

2020 ARS section report

The year 2020 has been the most unusual year that posed unprecedented challenges to the section usual workflow. During this year we however kept the section working and we set the ground for the years to come.

The sections' main achievements for 2020 are the following:

- We published in Baltic Screen Media Review journal the proceedings of the roundtable session on stakeholder collaboration in audience research that took place at the 2019 section's conference in Malmö, Sweden, in cooperation with Normedia. The publication is available here: <https://content.sciendo.com/view/journals/bsmr/8/1/article-p112.xml>
- The section's managing team had a number of meetings with the managing team of SOPCOM - Portugal, to agree on a joint pre/post conference for the ECC 2022 conference. We agreed as well on a possible regional conference for 2023.
- The ARS Facebook page was updated regularly with messages to the sections' members and various relevant posts, for instance calls for papers and conferences.
- The ARS managing team confirmed its commitment to the section and agreed to managing the section until, at least, the next elections in Braga 2021.