Bebe i Mame, Bussines Magazin, Chic, Dnevni Avaz, Dani, Dnevni List, Dom Info, EuroBlic, Express, Fokus, Glas Srpske, Gracija, Gusto, Info, Kolibric, Ljepota & Zdravlje, Magazine, Male Novine, Maxi, Moj Dom, Moja Beba, Nasa Rijec, Nezavisne Novine, Novi Reporter, Oslobodenje, Palcic, Poslovne Novine, Preporod, PressRS, ProAuto, Slobodna Bosna, Sport Centar, Srce i Secer, Start, Svijet, Svjetlo Rijeci, Vasa Kuharica, Vecernji List , Vesela Pcelica, Vesela Sveska, Zdravlje u kuci, Zehra,... (for each print issue MIB has archiving facilities, that is fully equipped for keeping and archiving all issued numbers up to 1 year back)