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New InterMedia report examines proliferation in new media and communication technologies throughout developing world; findings from surveys of 138,000 respondents

WASHINGTON, D.C. – Global media research company InterMedia today released its first-ever annual review, *Understanding How the World Understands*, chronicling media use, audience preferences and new communications technology growth throughout the developing world. The data highlight how increasing choice in media and news around the world affects the gathering and dissemination—as well as attempts to control—information. These findings are based on recent surveys in 60 countries among 138,000 respondents, often in places and among populations for which detailed audience use and preferences data are scarce or unavailable.

“This report vividly illustrates the rapid, yet uneven, progress of media technology around the world,” said InterMedia president Dr. Mark Rhodes. “New technologies—the internet, cell phones, SMS (text messaging)—are rapidly becoming principal sources of news around the world, especially among young, educated users in urban centers. Communication and media are becoming more interactive, so that consumers are becoming media content producers. At the other end of the spectrum, rural and low-income populations are being left behind in some countries, too poor to purchase the latest gadget, so that old-fashioned word-of-mouth continues to be a primary source of news and information.”

Public opinion

In addition to media and communications findings, the 32-page report also touches on developing world public opinion on domestic political and economic issues as well as views on foreign countries, a standard feature of InterMedia research. “The evolution of communication provides practical challenges and opportunities for anyone with a message to disseminate—a lesson that applies equally to media and technology companies as to organizations and governments involved in public diplomacy,” said Rhodes. “On the United States specifically, InterMedia’s research confirm that the country’s image fares worst in countries with majority Muslim populations, with Indonesia and Pakistan least favorably inclined. However, our findings also suggest some populations are favorably inclined, and other countries with significant numbers of undecideds or neutrals.”

To obtain a free copy of *Understanding How The World Understands*, please contact [Alex Wooley](#), InterMedia director of communications and development.

InterMedia is a leading international media research, public opinion, evaluation and consulting organization creatively equipping clients to understand their audiences, gauge their effectiveness and

target their communications in transitional and developing societies worldwide. Based in Washington, D.C. and 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—area experts skilled in scientifically-based research and focused on client solutions—its vast global network of local research partners and contacts and its rich data archive of close to 600 media and opinion surveys carried out over the past 15 years.

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