

**RESEARCH: QUDAL – QQuality meDAL 2014/2015**

# **Antena 1: No.1 television network in terms of quality**

**First QUDAL – QQuality meDAL research in Romania shows that the citizens of Romania, when it comes to television network, consider Antena 1 as being the best quality**

**Zurich, Bucharest, May 22nd, 2014** – The first QUDAL – QQuality meDAL research in Romania shows that the citizens of Romania, when it comes to television network, consider Antena 1 as being the best quality.

This is the result of the first QUDAL – QQuality meDAL research in Romania performed by the Swiss organization ICERTIAS- International Certification Association GmbH. The organization measures citizens' experience and satisfaction with quality of marketed products and services.

QUDAL – QQuality meDAL research in Romania was performed at the territory of Romania, on the sample of 1.200 respondents in March 2014. Respondents were citizens of Romania, internet users older than 15. The survey was performed through a web questionnaire using CAWI – DEEPMA (Computer Assisted Web Interviewing – Deep Mind Awareness) method.

The Romanians were asked within the QUDAL - QQuality meDAL Research what they would buy and what they would use if money was no problem at all in the purchase and if they were only and exclusively to pay attention to quality when deciding on the purchase and in consumption.

The entire QUDAL Research in Romania encompassed more than a hundred commercial and non-commercial categories (e.g. best quality milk, best quality car, best quality domestic singer etc.).

The questions in the QUDAL - QQuality medal research were open-ended, i.e. the examinees were not offered a choice of responses. They could freely state the names of producers and

service providers which, according to their experience, have absolutely the best quality in general.

In the survey, when it comes to television network, examinees were asked the following question:

***“ Specificați numele rețelei de televiziune deținătoare a unei concesiuni naționale în România care după părerea dumneavoastră are, indiscutabil, PROGRAMELE DE TELEVIZIUNE DE CEA MAI BUNĂ CALITATE ÎN GENERAL:”***

Most of the respondents answered on this question with "Antena 1".

It is important to mention that the QUDAL research does not measure market shares or the power of a brand, but exclusively and only experience, satisfaction with the quality of the service and the offer on the market as perceived by the examinees.

## **Methodology and Sampling**

The QUDAL - QUality meDAL – Romania 2014/2015 Research was conducted by the Swiss organization ICERTIAS - International Certification Association GmbH on the territory of Romania during March 2014, using an online survey and the CAWI - DEEPMA method (Computer Assisted Web Interviewing - Deep Mind Awareness). 1,200 citizens of Romania older than 15 and using the Internet participated in the research. The survey encompassed the entire territory of Romania.

The QUDAL - QUality meDAL Research is conducted fully in accordance with the provisions of the “International Code on Market and Social Research” adopted by the International Chamber of Commerce (ICC) and the World Association of research experts (ESOMAR).

## **About QUDAL**

QUDAL - QUality meDAL ([www.qudal.com](http://www.qudal.com)) is a project of the Swiss organization ICERTIAS - International Certification Association GmbH ([www.icertias.com](http://www.icertias.com)).

The QUDAL project researches and awards entities (products, services, media, public persons, culture and sports etc.) offering the highest level of quality in a certain territory - in the opinion of the citizens - i.e. the consumers themselves.

The goal of the QUDAL project is to draw the attention of the public to the importance of quality in their daily selection and to the right of the citizens to the highest level of quality, as well as to make it easier and simpler for consumers to find the best quality products and services on the market.

## **Additional information:**

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## **ABOUT ICERTIAS**

ICERTIAS - International Certification Association GmbH is a private, politically independent organization based in Zurich, Switzerland. ICERTIAS ([www.icertias.com](http://www.icertias.com)) stimulates innovative ways of market testing and research at a local and at an international level. The organization is primarily focused on the global recognition and promotion of product quality and value. ICERTIAS also encourages international cooperation between current and new testing, research, and certification organizations and promotes collaborative development of testing, research, and certification tools across national borders. Operating from a consumer perspective, ICERTIAS educates local organizations to promote products and services tested to meet its high-quality standards, offer better value, and extend such quality to local and international markets. Internationally, ICERTIAS is now most known for its Best Buy Award ([www.bestbuyaward.org](http://www.bestbuyaward.org)) and QUDAL - QUality meDAL ([www.qudal.com](http://www.qudal.com)) research and certification systems.

## **ABOUT QUDAL - QUality meDAL**

QUDAL - QUality meDAL ([www.qudal.com](http://www.qudal.com)) is a continuous project for research and awarding products, services and other subjects in local and international markets that offer the best quality - exclusively based on the experience and opinions of consumers. On a global scale, the QUDAL - QUality meDAL project is conducted and supported by the Swiss organization ICERTIAS - International Certification Association GmbH based in Zurich, Switzerland. While conducting their researches for the QUDAL system, ICERTIAS cooperates with many independent local and international organizations, in turn encouraging cooperation related to raising awareness of the importance of quality both on the local market and at the global level.

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