

Press Institute of Mongolia “Mongolian Media Today”, Ulaanbaatar 2016

The data collection for this edition of ‘Mongolian Media Today’ took place from January to May 2016. The data was collected from approximately 260 media outlets in Ulaanbaatar and about 130 rural media outlets along with data collected by the Communication Regulatory Commission of Mongolia, the Mongolian Sites’ Association, the Mongolian News Websites Association, postal companies and using the Press Institute of Mongolia’s database of quantitative media data.

As in the previous years, a survey comprising questionnaires with 30-35 questions was sent to each media outlet. The number of questions answered depended on the characteristics of each media outlet. With regard to the media outlets located in Ulaanbaatar, information was collected during in person meetings with personnel from the outlets. In some cases information was collected by email.

In regard to media outlets in rural areas, data was collected during interviews conducted over the phone along with email. In the first quarter of 2016, 350 out of 387 media outlets (newspapers, magazines, radio and television) or 90 percent of all media outlets responded to questionnaires sent out by the Press Institute.

In addition, information about websites that are members of the Mongolian Sites’ Association, the Mongolian News Websites Association and the Leader Sites’ Association have also been included.