

DIPLOMA IN MEDIA AND COMMUNICATION

MCG 204
MASS MEDIA & SOCIETY

WEEK 12

Mass Audience

Measuring Sales

- There are two measurement problems that mass media producers have to solve.
- Tracking the amount of consumption
- Determining the characteristics of consumers.
- Each medium encounters its own particular problems.

Magazine and Newspapers

- Can count subscribers easily but sales of newspapers in store are more complicated to follow because unsold merchandise can be returned.
- This is a problem for book publishers due to the longer interval that lies between the ordering of the books by stores and the return of unsold copies.

Motion Pictures

- Depends on ticket sales, the primary measure of how well their product is selling.
- The information is quick and more precise through computerized systems.