

Report

SPECIAL 13

MA IT Business 2003

June 2003

Keeping up with IT developments - who, where and how?

Information and telecommunication technology in the workplace: The facts - the decision-makers - the information sources - the reach of the IT-press

MA IT Business 2003 is the Swiss media analysis which provides information on how companies in German-speaking Switzerland are keeping up-to-date in the field of information and telecommunication technology (IT/TC). It continues the series of studies which began with the MA IT Business 2000.

The use of modern information and telecommunication technology (IT/TC) is already instrumental in supporting and securing all key areas of company operation. Integrative digitalization of all company processes from product development to after-sales services is steadily increasing. As such, keeping up with the latest developments and changes in the information and telecommunication technology sector is absolutely essential for any successful business.

In this connection, MA IT Business 2003 concerns itself principally with examining the ways in which the 58,501 German-Swiss

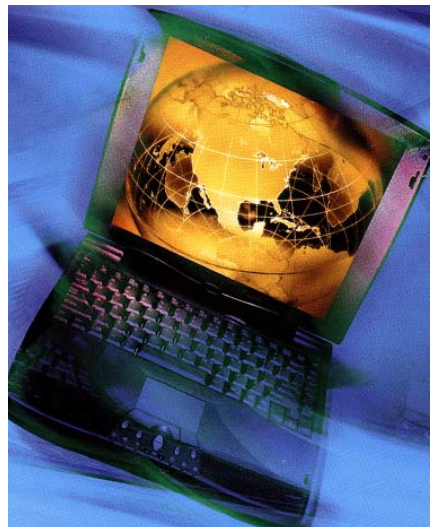


photo: blueplanet

Internet technology has long since defined the way we work every day.

companies with six or more employees keep informed about the possibilities and offers relating to the information and telecommunication technology sector. The findings of this study are based on a sample of 929 German-Swiss companies, whereby an interview was conducted with one person responsible for IT/TC matters in each company.

Besides the use of various information channels (e.g. word of mouth via colleagues, media, trade fairs and exhibitions) one of the central purposes of this study is to offer detailed quantitative and qualitative information regarding the use of the relevant specialist press titles as well as for other daily and Sunday newspapers and business publications. The study content is rounded out by data regarding the companies themselves, their IT/TC investment budgets as well as IT management and their power to make decisions in various IT/TC areas within the company. By bringing together information relating to media, companies and target groups and making it available from a single source, MA IT Business 2003 has established itself as an indispensable tool for the media planning and marketing of relevant titles in the business to business sector. This sector is highly significant in the Swiss market as a whole, with an investment volume of approximately 30 billion Swiss francs and considerable growth potential.

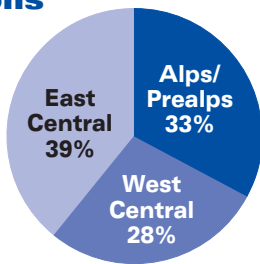


The companies

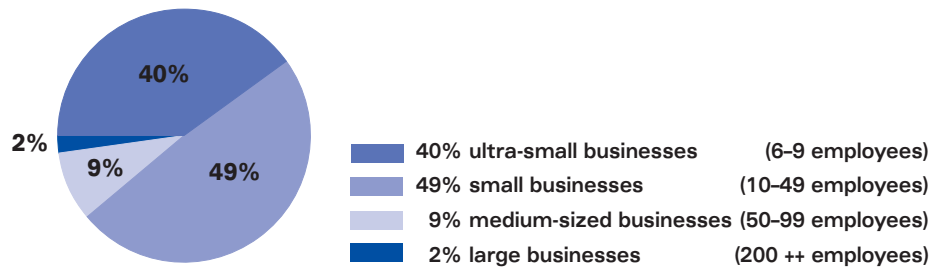
MA IT Business focuses on companies rather than individuals. According to the latest Swiss Federal Statistical Office (BfS) company census figures from 2001, there are 58,501 companies in German-speaking Switzerland with six or more employees.

Not included are companies/administrative agencies from the fields of education, waste disposal, entertainment, culture and sport as well as trade associations, unions and personal service providers.

Companies according to regions



Companies according to size



German-speaking Switzerland consists primarily of SMEs. In terms of the number of companies – not the number of jobs – large businesses make up a mere 2 percent of the total.

Companies according to sector

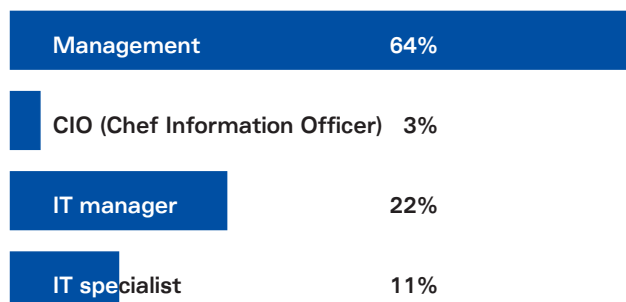


The vast bulk of German-Swiss companies are active in the service sector.

The respondents

For the MA IT Business study, interviews were conducted with the person responsible for information and telecommunication technology (IT/TC) in a total of 929 randomly selected companies. Particularly in the case of small and ultra-small companies, IT/TC is the respon-

Respondents according to position



sibility of the general management. By contrast, large and medium-sized companies have their own IT department. 88 percent of all respondents have the authority to take the decisions; the remaining 12 percent are responsible for preparatory work prior to the decision.



Reach (LpA - no. of readers per issue) of Swiss titles according to company size

	All companies	Ultra-small businesses	Small businesses	Medium-sized businesses	Large businesses
No. of businesses	58 501	23 358	28 919	5 245	979
No. of unweighted interviews	929	180	262	349	138
Reach	LpA in %	LpA in %	LpA in %	LpA in %	LpA in %
Computerworld	10.3	4.3	11.1	26.4	40.0
Computerworld Magazin	6.0	2.3	7.4	10.9	24.7
Die schweizerische Informatik Revue	7.0	2.1	9.3	15.9	10.5
InfoWeek.ch	5.8	3.8	5.5	12.7	26.6
IT Business	6.1	2.2	7.8	12.7	11.3
Kommunikation	6.1	2.3	7.2	14.1	18.1
Netzwoche	1.8	0.8	2.3	3.4	3.8
Online PC	9.3	3.9	11.7	19.1	14.7
PCtip	17.2	10.8	19.3	31.2	30.1
SysData	5.8	3.5	6.9	8.3	13.1
Basler Zeitung	6.4	5.6	7.1	6.3	5.5
Berner Zeitung GES	12.9	12.1	13.9	10.7	9.8
Bilanz	20.4	16.0	23.8	20.7	22.6
Cash	23.4	20.0	26.9	19.4	22.6
Die Weltwoche	15.8	10.0	20.0	18.5	16.2
Facts	25.3	21.0	29.1	26.1	14.5
Finanz und Wirtschaft	7.5	5.5	8.8	9.1	7.0
HandelsZeitung	13.2	9.1	16.0	15.0	15.3
Neue Zürcher Zeitung	14.9	13.5	15.6	16.7	17.3
NZZ am Sonntag	19.1	19.7	18.5	19.3	19.1
SonntagsZeitung	35.1	31.8	38.2	32.3	37.6
Tages-Anzeiger	23.4	23.1	23.1	25.5	31.7

Confidence interval

When interpreting all findings of this study, the «confidence interval» must be taken into account in each case. In this sample (929 cases) the maximum confidence interval is +/- 3.2%. When sub-samples are analyzed, the confidence interval is increased, e.g. as follows:

- Ultra-small businesses: max. +/- 7.3%
- Small businesses: max. +/- 6.1%
- Medium-sized businesses: max. +/- 5.2%
- Large businesses: max. +/- 8.3%

Definitions

- Ultra-small businesses are those with 6–9 employees
- Small businesses are those with 10–49 employees
- Medium-sized businesses are those with 50–199 employees
- Large businesses are those with 200+ employees



Client

WEMF is conducting the study on behalf of IDG Communications AG in Zurich.

Methodology

Implementation

WEMF AG für Werbemedienforschung Zurich.

Fieldwork

GfS Research Institute in Zurich

Universe

Companies/administrative agencies based in German-speaking Switzerland with six or more employees. The universe does not include companies/administrative agencies from the fields of education, waste disposal, entertainment, culture or sport; similarly it does not include trade associations, unions or personal service providers.

• All companies	58 501
• Ultra-small businesses (6-9 employees)	23 358
• Small businesses (10-49 employees)	28 919
• Medium-sized businesses (50-199 employees)	5 245
• Large businesses (200+ employees)	979

Source: Swiss Federal Statistical Office (BfS), Census of Companies 2001

Sample

Random selection of companies belonging to the universe (company sample) from the current company register (BUR) of the

Swiss Federal Statistical Office (BfS). One person interviewed per company. The respondent must be involved in the internal decision-making process relating to IT/TC acquisitions. The nature and the extent of the respondent's decision-making authority are determined using screening interviews.

For the purposes of analysis, the severely disproportionate nature of the sampling is counterbalanced by weighting the information according to company size (4), sector (12), region (3) and day surveyed (5).

	Case figures unweighted	Case figures weighted
All companies	929	929
Ultra-small businesses	180	371
Small businesses	262	459
Medium-sized businesses	349	84
Large businesses	138	16

Method of interview

A combination of telephone interviews (CATI - Computer-Assisted Telephone Interviewing) and written interviews in three phases using a fully structured questionnaire. In the first phase, the screening process and first part of the interview are conducted by telephone. In the second phase, respondents are posted a short written questionnaire and accompanying reference material. The third phase consists of the second part of the telephone interview and recording answers from the written questionnaire.

Survey period

30 January to 4 April 2003

The subjects

Companies

Description according to region, sector, company size, existence of domestic and/or overseas subsidiaries and data regarding the size of the IT/TC investment budget.

Respondents (IT/TC decision-makers)

Data regarding demographic situation, position within the company and the extent of decision-making authority with regard to internal IT/TC matters.

Information channels

Relevance of various information channels for internal information on IT/TC matters.

Print media

Use of media: Broadest readership, reach, narrowest readership. **Contact qualities:** Pick-ups, reading duration, reading volume, reader loyalty, important business reading, IT relevance. **Editorial qualities:** Evaluation of the titles in terms of expertise, neutrality, topicality, reputability, credibility, etc.

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