

Fall 2020

Edison Media Research

Ryan Luchene
Bowling Green State University, rluchen@bgsu.edu

Follow this and additional works at: <https://scholarworks.bgsu.edu/arf>

How does access to this work benefit you? Let us know!

Recommended Citation

Luchene, Ryan, "Edison Media Research" (2020). *Audience Research Firm Presentations*. 4.
<https://scholarworks.bgsu.edu/arf/4>

This Book is brought to you for free and open access by the Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Audience Research Firm Presentations by an authorized administrator of ScholarWorks@BGSU.

Edison Media Research Inc

Ryan Luchene

Overview of the Company

History, Ownership and Founders

- ▶ Since 2004, as the sole provider of Election Day Polling data to the National Election Pool, Edison has conducted exit polls to project and analyze results for every major presidential primary and general election.
- ▶ **Founders:** Larry Rosin: Co-founder & President
- ▶ Joe Lenski: Co-founder & Executive Vice President

Product/research services offered

- ▶ Edison's team of researchers and thought leaders is trusted in America and around the world to gather exactly the right information and to use it in exactly the right way.
- ▶ With expertise in both quantitative and qualitative research, we utilize telephone, Internet, and in-person research. And our network of more than 19,000 experienced interviewers allows us to conduct research in almost any location

Countries/markets served (including branch offices and partnerships)

- ▶ China
- ▶ India
- ▶ South Korea
- ▶ Austria
- ▶ Bulgaria
- ▶ The Czech Republic
- ▶ Denmark
- ▶ Etc.

Client Portfolio

- ESPN
- CBS
- CNN
- ABC
- Spotify
- Oracle
- Pandora
- Google
- Disney

Corporate Culture and Mission

“Need help with your next research project?”

“What do you need to know? No job is ever too big or too small – Edison Research will deliver the information you need. Are you a research firm looking to outsource a project? We can help with that, too. Our trusted research team and thought leaders are dedicated to helping businesses, governments and news operations across the globe get the answers they need.”

II. State of the Company

Performance Report

- ▶ Dun & Bradstreet provides data on over 120 million companies like Edison Media Research Inc around the world, including contacts, financials, and competitor information.
- ▶ NEP selected Edison Media Research and Mitofsky International "for their high level of professional expertise in the complex field of polling and analysis," says Jack Stokes, an NEP spokesman. The companies have been the exclusive providers of exit-poll data to NEP since 2003.
- ▶ ANNUAL REVENUE: \$3.79 million

Latest initiatives/new services

- ▶ The survey of record for U.S. elections: Since 2004, The National Election Pool (NEP) and Edison Research have conducted the only national exit polls in the United States. The NEP is the source for projections and analysis for every midterm election, presidential primary and presidential election. The 2018 general election coverage included exit polls at over 700 voting locations as well as in-person and telephone surveys with absentee and early voters all around the country. Edison's 2020 coverage continues as they prepared for the November General Election.
- the 2019 U.S. Infinite Dial survey will be broadcast live and online on Wednesday, March 6, 2019 at 2pm ET
- ▶ The Infinite Dial, performed to the highest research standards, is the longest running study of consumer behaviors related to media and technology in America. As in previous years, the study will provide a comprehensive look at the digital media consumption habits of Americans, including time spent with digital audio, podcasts, smart speakers, video, mobile, social media, and more.
- ▶ Moms and Media 2020 reveals an unwavering commitment by U.S. moms to devices and technology, highlighted by a dependence on the internet amidst a new, COVID-19 world

Current Executives

- ▶ Larry Rosin: President
- ▶ Nino Japaridze: VP: Public Affairs
Research

III. Career Opportunities

Current Employment Titles

The facilities accommodate 40 full-time employees and include offices which are the hub of the research that the company produces

- o Executive vice President x2
- o Senior Vice x2
- o Vice President x11
- o Music and Programing
- o Public affairs
- o Washington D.C. office
- o Digital Operations
- o Information Technology
- o Data Science
- o Director of Research x4

Current Job Available

► Exit Pollster

- Pass out surveys, tally and call in results on Election Day. In preparation, brief training and rehearsal calls must be completed before the election
- Must be responsible, punctual and polite, with own transportation.
- Must be confident enough to talk to strangers, reliable, and on time for the day.
- PAID PROMPTLY after returned materials are processed.

Sources and References

- ▶ <https://www.bloomberg.com/profile/company/1090385D:US>
- ▶ “Edison Research and Triton Digital Announce Release Date for 2019 U.S. Infinite Dial Survey”, Business Wire, January 24, 2019

<https://www.businesswire.com/news/home/20190124005776/en/Edison-Research-and-Triton-Digital-Announce-Release-Date-for-2019-U.S.-Infinite-Dial-Survey>

- ▶ Dun & Bradstreet, Edison Media Research Inc,

https://www.dnb.com/business-directory/company-profiles.edison_media_research_inc.2acbf917badb29168512f3a488f110dc.html

- ▶ “Local Firm on Front Lines for Super Tuesday”, NJBiz, Thomas Gaudio, FEBRUARY 4. 2008
- ▶ “Somerville company Edison Research plays big role in national election”, *my central jersey*, Nick Muscavage, Oct. 5, 2018

<https://www.mycentraljersey.com/story/news/politics/new-jersey/2018/10/05/elections-2018-polling-edison-research-somerville/1098849002/>