



Hybrid RAM



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HYBRID RAM

GfK's hybrid RAM product in Australia, Radio360, is on track to revolutionise radio audience measurement. Radio360 sees GfK work alongside Commercial Radio Australia (CRA) to transition the radio currency measurement methodology to a more digitised system; with a move away from the paper diary during the course of 2022 to the GfK electronic diary, while retaining the sample of 60,000 respondents annually across the country. The diary results will then be integrated with live radio streaming data and further calibrated by information collected via GfK's MediaWatch electronic meter. This approach enhances the data that can be provided to the market and provides more insights into the increased consumption of radio via digital platforms, such as mobile phones and smart speakers. Providing this enhanced data to advertisers can open up additional revenue opportunities for radio stations and enable advertisers to make more informed buying decisions.

As part of Radio360 GfK are creating a 2,000 strong panel of consumers who are all asked to wear the MediaWatch electronic meter. The MediaWatch uses audio matching to identify when and which radio stations the wearer is listening to, it has built in compliance measures such as movement sensors and a body temperature monitor. For a minimal amount of effort on the panellists behalf (all that is required is that they wear the watch during waking hours, then dock it for charging) the MediaWatch provides quality data as it passively records the audio consumption. In March this year, the first panel participants were recruited in the Sydney area, the panel continues to grow day by day with recruitment in the Melbourne area also well underway.

The integration of radio streaming data is key to Radio360, this is managed via the implementation of GfK's SENSIC tags onto the radio stations online players (web, app, smart speakers, etc.) and the collection of the radio stations server logs. SENSIC is GfK's inhouse census tracking system which enables the monitoring of web traffic including the output of radio station's online web players and can provide data on details such as the station name and the song / artist that is playing (if it is available). We are excited to announce that progress here is also positive with the bulk of commercial networks web players and listening apps being tagged and returning data to GfK. This SENSIC and server log data, which is live from source, provides a valuable additional level of data which, when integrated with the survey data, will provide the hybrid radio currency.

Integrating the different data sources is key to ensure that the online audience is profiled, and that the listening isn't counted twice. GfK are well progressed with scientific modelling techniques which integrate the streaming and survey data into one coherent data set, and GfK is working very closely with the CRA Board and CRA Industry Research Committee as they join us on the journey to delivering an enhanced measurement system.