

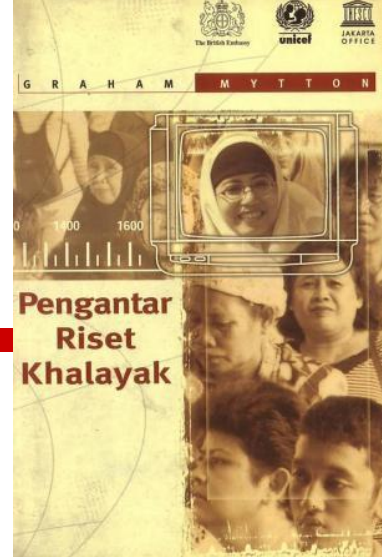
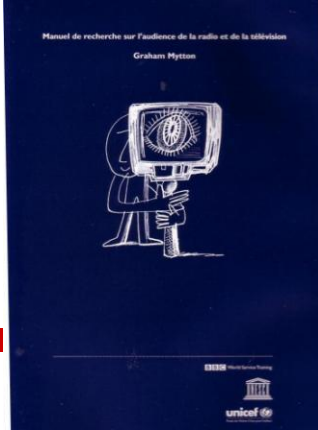
What have I been up to since GEAR in Cordoba, 1997?

Graham Mytton

GEAR Grey Beards/Curls Conference,
Hilversum 2012

How did I stop doing what I had been doing?

- ❑ BBC World Service moved towards research as a tool for strategy and promotion
 - ❑ I created a new Marketing department bringing together under one management Publicity, Marketing, Audience Research and Audience Relations
 - ❑ And did myself out of a job
 - ❑ I retired in April 1998 and set up a private consultancy offering research training and research project management
-



- ❑ I wrote a new version of my audience research book
 - ❑ Now also published in French, Indonesian and Slovak
 - ❑ It now needs to be rewritten and revised to include new media, including the Internet and social media
 - ❑ I need someone to assist me with this and am open to offers!!
-

Audience Research Training and Consultancy

- Training courses in audience research in 38 countries
 - Managed audience research projects in 33 countries
-

Academic Work

- Supervision of Post Graduate students
 - External Examiner for PhD and MA candidates at several universities
 - Writing research papers
 - Now writing a history of Audience Research at the BBC World Service
-



Some photos!



Focus group in the Gambia



I did some research training and consultancy in Bosnia



Training people from Israel,
Palestine, Jordan, Lebanon,
Syria in audience research.

— This was done here in
Hilversum!

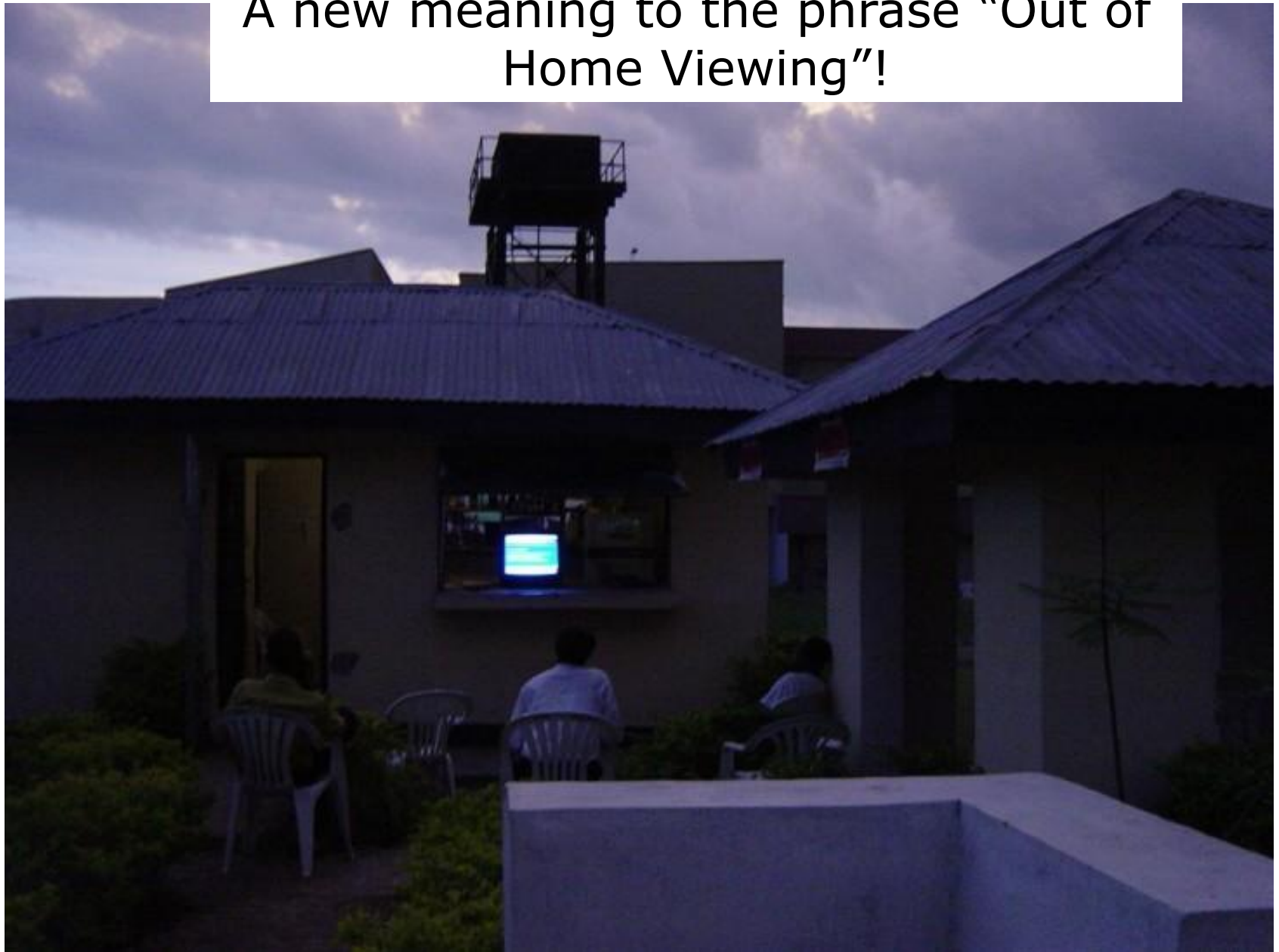




Research Training and Projects in Nigeria



A new meaning to the phrase "Out of Home Viewing"!





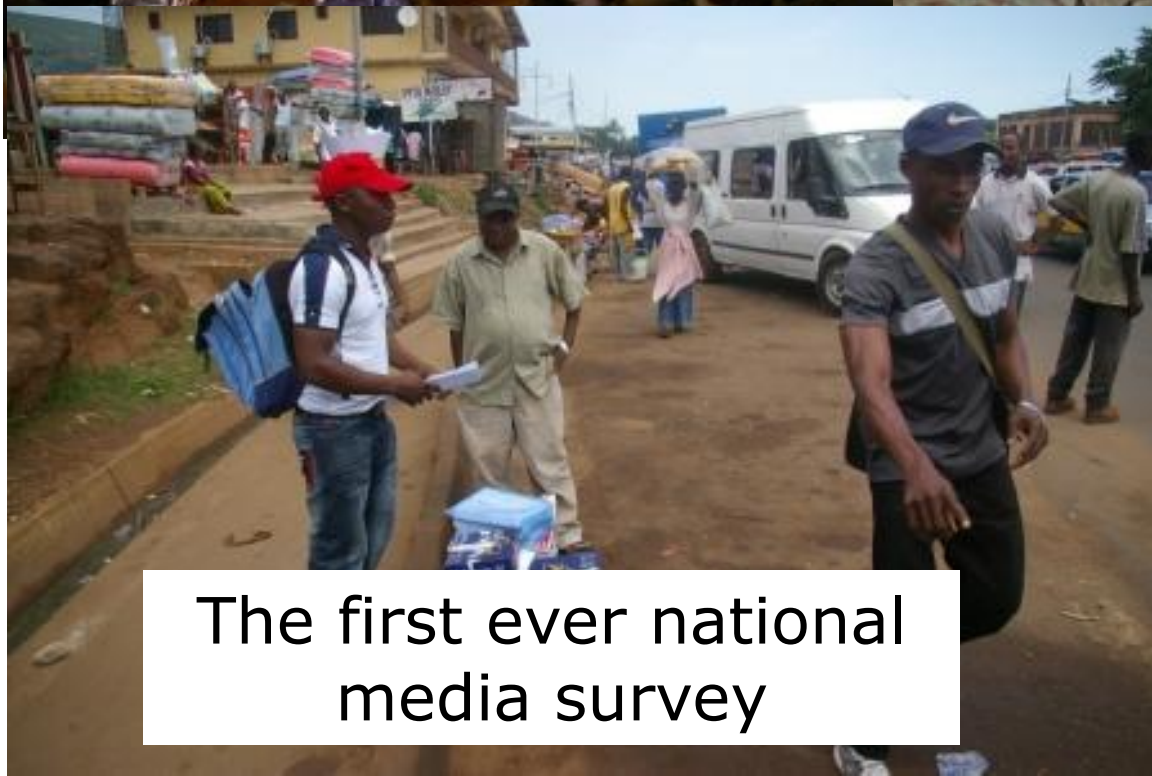
More images from Nigeria – exhilarating and maddening in equal measure!



Management Training in Pakistan for Radio Station Managers from Afghanistan



Sierra Leone



The first ever national media survey





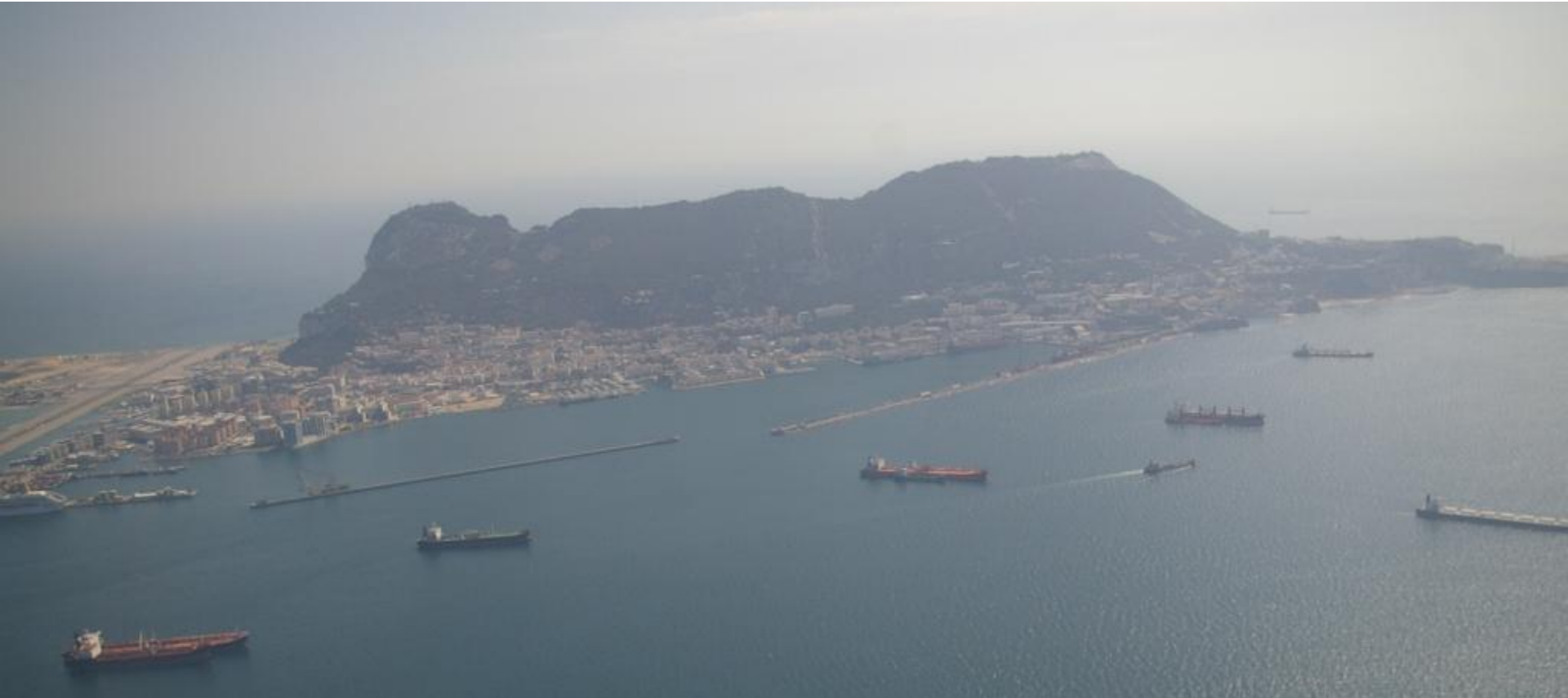
Training the fieldworkers for the first ever national media survey in East Timor





There is a kind of GEAR for international broadcasters' audience researchers – called – CIBAR. This was the 2003 meeting in Moscow. I – have been going to these for many years

It's not often one can take a photo of the entire universe sampled!



Gibraltar 2008: My first
ever audience research
project in Europe!

Home Equipment, TV: Gibraltar Sample

Any TV Set, 99%

Remember these?

!

VCR/DVD Player,
81%

Cable Connection,
67%

Satellite Dish, 58%

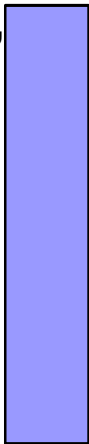
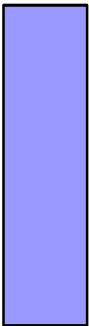
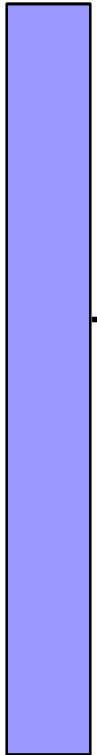
TV Set (Cathode Ray
Tube), 57%

TV Set (flat screen
HD), 33%

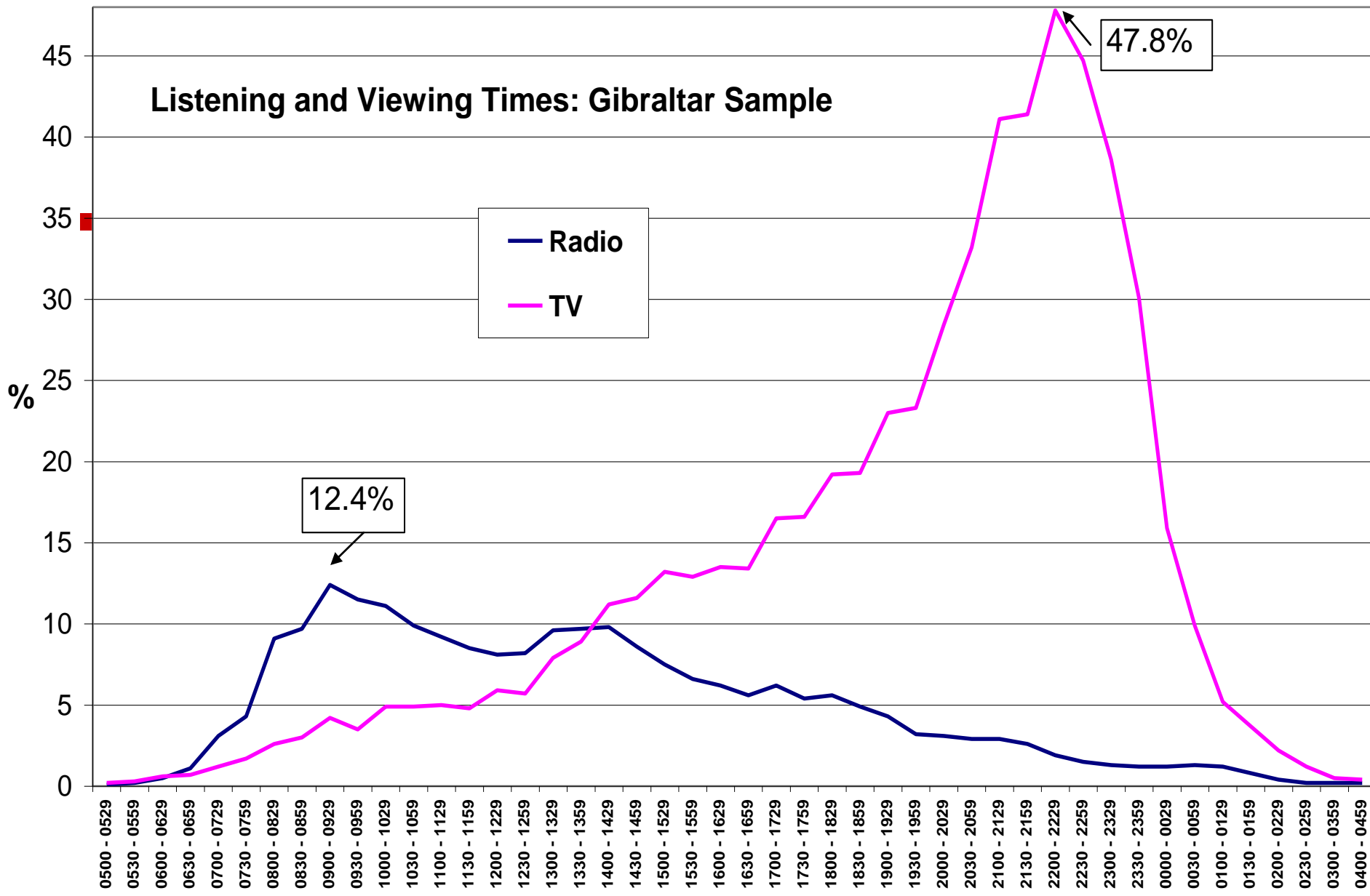
TV Set (flat screen,
not HD), 24%

PVR Box, 24%

External TV Aerial,
14%



Listening and Viewing Times: Gibraltar Sample



Research for Development

- Also I have been working to promote the importance of research to make development projects more effective and successful, with relevant work in Tanzania, Somalia, South Sudan, the Gambia Sierra Leone.
 - I am Chairman of a company that specialises in such work – InterMedia UK – www.intermedia.org
 - However, I reach 70 this year and am shortly going to hang up my clipboard and close down most of these activities in order to enjoy home, where I live, the grandchildren and family a little more!
-



**Our Home
in the
Surrey
Hills**

**Dates
from c.
1550**



Some of the surrounding countryside

