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CNA NEWSLETTER

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"Habits, attitudes and satisfaction" of TV and radio audiences measured



External shot of CNA, by Cristi Petrescu

"The only problem with our Phare project" said Răsvan Popescu, President of the National Audiovisual Council of Romania (CNA), is that it will soon come to an end".

CNA's latest study into the behaviour of TV and radio audiences in Romania is a comprehensive analysis of how Romanians "consume" TV and radio, what their preferences are, as well as a host of other information such as the influence of TV on violent behaviour and the public's awareness of CNA itself. The full 220 page analysis is available on www.cna.ro

The results show that 95% of the Romanian population watch TV at least 3 or 4 times a week, for an average of 4 to 5 hours a day, and the favourite programmes are news, music and films. The radio is listened to by an estimated 35% of the population at any point of the day.

With regard to recognition of the National Audiovisual Council of Romania (CNA), 86% of the Romanian population said they knew the institution, out of whom 52% consider that CNA issue a "fair number" of regulations.

With regard to the recommendations of age limits for certain programmes, 62% of the population follow these "often and very often", while 25% "rarely or very rarely" follow them.

CNA's Phare project finishes

"The only problem with our Phare project" said Răsvan Popescu, President of the National Audiovisual Council of Romania (CNA), is that it will soon come to an end".

That moment has now come and in this issue of the newsletter we will describe the impact the project has had on the CNA, through activities like training, and try to evaluate the impact on the general public - 48% of whom admitted, in an Omnibus Poll, that they were aware of the TV campaign message "Don't let your child be educated by the TV".

"Habits, attitudes and satisfaction" of TV and radio audiences measured

A new audiovisual study

"76% of the sample said they were able to better understand Romanian politics as a result of TV, 74% said the same about economics, 72% about EU integration issues and 76% about social issues."

INSOMAR



CNA's Monitoring Department

Following a public tender, the study entitled "Habits, attitudes and satisfaction of TV & radio audiences" was carried out by the INSOMAR marketing and research agency. A total of 2507 householders were interviewed in all regions of the country. The objectives of the study were to create a detailed and scientific profile of the behaviour of TV and radio consumption in Romania.

Defining the profiles of TV audiences in Romania can be best understood by the way TV is watched during the week: 90% of the population watch the TV during Monday and this rises steadily through the week until a total of 97% watch on a Sunday.

The TV market is described as being very "diversified and competitive". In answer to the question "name your top three favourite national TV channels?" the top channels emerged as Pro TV (64%), Antena 1 (48%) and TVR1 (26%) - closely followed by Realitatea, Acasa and Prima channels. However, a total of 51% named "other channels" as their favourite.

The public TV channels are consumed by more of a rural public while the private channels are preferred by a younger and more urban profile. Just less than 25% of the population prefer to watch local TV channels, but the most popular among these are the local stations of the Pro TV and Antena 1 networks.

The strongest motivation for watching TV is the desire for news and information (94%), to be entertained (76%), to watch films (68%), to watch sports (47%) and to enjoy cultural shows (47%).

One of the most interesting results from the study is that television viewing "has a very private and family based character". The statistics show that most TV viewing takes place during prime time, at home, with the family, followed by a certain amount of discussion. Only 5% of the population watch TV at work and only 6% in public places.

Although TV news is by far the most popular type of programme, there is concern that TV news has a negative impact on behaviour. In response to the question "which programmes show violence most frequently?" a total of 74% said "the news", 64% said "films" and 27% said "reality shows".

A big majority of people think that the influence of TV and advertising contributes to violent behaviour in children, bad eating habits and premature sexual behaviour.

An assesment of CNA's Phare project

Now that CNA's Phare project has come to an end it is a good moment to take stock of what activities were carried out and what impact it has had on the CNA, as well as on the general public.

But first we should describe who was involved. As with most Phare projects, it was managed by a consortium of international organisations with experience in the domain. The lead partner was Internews, an international media development NGO based in Paris, and the partners were the Centre for Independent Journalism, the Media Monitoring Agency (both Romanian) and ORTT, Hungary's audiovisual regulator.

The main project activities can be summarised as follows: a national awareness campaign, known by the slogan "Don't let your child be educated by TV", communicated by TV and radio spots, outdoor banners, brochures in schools and postcards; two conferences were organised, four sociological studies carried out at a national level; a series of specialist training courses for CNA staff and journalists all over Romania; study tours to Brussels, Budapest, London and Paris; a CNA presentation brochure, four newsletters and a new website.

What impact has the project had? As mentioned on the cover story, almost half the Romanian population recognise the campaign slogan and the TV spots were broadcast over 2000 times. The radio spots were also popular and have been proposed by members of the advertising industry as part of the "radio spot" awards in the "Best Ads" advertising competition (see www.bestads.ro).

Gabriela Stoica, CNA's Director of Communication and European Affairs, pointed out that "CNA has benefited from two Phare projects since 2002 and both have certainly contributed to an improvement of our professional skills and expertise. The studies which have been commissioned - regarding media consumption, advertising and children, the influence of television on civic and electoral behaviour - have enabled CNA to form coherent policies in the Romanian audiovisual sector."

Attila Gasparik, Vice President of CNA, says that "EU integration is only the first step in our journey, and it is important to start with the support of external funds. Regarding our Phare project, we are expecting positive feedback from the public and the broadcasters and if there is any valid criticism of our work we can address these points in future projects."

On behalf of those involved in running the project, Angela Nicoara, Deputy Project Team Leader, made this comment, "It's been a very rewarding 13 months working with the CNA on this project. I learned a lot during this time and I am very proud of our achievements."



Angela Nicoara

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Angela Nicoara, Deputy Project Team Leader

CNA NEWS

An issue of national importance

"The protection of the Romanian language is an issue of supreme national importance" declared CNA President Răsvan Popescu, "to stop, or at least slow down, the decline of correct usage in the media is an issue of public interest that we will prioritise."

CNA signed a partnership agreement with the Linguistics Institute of the Romanian Academy and will monitor 12 TV stations and 6 radio stations in order to identify serious linguistic mistakes.

The first report was presented in December 2007 and over 50 linguistic errors were identified - and over 40 letters were sent to broadcasters. "These were unacceptable errors" pointed out Mr Popescu, "not slips of the tongue or the results of stuttering".

The report issued in January shows an improvement in the frequency of these errors. "This trend is good news", said Mr Popescu, "and gives us the motivation to persevere with this issue."

Mr Popescu concluded by saying "We will continue to promptly award fines to those broadcasters who consistently fail to take our rules about the use of Romanian language seriously".

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CNA staff members at Council meeting

CNA awards broadcast licences to two new TV channels

At the end of January 2008 two new TV channels were awarded licences to broadcast in Romania.

The first of these, "Telemarketing Store TV", is a channel dedicated to "teleshopping" and the second channel, called "Euro Kid TV" will be an entertainment channel for parents and children.

New partnership with National Authority for Consumers Protection

CNA is finalising a partnership agreement with NACP (National Authority for Consumers Protection), which will replace an agreement that was signed in 2005.

The purpose of the partnership is to identify illegal commercial practices that occur on Romanian TV and radio channels, and also to better inform the public about their rights regarding consumers protection.

Within the framework of the partnership, NACP will now be able to formally submit infringements to the meetings of the National Audiovisual Council. Each infringement reported by NACP will be analysed by the Council and appropriate action will be taken.

NACP's website can be seen at:

www.anpc.ro

