

THE GROUP OF EUROPEAN AUDIENCE RESEARCHERS (GEAR)

From the 1960s to the New Millennium

THE EARLY YEARS

Back in 1966, informal discussions took place between a small group of audience researchers working in Public Service Broadcasting (PSB) who were attending an ESOMAR Conference in Denmark. This group began exploring the idea of forming a new organisation where audience research professionals in Europe's public broadcasting organisations could discuss their own approaches, research methodologies and concerns in a forum of their own making.

Arising out of those contacts, the Group of European Audience Researchers (GEAR) was formally inaugurated at a two-day meeting in Hilversum in the Netherlands in January 1967. That meeting adopted a set of draft rules or statutes and appointed its first Chairman, Mr. Fred Littman from RTÉ (Ireland) and Vice-Chairman, Mr. Peter Hofstede from the NTS/NRU - later NOS (Netherlands). The other PSB organisations and countries that were involved, either directly or indirectly, in the Hilversum initiative were:- CT - Czechoslovakia; DR - Denmark; YLE - Finland; RAI - Italy; OBOPSP - Poland; SR - Sweden and the BBC/BBC External - United Kingdom.

From the start, one of GEAR's core principles was to focus on the professional work and concerns of PSB researchers across the European continent from the Atlantic to the Urals. Notwithstanding the very significant political ideologies and systems that divided Europe in the latter half of the 20th century, GEAR kept its membership open to all full-time audience researchers working in PSB organisations affiliated either to the EBU or the OIRT. It is interesting to note that the GEAR's membership and Conference schedule included a number of countries in Eastern Europe from its foundation in 1967 right up to the dramatic political events in Eastern Europe and the Soviet Union in the early 1990s.

See **Appendix A** for a listing of the Chairmen and Vice-Chairmen of the GEAR and their PSB organisations from 1967 to 2000 inclusive.

GEAR'S FIRST ANNUAL CONFERENCE, ROME, NOVEMBER 1967.

- § Fourteen members representing ten countries attended the First Annual Conference of the GEAR hosted by RAI and held in Rome in late 1967. In addition to the eight countries involved in the Hilversum meeting early in the year, two new PSB organisations and member countries attended. These were RTBF - Belgium and the ORTF - France.

GEAR'S SECOND ANNUAL CONFERENCE, STOCKHOLM, MARCH 1969.

- § At the invitation of Czechoslovak Radio, plans were made to hold the second GEAR meeting in Prague in August 1968. That conference was cancelled as a result of the political events in Prague in early August. SR came forward and very kindly invited the members to re-schedule the Second Conference and to hold it in Stockholm in March 1969.

- § The first Chairman's term of office came to an end at the Stockholm Conference. The Vice-Chairman also resigned from the Group as he was leaving his post in the Audience Research Department. The meeting elected Mr. O. Melen of SR (the Conference host) as Chairman and Mr. P. Abruzzini of RAI as Vice-Chairman. The Stockholm Conference also adopted the procedure whereby the Chairman is automatically succeeded by the Vice-Chairman after two years.

GEAR'S THIRD ANNUAL CONFERENCE, PARIS, MAY 1970

- § The late spring/early summer timing of the Annual Conference was established at the Paris Conference. The membership also expanded further to the East that year with the addition of new members from Hungary and Yugoslavia.

GEAR'S ANNUAL CONFERENCES FROM 1967 TO 2001.

- § A full list of the dates, locations and host organisation(s) for all the Annual GEAR Conference, since its inception in 1967, is attached at **Appendix B.**

SUMMARY

Europe's rigid post-war political divide along East/West lines was not reflected in the GEAR's membership, its leadership or in its meeting venues over the years.

- ▶ A member from CT - Czechoslovakia attended the 1st GEAR Conference in Rome in 1967.
- ▶ The GEAR also had members from Bulgaria, Hungary, Poland, Romania and Yugoslavia in the 1960s and 1970s.
- ▶ The first representative from the Soviet Union attended the 24th GEAR Conference in Helsinki in 1991.
- ▶ The first, and current, member from Estonia attended the 26th GEAR Conference in Copenhagen in 1993.
- ▶ The first representative from the Russian Federation attended the 27th GEAR Conference in Capri in 1994.
- ▶ The late Dr. Tamás Szecskö of MTV (Hungary) was the GEAR Chairman from 1975-77 and Vice-Chair from 1973-75.
- ▶ Mr. Lado Pohar of RTL (Yugoslavia) was Chairman from 1979-80 and Vice-Chair from 1977-79.
- ▶ The 5th GEAR Conference was hosted by PRT and held in Warsaw in May 1972.
- ▶ The 7th GEAR Conference was hosted by MTV and held in Visegrad, Hungary in May 1974.
- ▶ The 8th GEAR Conference was hosted by RTL (Ljubljana) and held in Portoroz, Yugoslavia in May 1975.
- ▶ The 20th GEAR Conference was hosted by MCRC (Hungary) and held in Budapest in May 1987.
- ▶ The 29th GEAR Conference was hosted by TRC 'Petersburg' and held in St. Petersburg in May 1996.
- ▶ The 33rd GEAR Conference was hosted by CT/CR and held in Prague in April 2000.

THE GEAR AGENDA OVER THE YEARS.

The GEAR Conference Agenda for a sample of seventeen years from 1967 to 2000 is available for inspection at **Appendix C**. It includes the Agenda for the first GEAR Conference in Rome in 1967. The next Agenda is for the third GEAR Conference held in Paris in 1970. The Conference Agenda is then presented for every second year from 1970 onwards.

The Chairman draws up the Agenda or work schedule for the Annual Conference each year. The Conference Agenda takes account of the views expressed by the membership through a process of consultation. An analysis of the Conference Agenda down through the years will shed light on the ongoing topics of concern to the members. It will also draw attention to new issues that were introduced reflecting the changing concerns of PSB audience researchers in Europe over the past 34 years.

In this analysis, we start by looking at the Agenda for the first GEAR Conference in Rome in November 1967 and contrast that with the Agenda for the 33rd Conference held in Prague in April 2000.

COMPARISON OF AGENDAS FOR THE 1ST AND 33RD GEAR CONFERENCES

GEAR Conference No. 1, 1967
Rome - 3 Days

Agenda

- State of Audience Research in member organisations
- Problems in measuring audience size
- Assessment of reactions of adults and children
- Pre-testing of programmes plus assessment of spontaneous written/spoken comments
- Optimum coordination of programming for two TV channel situation
- Proposals for joint research on specific projects

GEAR Conference No. 33, 2000
Prague - 5 Days

Agenda

- Radio session – full afternoon
- Annual Reports session
- Strategy and Channel Positioning
- Accountability, New Indices and Measurement of Output Quality
- Raw data usage and experiences
- Digital TV, New Media and Internet (measurement, strategy and policy)
- Miscellaneous session

Conference No. 1, Rome 1967:-

- The first item on this agenda points to the interest shown in learning about the structure and functions of Audience Research in other public broadcasting organisations.

- Most of the first Conference dealt with the usual methodological and technical aspects of audience research.
- The item on the coordination of programming between two TV channels in the same company was, perhaps, a topic of particular interest to the larger countries that had the responsibility of running and scheduling two TV channels in the late 1960s.

Conference No. 33, Prague, 2000:-

- At last year's Conference, we note that the item on the research function in other broadcasting organisations had now become a regular topic and was dealt with in the Annual Reports session.
- Radio research issues had also grown in importance over the years and this is reflected in the special radio session scheduled for a half-day's presentations and discussion.
- The topic on channel positioning in the complex multi-channel environment of the new millennium is, perhaps, a major elaboration of the more limited two channel scheduling concerns expressed back in the 1960s.

The Prague agenda also reflected a number of new concerns.

- We note, for example, the focus on 'accountability' in the new era as PSB organisations strive to distinguish themselves from their commercial competitors along a number of output and quality indicator dimensions. The earlier interest in research techniques and methodologies is still in evidence but is now widened to address the research questions raised by measuring the use of the new media such as the Internet, Digital TV etc. etc.
- A Miscellaneous session also dealt with papers and topics that did not fit neatly into any of the other sessions on the agreed agenda.

It is also interesting to note that the original three day Conference had now expanded to five days to accommodate a much fuller work agenda.

THE DECADES IN BETWEEN

In this section, we have selected one year from each decade to broadly represent that decade. For example, we looked at the Agendas for the 7th, 17th and 27th Conferences and observed the similarities and the changes in the Agenda items. These three Conferences were held in 1974, 1984 and 1994 respectively.

COMPARISON OF AGENDAS FOR THE 7TH, 17TH AND 27TH GEAR CONFERENCES

GEAR Conference No. 7, 1974
Visegrad, Hungary - 3 Days

Agenda

This was a special Single Theme Conference on the goals of Audience Research.

- Review of the state of audience research in European countries
- Classification of television programmes – UNESCO model etc.

GEAR Conference No. 17, 1984
Stockholm - 4 Days

Agenda

- Annual Country Reports on national broadcasting and audience research developments – full day
- Qualitative research issues
- The new media and the research response
- Radio research issues

GEAR Conference No. 27, 1994
Capri, Italy – 5 Days

Agenda

- Annual Country Reports on developments in broadcasting and audience research - full day
- Research for competitive programming development
- End of the Cold War: Broadcasting and Research issues
- Patterns of TV viewing and Radio listening
- Broadcasting Performance Indicators
- Advertising and the research function
- ESOMAR/ARF Broadcasting Symposium – Report
- Harmonisation issues
- Miscellaneous

The 1960s and 1970s – The Era of Broadcasting Regulation.

In the late 1960s and right up to the end of the 1970s, the PSB monopoly was still the norm in most parts of Western Europe. However, the situation that developed in Italy in the late 1970s heralded the beginning of the end of the broadcasting monopoly enjoyed by PSB organisations since the 1920s.

In this period, many PSB organisations in Western Europe were still in an expansionary mode. The broadcasting market was quite tightly regulated and the competitive challenges were minimal and were largely confined to small scale, and largely illegal, local radio operations and overspill TV signals from neighbouring countries.

- The issues facing most PSB organisations were, perhaps, of a more technical and philosophical orientation.
- The 7th GEAR Conference in Hungary in 1974 points to a more relaxed and rather academic focus on the goals and the state of audience research in Europe.
- It is interesting to note that the on-going professional concerns about measurement techniques referred to the quantitative and the qualitative aspects of audience reaction.
- The issue of pre-testing programmes was on the agenda at the first GEAR meeting.
- In 1970, the question of forecasting audience size was discussed.
- The wider societal concern about cultural imperialism arising largely from the wave of very successful US soap operas on European TV screens also engaged the attention of GEAR delegates in this period.

The 1980s - The Decade of Transition.

Competition had arrived in the local television market in Italy towards the end of the 1970. There were challenges to public broadcasting in radio and television in a number of countries in the 1980s. The French decision to sell off and privatise the first TV channel (TF1) in the mid-1980s was, perhaps, a major signal for a new departure in broadcasting policy in Western Europe. Satellite broadcasters began to arrive on the scene in the mid-1980s and local radio became a battleground for younger listeners in some countries. PSB organisations had to address the newly emerging competition and the gradual shift in government policy in many countries towards a more open and pluralistic broadcasting regime.

- The 17th GEAR Conference in Sweden in 1984 devoted a full day to reviewing the Annual Reports prepared by each member on the broadcasting policy issues and research developments in their own countries.
- Qualitative research issues and radio research matters were also high on the agenda.
- There is also a hint of the changes in the broadcasting environment as the Conference addressed the new media issue and the appropriate research response. In the 1980s, new media tended to refer to the new teletext medium and to the more obvious arrival of satellite broadcasting in some countries in the mid-1980s.
- Another topic for debate in this decade, though not specifically noted in the 1984 Agenda record, was the efforts being made by GEAR to agree common measurement definitions and standards and to develop comparable European broadcasting statistics on radio and television programming matters. The ‘Eurostatistics’ topic became a regular item for collaboration and debate at GEAR meetings throughout the 1980s.
- At the end of the decade, the GEAR reviewed its mode of operation and its future. It decided to regularise and formalise its relationship with the EBU. Very helpful secretarial support was provided to the GEAR by the EBU in Geneva. The new relationship was further deepened in the 1990s. **Appendix D** provides a record of the very fine Secretarial support provided by the EBU from 1990 onwards.

The 1990s – The Broadcasting Deregulation Era.

The 27th GEAR Conference on Capri in 1994 addressed the new political situation in Europe with the ending of the Cold War and the very significant political developments in Eastern Europe and the Soviet Union. In this decade, the GEAR family expanded to embrace new members from Eastern Europe.

- The strong commercial competitive challenges emerging in the West were also high on the Agenda.
- The arrival of commercial broadcasters in some countries led to a renewed interest in advertising research.
- The link up between ESOMAR and the ARF in co-hosting international conferences on radio and television research was also noted and discussed.

- The question of harmonizing broadcasting statistics continued throughout the decade.
- The development of performance indicators was also a running item as PSB organisations explored ways in which they could distinguish themselves from their commercial competitors on a number of output and quality dimensions.
- A further item of concern to audience researchers in this decade was an analysis and comparison of television contract specifications as the people-meter technology was adopted by an increasing number of countries in both east and west Europe.

APPENDIX A

GEAR CHAIRMEN and VICE-CHAIRMEN, 1967 – 2001

<u>Years</u>	<u>Chairman</u>	<u>Vice-Chairman</u>
1967-69	Mr. Fred Littman (RTÉ)	Dr. Peter Hofstede (NOS)
1969-71	Mr. Ola Melen (SR)	Mr. Pompeo Abruzzini (RAI)
1971-73	Mr. Pompeo Abruzzini (RAI)	Mr. Paul Hendriksen (NOS)
1973-75	Mr. Paul Hendriksen (NOS)	Dr. Tamás Szecskö (MTV)
1975-77	Dr. Tamás Szecskö (MTV)	Ms. Claude Geerts (RTBF)
1977-79	Ms. Claude Geerts (RTBF)	Mr. Lado Pohar (RTL)
1979-80	Mr. Lado Pohar (RTL)	Mr. Björn Hoijer (SR)
1980-82	Mr. Björn Hoijer (SR)	Mr. Jacques Durand (ORTF)
1982-84	Mr. Jacques Durand (ORTF)	Dr. Matthias Steinmann (SRG)
1984-86	Dr. Matthias Steinmann (SRG)	Dr. Hansjörg Bessler (ARD)
1986-88	Dr. Hansjörg Bessler (ARD)	Mr. Tony Fahy (RTÉ)
1988-90	Mr. Tony Fahy (RTÉ)	Mr. Herman Santy (BRT)
1990-92	Mr. Herman Santy (BRT)	Mr. Peter Menneer (BBC)
1992-94	Mr. Peter Menneer (BBC)	Dr. Peter Diem (ORF)
1994-97	Dr. Peter Diem (ORF)	Mr. Erik Nordahl Svendsen (DR)
1997-99	Mr. Erik Nordahl Svendsen (DR)	Mr. Wim Bekkers (NOS)
1999-2000	Mr. Wim Bekkers (NOS)	Dr. Heikki Kasari (YLE)
2000-	Dr. Heikki Kasari (YLE)	Dr. Heinz Gerhard (ZDF)

APPENDIX B

Annual GEAR Conferences, 1967 – 2001.

Year	Venue/Dates	Host PSB(s)
1967	Rome, Nov. 22/24	RAI
1968	Prague, August – cancelled	
1969	Stockholm, March 27/29	SR
1970	Paris, May	ORTF
1971	London, May	BBC/ITA
1972	Warsaw, May	PRT
1973	Hilversum, June	NOS
1974	Visegrad, Hungary, May	MRT
1975	Portoroz, Yugoslavia, May 20/23	RTL
1976	Antwerp, May 19/21	BRT/RTBF
1977	Bern, May 23/26	SBC (SRG/SSR)
1978	Madrid, May 8/11	RTVE
1979	Paris, May 15/18	ORTF
1980	Ivalo, Finland June 9/12	YLE
1981	Koln, May 10/13	WDR
1982	Cambridge, May 10/13	BBC/IBA
1983	Venice, May 2/5	RAI
1984	Stockholm, May 21/24	SR
1985	Barcelona, April 22/25	RTVE/CCRTV
1986	Dublin, May 12/15	RTÉ
1987	Budapest, May 11/14	MCRC
1988	Amsterdam, May 16/19	NOS
1989	Brussels, May 8/11	BRT
1990	Berne, May 6/10	SBC (SRG/SSR)
1991	Helsinki, May 12/16	YLE
1992	Vienna, May 10/14	ÖRF
1993	Copenhagen, May 23/27	DR
1994	Capri, May 15/19	RAI
1995	Oslo, May 21/25	NRK
1996	St. Petersburg, May 19/23	TRC Petersburg
1997	Cordoba, May 11/14	RTVE
1998	Stockholm, May 9/13	SVT
1999	Stuttgart, May 15/18	ARD/SWR
2000	Prague, April 8/12	CT/CR
2001	Lucerne, April 28/May 2	SBC (SRG/SSR)

APPENDIX C

GEAR CONFERENCE AGENDA TOPICS

A Sample of the Years from 1967 to 2000

CONFERENCE NO. 1, ROME 1967

- State of Audience Research in member organisations
- Problems in measuring audience size
- Assessment of reactions of adults and children
- Pre-testing of programmes plus assessment of spontaneous written/spoken comments
- Optimum coordination of programming for two TV channel situation
- Proposals for joint research on specific projects

CONFERENCE NO. 3, PARIS 1970

- Multivariate analysis methods
- Structural analysis in Audience Research in Sweden
- Role of AR Departments/Research in programme policy
- Content analysis – Report on a RAI Project
- Audience reactions – some ITV (UK) pilot work
- Methods of forecasting audience size

CONFERENCE NO. 5, WARSAW 1972

- Typologies of the public
- Programme scheduling and AR relationships with broadcasters
- Rating and reaction techniques
- Long term social effects of broadcasting
- The future of Audience Research

CONFERENCE NO. 7, VISEGRAD, 1974

This was a one theme Conference on the goals of Audience Research:

- State of Audience Research in Europe
- Classification of television programmes – the UNESCO system

CONFERENCE NO. 9, ANTWERP, 1976

- Analyses of trends in Listening and Viewing
- Research for programmes and advertising
- The messages conveyed by broadcasting and research
- Measuring minority audiences

CONFERENCE NO. 11, MADRID 1978

- Media Imperialism – overspill signals in small countries
- News and current affairs research
- The structure of Television schedules
- Systematic content analyses

CONFERENCE NO. 13, IVALO, FINLAND, 1980

- Life Style studies
- Research, planning and programme policy
- The Multi-channel TV situation and issues
- The philosophy of Audience Research

CONFERENCE NO. 15, CAMBRIDGE, 1982

- Local broadcasting and research
- Teletext and satellite Television
- Research on elections
- Eurostandards and Eurostatistics
- Annual Country Reports

CONFERENCE NO. 17, STOCKHOLM, 1984

- Annual Country Reports – full day
- Qualitative research
- New media and research
- Radio research

CONFERENCE NO. 19, DUBLIN, 1986

- Annual Country Reports – full day
- Satellite TV and research
- Methods of Audience Research
- AR – A philosophy for the future
- Miscellaneous papers session

CONFERENCE NO. 21, AMSTERDAM, 1988

- ÿ Annual Reports
- ÿ Satellite broadcasting and cross border usage
- ÿ Radio in the age of TV
- ÿ Boundaries of taste in broadcasting: Violence, Sex, Language
- ÿ Qualitative research, Appreciation indices, Pre-testing of programmes
- ÿ Sundry papers

CONFERENCE NO. 23, BERNE, 1990

- ÿ Annual Reports/European overview – full day
- ÿ Harmonisation of TV outputs/EBU
- ÿ Radio trends in Europe/Research issues
- ÿ Corporate image research
- ÿ Opinion polls on Radio and TV
- ÿ Scheduling strategies and Research
- ÿ Public broadcasting and advertising industry reports

CONFERENCE NO. 25, VIENNA, 1992

- ÿ Annual Reports
- ÿ AGB-Nielsen-Telecontrol-Finnpanel
- ÿ Harmonisation of TV Audience Research
- ÿ Eureka Audiovisuel
- ÿ Radio audience measurement
- ÿ TV Research
- ÿ Miscellaneous

CONFERENCE NO. 27, CAPRI, 1994

- ÿ Annual Reports – full day
- ÿ Patterns in TV Viewing and radio Listening
- ÿ Research for competitive programming development
- ÿ The end of the Cold War: Broadcasting and Research developments
- ÿ Advertising and the research function
- ÿ Broadcaster performance indicators
- ÿ ESOMAR/ARF Symposium: Report back & harmonisation
- ÿ Miscellaneous

CONFERENCE NO. 29, ST. PETERSBURG, 1996

- ÿ Annual Reports
- ÿ Presentation and discussion of GEAR Qualitative Method Book
- ÿ The state of the art in TV measurement
- ÿ The Role of advertising research in Public Service Broadcasting
- ÿ Advanced media: Audience Research in the world of set-top boxes, Internet, VOD
- ÿ Performance indicators
- ÿ The future of national Public Service Broadcasting
- ÿ Radio research
- ÿ Programmes for children and young adults
- ÿ Miscellaneous

CONFERENCE NO. 31, STOCKHOLM, 1998

- ÿ Radio Session – full afternoon
- ÿ Annual Reports
- ÿ Quality and qualitative research
- ÿ TV – software demonstrations
- ÿ Strategy, planning and predictors
- ÿ New roles and functions in Audience Research
- ÿ The digital age and future developments
- ÿ Miscellaneous

CONFERENCE NO. 33, PRAGUE, 2000

- ÿ Radio Session – full afternoon
- ÿ Annual Reports
- ÿ Strategy and positioning
- ÿ Accountability, new indices and measurement of quality
- ÿ Raw data usage and experiences
- ÿ Miscellaneous
- ÿ Digital TV, New media and Internet (measurement, strategy and policy)

APPENDIX D

EBU Secretarial support provided to the GEAR since 1990.

<u>GEAR/EBU Secretary</u>	<u>Period</u>
Mr. Michael Type	1990-1996
Mr. Paolo Baldi	1997-1999
Mr. Philippe Mounier	since 2000

APPENDIX E

Membership of GEAR by Country, 1976 – 2000

AUSTRIA (ORF)

Dr. Peter Diem	(1980 -1999)
Mrs. Sigrid Svitek	(since 1997)
Dr. Hedwig Zehetner	(since 2000)
Mrs. Judith Stelmach	(1996-1999)

BELGIUM (BRT/VRT and RTBF)

Mrs. Claude Geerts Vinikas (RTBF)	(1967 - 1994)
Mr. Jacques Lacomblez (RTBF)	(1967 - 1972)
Mr. Herman Santy (BRT)	(1976 - 1994)
Mr. Fernand Broucke (BRT)	(1971 - 1977)
Mr. Daniel Poesmans (VRT)	(since 1996)

BULGARIA (Commission of Television and Radio)

Mr. Anton Mitichev	(1984 - 1996)
Mr. Alexander Anguelov	(1977 - 1979)
Mrs. Antoaneta Stantcheva	(1997 - 1998)

CZECHOSLOVAKIA (CT)

Mr. Jaroslav Kostal	(1987 - 1992)
Mr. Milos Rehak	(1967 - 1968)
Mr. Josef Camsky	(1969)

CZECH REPUBLIC (CT and CR)

Mrs. Lucie Pokorna	(1994 - 1996)
Mrs. Eva Lickova	(1994 - 1996)
Dr. Václav Hradecký	(since 1997)
Mrs. Kristina Taberyova	(since 1997)

DENMARK (DR)

Mr. Erik Nordahl Svendsen	(since 1985)
Mr. Helge Andersen	(1967 - 1970)
Mr. Felix Norgaard	(1970 - 1983)
Mrs. Olga Linne	(1976 - 1986)
Mrs. Helle Gudnitz	(1997 - 1998)
Mr. Thomas Sande Pedersen	(since 1998)

ESTONIA (ETV)

Ms. Kersti Raudam (since 1993)

FINLAND (YLE and MTV)

Mr. Juha Kytömäki (1974 - 1992)

Dr. Heikki Kasari (since 1982)

Mr. Kaarle Nordenstreng (1967 - 1985)

Ms. Anna-Maria Nurminen (1971 - 1979)

Mr. Jukka Haapasalo (1976 - 1985)

Dr. Ismo Silvo (1991 - 1993)

FRANCE (ORTF-CEO-INA-MÉDIAMÉTRIE-A2-FR 2/3-RF)

Mr. Jacques Durand (1972 - 1990)

Mr. Michel Souchon (1983 - 1990)

Mr. Jean Oulif (1967 - 1971)

Mrs. Annette Suffert (1973 - 1986)

Ms. Michèle Périot-Sanehy (1991 - 1999)

Mr. Jean-Francois Delas (1991 - 1992)

Mrs. Isabel Serrano (1992 - 1993)

Mrs. Marie-Dominique Chevreux (since 1994)

GERMANY (SDR-WDR-ZDF)

Dr. Hansjörg Bessler (1973 - 1998)

Dr. Uwe Magnus (1975 - 1992)

Mr. Michael Darkow (1983 - 1990)

Dr. Bernhard Frank (1973 - 1977)

Mrs. Hella Kellner (1977 - 1981)

Mrs. Gerlinde Schumacher (1991 - 1999)

Dr. Heinz Gerhard (since 1997)

Dr. Michael Buss (since 1997)

Dr. Dieter Müller (since 1999)

GREECE (ERT)

Mr. Adamantios Bassantis (1993 - 1995)

Mrs. Lina Trochalitou (since 1996)

HUNGARY (MRT-HMCRC-MTV)

Dr. Tamás Szecskö (1970 - 1995)

Mr. Adám Levendel (1986 - 1990)

Mr. László Váradi (1974 - 1981)

Mrs. Marta Nagy (since 1993)

Mrs. Judit Lendvay (1994 - 1995)
Dr. Zoltan Jakab (1996 - 1998)
Mrs. Katalin Lázár (since 1998)

IRELAND (RTÉ)

Mr. Tony Fahy (1975 - 2000)
Mr. Fred Littman (1967 - 1971)
Mr. Gerald Armstrong (1971)

ISRAEL (IBA)

Ms. Michal Caspi (since 1993)

ITALY (RAI)

Mr. Giulio Carminati (1979 - 1999)
Mr. Tito Riccio (1982 - 1988)
Mr. Pompeo Abruzzini (1967 - 1980)
Mr. Antonino Cascino (1970 - 1982)
Dr. Vittorio Bossi (1999 - 2000)

NETHERLANDS (NOS)

Mr. Wim Bekkers (1986 - 2000)
Mr. Hans Wentholt (1970 - 1990)
Dr. Peter Hofstede (1967 - 1970)
Mr. Paul Hendriksen (1967 - 1985)
Dr. Harold de Bock (1979 - 1985)
Mrs. Marjan Hammersma (since 2000)

NORWAY (NRK)

Mr. Asle Rolland (1983 - 1990)
Ms. Sissel Lund (since 1985)
Mrs. Mie Berg (1975 - 1982)

POLAND (OBOPSP-PRT/PTV-TP)

Mr. Stefan Szostkiewicz (1970 - 1987)
Mrs. Zaiac (1967 - 1970)
Dr. J. Kadziński (1967 - 1972)
Mr. Lukas Szymanski (1973 - 1976)
Mrs. Alina Niewinowska (1978 - 1981)
Mr. Jacek Dohnalik (1988 - 1990)
Mr. Jacek Szymanderski (1993)
Mr. Wojciech Pawlak (1994 - 1997)
Mrs. Hanna Andrzejczyk (since 1997)

PORTUGAL (Gabineta de Estudos de Audiencia)

Mr. Nuno Cintra Torres (1982 - 1984)

REPUBLIC OF SERBIA (RTS)

Ms. Deana Cakan (since 1997)

ROMANIA (RTR)

Mr. Pavel Campeanu (1972 - 1985)

Ms. Mihaela Botnaru (since 1995)

RUSSIAN FEDERATION (RTR)

Mr. Andrej Bystritski (1993 - 1996)

Ms. Olga Yermolaeva (since 1995)

Dr. Alexander Sharikov (since 1996)

SLOVAKIA (CSTA/ST-STV-SK)

Ms. Darina Kyselova (1993 - 1994)

Dr. Viera Stefanцова (1996 - 1998)

Dr. Ivan Králik (since 2000)

SLOVENIA (RTVSLO)

Ms. Breda Kostanjsek (since 1997)

SOVIET UNION (TSS)

Mrs. Elana Sapránova (1991)

SPAIN (RTVE-CCRTV)

Mr. José Ramón Rubio Domínguez (since 1983)

Mrs. Isabel Serrano Noy (1985 - 1990)

Mr. José Ignacio Wert (1975 - 1980)

Mrs. Laura Martínez (1991 - 1996)

Mr. Juan Menor Sendra (1992 - 1998)

SWEDEN (SR-SVT)

Mrs. Margareta Cronholm (since 1986)

Mr. Ola Melen (1967 - 1972)

Mr. Björn Hoijer (1972 - 1986)

SWITZERLAND (SRG)

Dr. Matthias Steinmann (since 1972)

Mr. Markus Jedele (since 1988)

TURKEY (TRT)

Mr. Nizam Bilen (1988 - 1989)

UNITED KINGDOM (BBC-IBA)

Mr. Peter Menneer (1979 - 1994)

Dr. Graham Mytton (1983 - 1998)

Mr. Asher Lee (1967 - 1970)

Mr. Brian Emmet (1967 - 1985)

Dr. Ian Haldane (1967 - 1983)

Mrs. Catharine Digby Worsley (1970 - 1973)

Mr. Bernard Bumpus (1975 - 1983)

Dr. Robert Towler (1983-1987 and since 1997)

Mr. Mark Ellis (1997 - 1998)

YUGOSLAVIA (RTB-RTL-RTZ)

Mrs. Neda Ostoic (1976 - 1989)

Mrs. Nevenka Percovic (1981 - 1991)

Mrs. Deana Cakan (1987 - 1995)

Mr. Igor Leandrov (1970 - 1981)

Mr. Lado Pohar (1971 - 1986)