

## ESOMAR 61th. Annual Congress in Montreal

KA Research Limited's study for BBC Arabic TV in 19 Middle East and Africa Countries has been presented in Montreal, Canada.



<September 2008> A case study and research paper based on KA Research Limited's study for BBC Arabic TV in 19 Middle East and Africa Countries has been presented in Esomar's Annual Congress held in Montreal, Canada. The session called as 'Crossing 18 borders at the same time', and presented by Ms. Anne Barnsdale of BBC World and Mr. Matthew Warshaw of D3 Systems.

The study included 13,500 interviews using a multi-language CATI center based in 18 countries of the region, and another 2,000 face-to-face interviews in Iraq, as 19th. country. The presenters has discussed the BBC's decision to create an Arabic-language satellite television station and to join the market for Arabic-language news programming with stations such as Al Jazeera and Al Arabia; along with the development of the Arabic-speaking CATI team in cooperation with KA Research Limited that created the capacity to research the reach and impact of the introduction of BBC Arabic TV in multiple markets simultaneously. The presentation has also covered the original research results, including results from additional public opinion questions specially placed on the survey to take advantage of covering 18 Arabic-speaking markets at the same time.

The CATI portion of the project covered Algeria, Bahrain, Egypt, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, and Yemen. All of the fieldwork was completed in less than 35 days for all countries.