

Print media surveys — Vocabulary and service requirements

ICS 01.040.03; 03.080.20

National foreword

This British Standard is the UK implementation of EN 15707:2008.

The UK participation in its preparation was entrusted to Technical Committee SVS/3, Market research.

BSI, as a member of CEN, is obliged to publish EN 15707:2008 as a British Standard. However, attention is drawn to the fact that during the development of this European Standard, the UK committee voted against its approval as a European Standard.

The reason for this negative vote is that, in the opinion of the UK committee, this standard does not give sufficient recognition to the fact that modelling can be, and is, used to derive audience estimates where original data collection is impossible, impractical or unaffordable. It also does not accommodate emerging methods of researching print media, in particular the use of online data collection to supplement more traditional means.

Independently, the standard could be used to ensure that the key components of a more general standard are being applied in the specific context of print media surveys. Broader provisions, which are in-line with current recognized practice in the UK, can be found in BS ISO 20252:2006, *Market, opinion and social research*.

A list of organizations represented on this committee can be obtained on request to its secretary.

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Compliance with a British Standard cannot confer immunity from legal obligations.

This British Standard was published under the authority of the Standards Policy and Strategy Committee on 31 December 2008

© BSI 2009

Amendments/corrigenda issued since publication

Date	Comments
31 January 2009	Correction to national foreword