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## PCA public awareness campaign broadcast on Polish television channel TVP INFO

The promotional film produced by PCA presents accreditation as well as the whole accreditation system as activities in the public interest covering almost all areas of human life. The film's première took place on 9 June 2011 during the World Accreditation Day celebrations, which also featured the 10<sup>th</sup> anniversary of the PCA activity – these were covered in the October 2011 edition of *ILAC News*. The film (DVD) was sent out to all PCA accredited conformity assessment bodies for use in their promotional activities.

On the basis of the film, PCA realized a 22-second television advertising spot "Conformity assessment system" which was then broadcast on the public television information channel, TVP INFO, to more than 20 million viewers. This free of charge public awareness advertising campaign lasted 18 days. Following its completion, PCA obtained from TVP INFO the spot's broadcast time schedule specifying the numbers of viewers and the ratings.

According to the schedule, the spot was broadcast every day in the 18-day period between 6.15 and 23.57 hours, normally at regular intervals four to six times a day. The audience ranged from 20 thousand just before midnight to almost 700 thousand viewers between 16.00 and 22.00 hours. Similarly, the media market share for the channel varied between 1.5 and 11.6 %. It means that the total audience of the spot "Conformity assessment system" (a product of multiplication of the number of broadcasts (89 in total) by the average audience (around 250 thousand viewers) and taking into account the permanent viewers watching the channel on a daily basis) exceeded 20 million viewers to whom PCA managed to reach with the message.

The 5-minute film "Conformity assessment system" is available in English on the website of the Polish Centre for Accreditation: [www.pca.gov.pl](http://www.pca.gov.pl)



Promotional film on conformity assessment system