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TV viewing patterns in Internet access homes

Heikki J. Kasari, ESOMAR, Television Audience Conference, Cannes, June 2002, pp.373-386

- 1 The main objective of this paper is to provide new information on the viewing patterns in homes with Internet access. Only the panel methodology is capable of supplying longitudinal information and when more people meter based results are published, it wi ...
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Higher Internet Penetration, More TV Viewing?

Dr Heikki Kasari, Admap, December 2000

- 2 Discusses the relationship between Internet usage and TV viewing (especially in Finland): it is far from straightforward. Starts with a summary of media in Finland (broadcast, print, electronic). Research in US and Europe quoted: some of it suggests that ...
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European radio audiences

Dr Heikki Kasari, Admap, February 1993

- 3 Unlike TV, there is little common ground in the way radio audiences are measured in Europe, and little interest in harmonisation. Minutes listened to per day are measured by different methods and vary considerably by country. This article describes intern ...
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Where are the light viewers - can the imperatives find them?

Dr Heikki Kasari, Admap, September 1980

- 4 Current procedures for measuring TV and print audiences in Finland are described. It is found that the attempt to use 'media imperatives' founders because of the discrepancy in the identification of 'light viewers' between the two main sources (the KMT re ...
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Metered television audience measurement: How Finland went it alone

Dr Heikki Kasari, Admap, October 1987

- 5 Describes how a metered television audience measurement system was developed for Finland: why the investment is justified even in so small a country, and why it was decided to develop a domestic system from scratch rather than adopting one of the existing ...
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TV programme loyalty in Finland

Dr Heikki Kasari, Admap, October 1979

- 6 Describes a computerised repeat-buying analysis programme for analysing television panel data, developed by Finnpanel Ltd in Finland. 30 TV series transmitted during spring 1977 and autumn 1978 were analysed; some preliminary findings are presented. It wa ...
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Analysing television audiences by lifestyle

Dr Heikki Kasari, Admap, July 1980

- 7 Describes Finnmonitor, a continuous (biennial) lifestyle survey in Finland, which also collects TV viewing data. Examines the relationships which have emerged between lifestyle categories and viewing patterns. Shows that, with rare exceptions, lifestyle i ...
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How TV audiences react to increased

programme supply

Dr Heikki Kasari, Admap, April 1989

- 8 An account of the television industry and TV audience research in Finland, showing the changes which have occurred in the past ten years (more coverage, cable, VCRs, remote control, and a change from diary to metered measurement). ...

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