



Organizational Overview

To the general public, InterMedia Survey Institute may be the best-kept international research secret in Washington. Specializing in audience and opinion research, it's a leader in measuring and understanding the global reach and effectiveness of U.S. and European international broadcasting and other instruments of public diplomacy and strategic communications.

InterMedia continues a six-decade legacy of innovative research in challenging environments among hard-to-reach populations for U.S. and European clients.

The organization originated in 1954 with the Soviet Area Audience and Opinion Research (SAAOR) unit of the US-funded Radio Free Europe/Radio Liberty. Following the relocation of the RFE/RL from Munich to Prague in 1994, InterMedia was established in 1996 as an independent, not-for-profit, non-partisan research organization based in Washington, D.C. It has recently opened a for-profit UK unit based in London.

InterMedia currently conducts audience and opinion research in 60 countries including Afghanistan, China, Russia, Belarus, Ukraine and countries of the Caucasus, Central Asia, the Middle East, Africa and Latin America. A highly qualified analytical and field staff of 30 men and women speaks a combined total of 20 languages and draws on the professional capabilities of a global network of local research partners. Total staff and current consultants number about 50.

On behalf of its U.S and international clients, InterMedia over the past decade has conducted face-to-face interviews with more than one million people, contributing to a vast database of social, attitudinal and economic information in regions at the focus of international security, developmental and human rights concerns. Recent research on at-risk populations includes Chechens, Kurds and Uyghurs.

Clients

InterMedia's primary client is the U.S. Broadcasting Board of Governors (BBG), the presidentially appointed body that oversees all U.S. international broadcasting, including Voice of America, RFE/RL, Radio Free Asia, the Middle East Broadcast Center and Radio/TV Marti. InterMedia is currently the primary provider of audience and opinion research data to the BBG. Other clients since 1996 have included the BBC, Deutsche Welle, Radio Canada International, Radio Netherlands International, Channel One Russia and Radio Australia.

Other non-governmental clients include the World Bank, the Population Reference Bureau, Sesame Street and the Discovery Channel.

Revenue

Annual total revenue has grown from \$5.7 million in Fiscal Year 2002 to an expected \$13.9 million in FY 2010.

Products and Consulting Services

- Media and communications market research;
- Research and analysis for strategic communications;
- Monitoring and evaluation of public diplomacy and developmental programs;
- Quantitative surveys;
- Qualitative research;
- Social and attitudinal data, including measures of social networking.

Goals

InterMedia's revenue stream is currently 85% dependent on its client relationship with the Broadcast Board of Governors, under a competitive contract subject to rebidding in 2011.

The organization seeks to diversify its client base to serve a broad range of international development and security organizations.

InterMedia is well positioned to provide media and communications research to support the rapidly expanding field of “smart power,” where diplomacy, security and economic development converge.

Under a \$1.3 million grant from the Bill and Melinda Gates Foundation, for example, InterMedia is developing a web-portal communications and data resource for global development called AudienceScapes. This portal is intended to help development practitioners better understand the role of local radio and other media, technology (including mobile phones) and word-of-mouth patterns so as to communicate more effectively with local populations at grass-roots levels and at the national policy level. AudienceScapes data from Africa is currently available via a custom query tool.

InterMedia also seeks to expand its national security client base, to help policymakers and field personnel better understand local media habits and preferences, patterns of social behavior and opinion structures in national and regional conflict areas, in support of global strategic communications.

For further information, please visit our website at www.intermedia.org