

# A New Beginning

## A Radio Audience Measurement Currency

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Measuring the **BEAT** of Indian **RADIO** Audience



*A journey of a thousand miles must begin with a single step...*

Author : Lao Tzu

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**RAM**  
Radio Audience Measurement Service  
A division of TAM Media Research

# A Step...

- Guided...
  - By the mushrooming and rapidly growing Indian radio industry
  - By the needs of industry stake-holders
  - By the expertise of Nielsen Media & IMRB International
- Towards...
  - Accelerating the growth of the medium through measurement
  - Creation of an “on-par & beyond” radio measurement service
  - Aiding stake-holders invest in and evaluate the returns from the growing radio medium
- Firmly...
  - Measuring the **BEAT** of the Indian **RADIO** audience !

# From a Birds' Eye View...

- Three Phases
  - Radio Establishment Survey
    - Define the Reporting Universe for RAM
    - Ascertain factors that influence radio consumption
    - Help in setting the sampling frames for the panel setup
  - Panel Recruitment, Counseling & Reporting
    - Random, stratified sampling will ensure robust representation
    - Dedicated & Experienced panel counseling and management team will deliver the highest quality through respondent compliance
  - Training
    - Programs targeted at specific user groups will ensure maximum utilization of insights emerging from the RAM service

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# Radio Establishment Survey

- To Monitor
  - Household Demographics
  - Ownership of radio
  - Reach of radio stations
  - Broad viewing habits
- Findings used to
  - Derive universe estimates & reporting parameters
  - Panel control
  - Framework for panel recruitment & replenishment
- To ensure panel representation of all parameters that influence radio listenership
  - Demographics
  - FM Penetration
  - Work status / Occupation
  - Household size
  - TV viewing habits
  - Language preferences for music
  - Geographical dispersion (Area)
  - Radio type (Analog/Digital systems, Personal/Home devices, etc...)
  - Mode of travel & travel time
  - ...and other possible aspects....

# Other Baseline Deliverables

- Complete profiles of the radio & non-radio universe
- Complete profiles of the FM & non-FM universe
- Durable ownership profiles
  - Complete range of entertainment durables
  - Car Ownership - with radio
  - Mobiles with FM radio
- Holistic media consumption (Radio, TV, Print)
  - Frequency - No. of days in a week
  - Intensity - No. of hours (weekday vis-à-vis weekends)
  - Day-parts of normal consumption
  - Places of consumption

# Radio Establishment Survey

- Sample Per City = 3,000
- Methodology
  - Random sampling
  - Face-to-Face Interviews using a structured questionnaire
  - Nodal spread of sample over the UA area of cities
  - Controls to ensure appropriate SEC, Gender & Age representation
- Time-plan
  - Field-work : 4.5 weeks
  - Validations : 1.5 weeks
  - Reporting/Analysis/Presentation : 1 week
  - Total : 7 weeks
- Required periodicity : Annual (minimum)

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# Panel Recruitment & Counseling

- Operationally, will comprise of 3 stages...
  - Profiling the survey sample for recruitment in the panel
    - Time Period : 2 weeks
  - Recruitment of the profiled sample
    - Time Period : 5 weeks
  - “Cool off” period : Panel performance monitored for adherence to set norms
    - Time Period : 4 weeks
- Overall time-plan for this stage : 11 weeks

# Panel Sample Size

- Methodology
  - Single member per home
  - Randomly selected using the Kisch grid
  - Pre-listed Weekly Diary
  - Personally placed and picked-up
- Reporting Sample Per City
  - 480 individuals
- Sample Splits
  - Equal across 4 SECs' : 120 individuals/SEC
  - Equal across 5 Age-bands : 96 individuals/Age-band
  - Equal across 2 Genders : 240 individuals/Gender
  - Reporting will be cell-weighted (universe proportions derived from the establishment survey)
- Minimum Sample threshold : 30 individuals
  - 1/16<sup>th</sup> cut of sample permissible

# Total Project Summary

- Composite Time-plan
  - Establishment Survey : 7 Weeks
  - Panel Recruitment to Reporting : 11 Weeks
  - From 'go-ahead' to 'go-to-market' : 18 Weeks
- Industry/User Training (on-going)
  - Commencing in June 2007
  - Prior to launch of the service...
    - Radio Media Terminologies Sessions
    - Dummy data will be input into Radio Advisor® for training sessions
    - Customized training sessions will be crafted using dummy data
    - RAM India will launch an E-curriculum for 'anywhere, anytime' self-learning sessions
  - Post-launch
    - TAM Educate will design programs & utilities to help industry stake-holders derive maximum insights for business solutions

# In sum...

- The service will commence for 3 metros
  - Mumbai
  - Delhi
  - Bangalore
- Reporting frequency : Weekly
- Demographic breaks
  - 12-18; 19-24; 25-34; 35-44 & 45+
  - SEC A; B; C & D/E
  - Others : Identified from the Establishment Survey
- Panel data will go live in September 2007

When you find the way...  
.....others will find you

Passing by on the road...  
...they will be drawn to your door

The way that cannot be heard...  
...will be echoed in your voice

The way that cannot be seen...  
....will be reflected in your eyes.

Author : Lao Tzu



# The Next...

- The Radio Diary will get trans-created for a palm-held device
- Has been used by IMRB International across a cross-section of consumers for other types of research
  - Will be tested for 'ease of use' in lower SEC, housewife profiles
  - Will be further simplified for use by the entire spectrum of consumer segments
- Will be deployed at the earliest – might go live in September
- Has obvious benefits..
  - Improve the compliance levels
  - Size will make the device mobile for capturing out-of-home listening
  - Enhance security measures of the panel
  - Possibility of even faster data release

# THANK YOU

Presentation : [www.tamindia.com](http://www.tamindia.com)

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