

1. **What does it say about the companies involved, both the broadcast companies and the market research groups?**

It shows that the broadcast companies value how they are perceived by their audiences, and that also shows how much they value their audiences. It shows as well that in order to achieve a targeted perception by your audience, you have to cite or make use of data that is in favor of you, regardless of the credibility of the source, as GMA did.

2. **What does it also say about the nature of the competition between the two major broadcast companies?**

ABS-CBN having a more credible source shows that ABS-CBN indeed is ahead of GMA, but GMA using a less credible source to prove its superiority over ABS-CBN shows how competitive the company is against ABS-CBN. This situation is the best example of how head-to-head the competition is between these companies despite one trailing behind the other.

3. **Why do they both claim to be on top? What does it say about the significance of the audience to broadcast companies?**

Both broadcasting networks claim to be on top as a front for their audiences, and for new audiences. Once an untouched audience sees that one company is favored by the country over the other, it may be inclined to watch with the majority. This is how much broadcast companies value their audiences. They'd rather use less accurate data to show their dominance over other companies.