

# This is how **ZDF KOMPASS** ensures the quality of ZDF's portfolio

## ZDF KOMPASS ...



was introduced to continuously check the **ACCEPTANCE** of public service portfolios among the population.



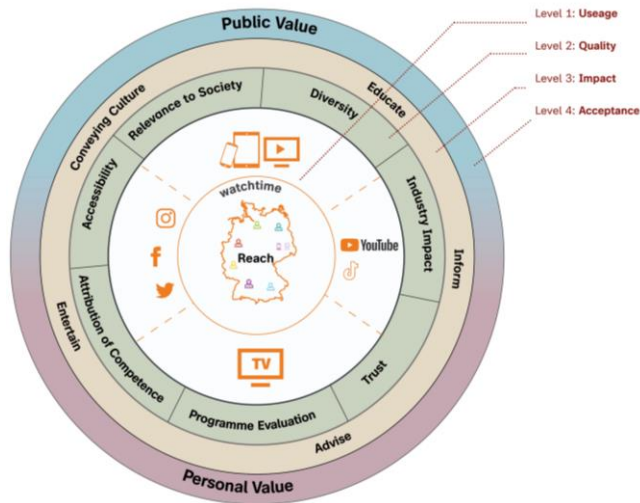
makes the **analysis, management and evaluation** of ZDF's programme **objectives** (as set out in the Statements of Programme Policy) **transparent**.



thus, provides **supervisory bodies, ZDF management and programme makers** with reliable **orientation**.



is accompanied by **external experts** who assess the methodological and operational application of ZDF KOMPASS from a **scientific perspective**.



## Connecting with the audience

The nationwide **AUDIENCE PANEL ZDFmitreden** is an integral part of KOMPASS and enables a **permanent dialogue** with users to collect feedback and suggestions on programme production, fulfilment of the public-service remit, and to be considered within the ongoing development activities.



Representative **surveys**, such as, e. g. every six months via **Forschungsgruppe Wahlen**, and the **Image and Brand Monitor**, regularly provide programme managers with insights.



centers on sufficient **USAGE** of ZDF's portfolio on **all linear and digital playback channels**, as this is fundamental to acceptance.



measures the **QUALITY** of the programme using **binding, viewer-oriented criteria**. Ranging from the variety of topics, opinions and individuals to accessibility of content.



measures ZDF's **IMPACT** on the expectation on the users, based on the programme mission, from information to culture.

## Our own ambitions are the best safeguard for high-quality output

The journalistic independence and diligence of all ZDF employees is an integral part of their work.



**Excellence, innovation and creativity** are constant challenges in everyday work at ZDF and in cooperation with the creative industries.



# This is how the **ZDFmitreden** audience panel enables participation

## ZDFmitreden is...



### A new form of participation:

Allows for nationwide participation, transparency and opportunities for the population to respond to ZDF.



**A measurement tool for public value impact:** Measures ZDF's performance indicators, e. g. perception of quality, impact and acceptance of the programmes.



### A sounding board for editorial teams:

Offers a simple survey option with prompt translation of the findings into programmes, identification of relevant topics, evaluation of offers, involving audiences in development processes, etc.



### A feedback channel to add to social media:

Enables qualitative feedback from users without the negative side effects of the attention economy of social media.



Have your say – Your Opinion Matters

### Data analysis and safeguards for quality:

The evaluation, analysis and weighting of the data is carried out under the supervision of **scientific advisor** Dr Jan Pablo Burgard (University of Trier). In addition, an assessment is carried out by **external experts** from the Television Council (supervisory body of ZDF).



### Prevention of data manipulation:

Measures were taken to prevent repeated registrations and a **catalogue of measures has been developed to ensure the quality of the panel.**



### Data protection:

Data is only published in a way that **excludes retrieval of personal data**. GDPR-compliant data protection is guaranteed and documented in a special privacy policy for the project.



**Registration:** Participants register online with the panel only once by entering first name and e-mail address (double opt-in). Socio-demographic data is collected via a short registration questionnaire.



**Participation:** Panel members are invited to take part in surveys by e-mail. They can access the surveys via a link in the e-mail and answer them using their browser. ZDF is aiming for 50,000 panelists.



**Frequency:** Panel members are invited to a survey approximately once a week.



**Motivation:** Participants are not remunerated in monetary terms. Members receive monthly newsletters that provide information on the findings and conclusions from the surveys and point out where findings have influenced the programmes. This is how we demonstrate that participants are being heard.



**Start: 12.07.2023**