

BBC World and Synovate launch global survey partnership

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International market research firm Synovate, has announced details of its new global survey partnership with 24-hour international news and information channel BBC World.



Synovate will carry out six opinion surveys across 21 markets in 2007, the topics of which are linked to the global news agenda and BBC World programming. Key findings and insights from the first survey, focusing on climate change, will be revealed in April when BBC World's *ClimateWatch* season starts.

The markets included in the survey are: USA, China, France, Germany, Hong Kong, Singapore, Australia, India, Japan, Poland, Dubai, UK, South Korea, Brazil, Italy, South Africa, Norway, Spain, Denmark, Russia and Canada.

Steve Garton, global head of media research for Synovate, said, "We will be covering issues of key importance to the global audience. The insights and opinions we gather will reveal how the world thinks."

Sian Kevill, editorial director for BBC World said, "This is a great partnership for BBC World because Synovate has such a comprehensive global database of panellists. It will be fascinating to see if this global survey will reveal that people around the world have similar, or very different views and opinions about the key global issues, such as global warming or terrorism."

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