

With ViewsCast, MTV could interview a greater number of concert goers for a lower cost

On the day of the event, MTV staff dispatched research information and cards carrying the ViewsCast survey telephone number to concert-goers. These cards invited respondents to call a number directly after the concert and rate their experiences by responding to a series of questions using their telephone keypads.

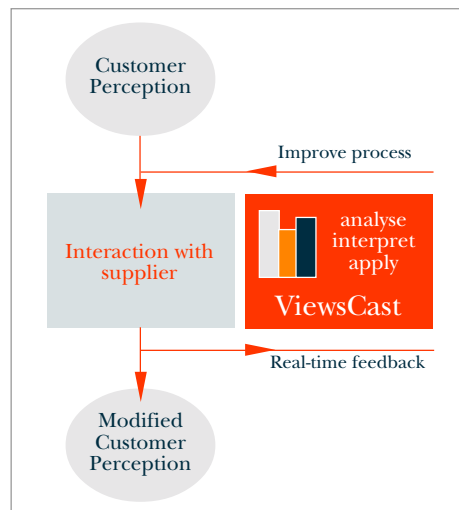
Participants could also leave comments, enabling MTV Taiwan and their sponsors to actually hear the 'voice of the consumer'.

Synovate ViewsCast was able to address each of MTV Taiwan's concerns.

By offering an attractive lucky draw giveaway to each audience segment, MTV encouraged older attendees to participate. Then, vitally for MTV Taiwan, ViewsCast used a survey code to prevent anyone from answering the questionnaire more than once. The system also automatically processed data and created charts to avoid data processing errors.

ViewsCast's real time data process enabled MTV to view the results the instant an attendee completed the questionnaire.

"The results will provide great material when pitching for next year's sponsors."



Customer data captured by ViewsCast can be used as an integral part of a feedback loop and drive your continuous improvement strategy.

The Result

Despite rain, MTV staff managed to despatch information to some 3000 people. Of these, over 700 called the survey number – an excellent result, which provided rich and robust feedback. Overall, the survey yielded valuable information about attendees' attitudes towards the event, its profile and its sponsorship.

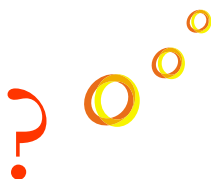
By using the ViewsCast methodology for three major events (August 2004, March 2005, July 2005), MTV Taiwan aims to build a consistent and compelling picture.

MTV Taiwan's Lucy Cho commented: "We used the results to show our sponsors that their sponsorship of the event was a good investment. The concerts clearly achieved high awareness and enhanced buying intention from the attendees and the results will provide great material when pitching for next year's sponsors."

About MTV

MTV is the world's largest television network and the leading multimedia brand for youth. It is also Asia's Most Watched Music Channel in Asia Pacific (Synovate PAX 2004), viewed by more young adults than any other music channel. In 2004, MTV was named 'World's Most Valuable Media Brand' for the fifth consecutive year, ranking in the top 50 of The World's Most Valuable Brands overall (research by Interbrand in cooperation with BusinessWeek).

From a company driven by curiosity



Synovate is a global market intelligence and research company full of curious people who continuously stretch the definitions of conventional research. The company operates in 44 countries across 5 continents and 24 time-zones.

For more information about Synovate ViewsCast, please call the nearest Synovate office (check out the web at www.synovate.com) or contact:

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