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AMIC-UNESCO CONSULTATION ON
SURVEYING TELEVISION AND
VIDEO FLOW IN ASIA
AND THE PACIFIC,
SINGAPORE,
MAR 28-30, 1990
Participants made presentations on the state of audience research with reference to television in their own countries. They also examined existing audience research methodologies and availability of audience research data in the Asia-Pacific as a basis for evaluating Unesco's draft methodological framework for studying international television programme flow. Suggestions were made as to how it could be modified to handle the different needs and situations found in the Asia-Pacific region. The question of whether a study on video flow was to be included was also explored.
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