

GfK Talks Hybrid Radio Audience Measurement



GfK's hybrid radio audience measurement: the whole is greater than the sum of the parts

At GfK Media Measurement we like to solve problems. We listen to our clients and partner with them to build solutions that add value to their services. When it comes to modernising Radio Audience Measurement (RAM), we've been talking hybrid to realise that goal.

Hybrid RAM combines various audio measurement datasets into one listening currency. It takes many different forms such as, combining CATI surveys and wearable meter panels, online census measurement and diaries.

Each of these measurement techniques has their own benefits (and shortcomings). However, the whole is greater than the sum of its parts: when combined, we can achieve greater quality and coverage.

Pioneering audio measurement.

Our latest innovation is the hybrid RAM product Radio360, currently being rolled out in the Australian radio market. With innovation in our DNA, we're the team behind hybrid RAM trials that started in the Netherlands, Italy and Australia over a decade ago. And at the turn of the Millennium, back in 2000, we introduced the game-changing MediaWatch in the Swiss market, one of the first passive measurement radio currencies in the world.

Radio360 - Australia

GfK's hybrid RAM product in Australia, Radio360, is on track to revolutionize radio audience measurement. Radio360 sees GfK work alongside Commercial Radio and Audio (CRA) in Australia 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 let advertisers make more informed buying decisions.

As part of Radio360 in Australia, GfK is building a 2,000-strong panel of consumers who are all asked to wear the MediaWatch meter. The MediaWatch uses

audio matching to identify which radio stations the wearer is listening to and when they're tuning in. It has built-in compliance measures such as movement sensors and a body temperature monitor. For a minimal amount of effort from panelists (all we require is that they wear the watch during waking hours, then dock it for charging while asleep) the MediaWatch provides quality data as it passively records audio consumption. In March this year, the first panel participants were recruited in the Sydney area, swiftly followed by Melbourne and more recently Brisbane, Perth and Adelaide.

The integration of radio streaming data is key to Australia's Radio360 product. This is managed by adding GfK's SENSIC tags onto a radio station's online players (web, app, smart speakers, etc.) and collecting their server logs. SENSIC is GfK's inhouse census tracking system which enables the monitoring of web traffic. This includes the output of radio stations' online web players, to provide data on details such as the station name, and the song title and artist that is playing (if it is available). We are excited to announce that progress in Australia is positive, with all of the 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, delivers 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 ensuring that the online audience is profiled, and that the listening isn't counted twice. GfK has made significant progress with scientific modelling techniques which integrate the streaming and survey data into one coherent data set, and 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.

GfK is at the convergence of technology and market readiness. We see [five key audio measurement trends](#) developing in 2022. Today, our research positions us to meet the market's demands for improved listening data quality that can measure multiple platforms. If you want to talk hybrid, then please get in touch.

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