



A new approach to measuring radio listeners

who are we?

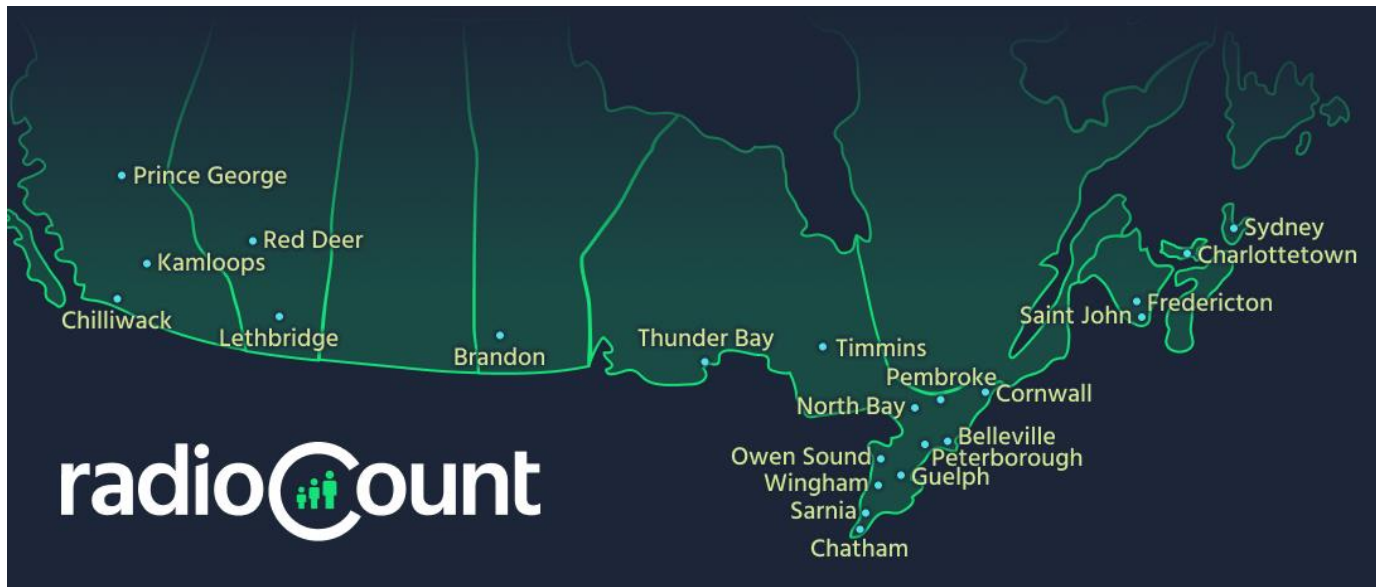
- ◇ **radioCount is the sister company of microtherapy**
 - 30 years of radio software development expertise
- ◇ **20 years of experience with US radio audience measurement**
 - Exclusive partnership with Eastlan Ratings

the need for new measurement

- ◇ Mid-2020 Numeris announced that 56 markets would no longer measure by their diary service
- ◇ Radio Connects establish committee to evaluate alternatives
- ◇ June 2021 the CAB (Canadian Association of Broadcasters) endorsed microtherapy's proposal
- ◇ microtherapy established radioCount to provide a new radio audience measurement service for Canada

measured markets

- ◇ 22 markets measured in the Fall 2021 survey
- ◇ All Canadian radio stations previously measured in these markets will be reported



2021-22 measured markets

Fall survey release: Thursday, November 25th at 12:00pm ET

8-week measurement period (Aug 30-Oct 24)

Charlottetown	Guelph	Pembroke	Red Deer
Saint John	Peterborough - C	North Bay - C	Chilliwack
Fredericton	Chatham	Timmins	Kamloops
Sydney	Sarnia	Thunder Bay - C	Prince George
Belleville - C	Wingham	Brandon	
Cornwall	Owen Sound	Lethbridge - C	

C = Continuous



Methodology

measurement objectives

- ◇ Transactional data – metrics for buying/selling radio
- ◇ Station Ranks
- ◇ Station Trends
- ◇ Programming Analysis

recruiting participants

- ◇ Participants recruited using a combination of telephone and e-surveys
- ◇ Telephone recruitment uses Random Digit Dialing (RDD) – landlines and mobile numbers
 - Interviews conducted immediately
- ◇ E-surveys sent to those recruited via online research panels
 - Participants sent link to complete study
- ◇ Interview is identical regardless of recruitment method

individual recruitment

- ◇ **One respondent per household recruited**
 - ✓ **Delivers broad representation of radio listening**
 - ✓ **Efficient targeting of demos**
 - ✓ **Avoids under/oversampling of demos**

the interview

- ◇ Respondents probed for radio listening in past 24 hours
 - Call centre hours Monday-Sunday 3pm-9pm local time
- ◇ Unaided recall used for station identification
- ◇ Up to Eight Point Identification are recorded:

Call Letters	City	On-Air Talent
Frequency	Common Call	Special Programs
Format	Band	
- ◇ Start/stop times collected (min. quarter hour)

qualitative

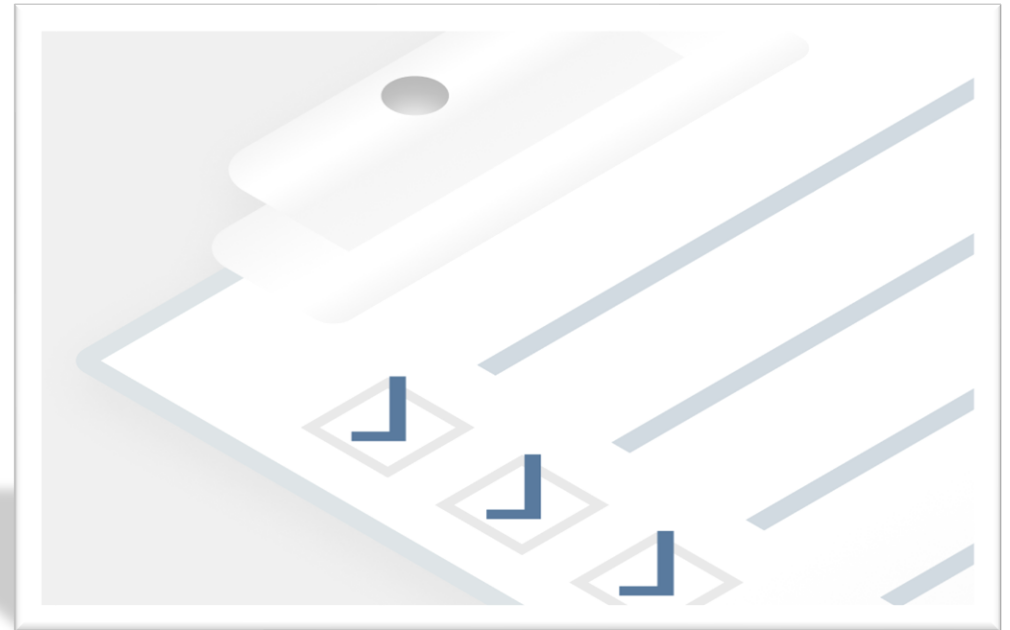
- ◇ **Following completion of tuning interview, limited qualitative data is collected**
 - **Education**
 - **Household Income**
 - **Household Size**
 - **Children in Household**

statistics

- ◇ Available statistics comparable to those for diary
- ◇ Metrics include:
 - ✓ Ctrl Cume / Ctrl AQH
 - ✓ TSL / Hrs Tuned
 - ✓ Market Share
 - ✓ GRPs / Impressions
 - ✓ CPP / CPM
 - ✓ Reach / Frequency
- ◇ Central markets only - No Full Coverage (Total Canada)
- ◇ A12+ and sub-demos available

dayparts

- ◇ **Standard and Station Dayparts**
- ◇ **Custom Dayparts supported**
- ◇ **All Week Mo-Su 2a-2a**



geographies

- ◆ Same geographical definitions as Numeris Spring 2020 diary survey used for 2021-22 measurement



can I do trending?

- ◇ radioCount data cannot be compared to Numeris diary data
 - Different methodologies
 - Different measurement periods (Spring 2020 Diary was pre-Covid)
 - Programming changes in some markets (e.g. format, on-air)

how can I access the data?

- ◇ Data available in third party applications including Radius and Lens
- ◇ A radioCount subscription is required





Continuous Measurement

continuous measurement

- ◆ Five markets will have continuous measurement in 2021/22

Belleville

Peterborough

North Bay

Thunder Bay

Lethbridge

continuous measurement

- ◇ Samples are fulfilled throughout the year (52 weeks/yr)
- ◇ Surveys are conducted daily, throughout the month
- ◇ Monthly non-currency releases available
 - Rolling average
- ◇ Results released at the end of each month, one month following measurement
 - E.g. November measurement will be included in the December 2021 data release.

fully implemented continuous measurement

- ◇ A market with annual sample of 1,200 will turn over 100 sample monthly
- ◇ Spring/Fall currency releases
- ◇ 10 monthly non-currency releases
 - 6 month rolling average

Month	Sample	Currency Release	Non-Currency Release
Sep	100		Mar-Aug
Oct	100		Apr-Sep
Nov	100	May-Oct	
Dec	100		Jun-Nov
Jan	100		Jul-Dec
Feb	100		Aug-Jan
Mar	100		Sep-Feb
Apr	100		Oct-Mar
May	100	Nov-Apr	
Jun	100		Dec-May
Jul	100		Jan-Jun
Aug	100		Feb-Jul

benefits of continuous measurement

- ◇ **Stability of results**
 - Reduces impact of fluctuations and anomalies
- ◇ **Tracking of station performance**
- ◇ **No more surprises**

phased-in continuous measurement

Spring 22: 60% new sample
40% from Fall

Fall 22: 73% new sample
27% from Spring

**Spring 23
and onward:** all new sample

Month	Sample	Currency Release
Sep	300	
Oct	300	
Nov	60	600 sample
Dec	60	
Jan	60	
Feb	60	
Mar	60	
Apr	60	
May	60	600 sample
Jun	60	
Jul	60	
Aug	60	

radioCount benefits

- ◇ Measurement service with a proven track record in US
- ◇ Statistics consistent with diary/meter
- ◇ Minimal disruption to transactional currency
- ◇ Available in existing software
- ◇ Little impact on connected applications
- ◇ Seamless transition for the industry



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