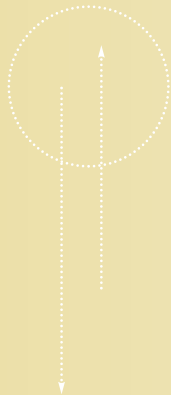


InterMedia Survey Institute: Turning Information Into Intelligence





What sets us apart

InterMedia's multi-country reach matches the increasingly global nature of media, communications technologies, information-sharing and business.

Behind our name is an international staff and the expertise of our hundreds of local partners.

We go around the world gathering data and insights for our clients.



Our combined credibility and cultural sensitivity enhances research with individuals, populations and consumers from all walks of life, from the elite to refugees, from urban dwellers to farmers in the



InterMedia is a leading international research, evaluation and consulting organization creatively equipping clients to understand their audiences, gauge their effectiveness and target their communications and programs in transitional and developing societies worldwide. Active year-round in more than 60 countries, InterMedia helps clients understand complex issues in challenging research environments.

The company's strengths include its people: more than 35 area experts skilled in scientifically-based research and analysis, who are focused on providing actionable intelligence to our clients.

InterMedia serves governments, the media, the international development community and industry. We turn information into intelligence, through five key practice areas:

- ◆ Research tracking media behavior and preferences
- ◆ Evaluation of international communications and development and programs
- ◆ Research on new and emerging communications technologies
- ◆ Public opinion research
- ◆ Trend analysis based on InterMedia's rich data archive of 600 media and opinion surveys.

We deliver to our clients research and evaluation that digs deep, below assumptions and stereotypes, based on *uncommon insight and informed analysis*. Our staff is drawn from around the world, and speak more than 20 languages. Our research coverage includes the Middle East Africa, Asia, Eastern Europe and Latin America. We specialize in *challenging environments* including Afghanistan, Cambodia, Chechnya, Belarus, Nigeria, Iran, Iraq, Bosnia and China.

Our clients include:

BBC

The United States State Department

The World Bank

UNICEF

USAID

Search for Common Ground

Deutsche Welle

U.S. international broadcasters

Radio France International

Sesame Workshop

Custom Research Solutions

InterMedia offers strategic thinking at every stage of a project—from understanding client priorities to designing the research methods and questions, managing multiple projects across countries, training staff and supervising research on the ground, and delivering in-depth analysis and recommendations.

We understand audiences, and we understand client needs. The results are custom solutions—designed and executed with insight and imagination and using the most appropriate and cost-effective research techniques, from high-tech to low-tech.

InterMedia offers clients a range of research methods and techniques, depending upon their requirements, from quantitative surveys that sample any size or type of group, including national surveys of several thousand, to qualitative research (focus groups, in-depth and paired interviews, observation) usability studies and media content analysis.



InterMedia

knows its clients

and partners are looking for

more than

just raw data –



they want **actionable**

intelligence and fresh ideas



that will help

them forward

their mission.

Evaluation

InterMedia aims to provide collaborative and useful monitoring and evaluation services that empower clients to make decisions, improve programs and learn from their constituencies. InterMedia's monitoring and evaluation services include:

- ◆ Needs assessment
- ◆ Development, monitoring and evaluation of key performance indicators
- ◆ Formative and summative evaluation
- ◆ M&E capacity building
- ◆ Stakeholder and participatory methods
- ◆ Logical framework design

InterMedia evaluates:

- ◆ democracy and governance programs
- ◆ student exchange programs
- ◆ media programming, including broadcast, print and Web-based media
- ◆ communications strategies
- ◆ conflict-resolution programs
- ◆ community outreach initiatives

We deliver top-quality research that digs deep, below assumptions and stereotypes, as well as uncommon insight and informed analysis.



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