



## RAJAR PUBLICATION CODE

### 1 What is publication?

Publication includes – but is not limited to – press releases, press packs and briefings, promotional and marketing material, and sales presentations, but also blogging and social media such as Facebook, Twitter and LinkedIn.

Any use of RAJAR results outside the station or group is, therefore, defined as 'publication'.

The ad-hoc use of RAJAR data for planning systems is subject to special conventions, which are set out in section 6 of this document. Within this context, publication includes the use of RAJAR data in negotiations by any RAJAR subscriber.

### 2. Publishing audiences based on rolling samples

#### 2.1 Introduction

For individual stations, audiences will normally be based on the survey period that yields the minimum sample for the TSA (Total Survey Area) as specified by RAJAR. These results will be provided in the form of a quarterly Press Release, aggregated reports (tables zero to ten) and as special analyses using data from authorised computer bureaux.

The standard RAJAR reporting base is Adults 15+. RAJAR also measures children aged 10-14, but these are a by-product of the adult sample and because of their relatively small numbers, they are not subject to the same sample controls as the rest of the survey. For this reason, care should be exercised when using Children's data (or any data that includes children, such as All Aged 10+).

#### 2.2 Results for individual stations

Published results for individual stations will be based on the minimum survey period of 3 months, 6 months, or 12 months. The period for each station will be shown as a new column in the Press Release – as Q (= Quarter), H (= Half Year) or Y (= Year). It will also be included in all documentation provided to computer bureaux. Details of the survey period for each station will also be shown at the top of all tables in the Published Volumes.

The survey period for opt-out services is 12 months. These results will not be published but continue to be reported jointly with the main station on the minimum survey period

which applies to the main station.

In most cases the survey period for main stations outside London is 6 months.

### 2.3 Regional and National Groups

The standard reporting period for a group is 6 months. When a group includes a station requiring 12 months' data then the group may still report on a 6 month period. This also applies to groups which include opt-outs.

RAJAR does not produce 'published results' for two widely used combinations. These are Entertainment News and Network Drive Time. Both include national stations and a wide range of local services. Therefore, any special analyses for these services should be produced on the latest 6 month survey.

### 3. How to describe the data

All publication of RAJAR information should acknowledge: the source, the area to which the data refers and the survey period. For example:

"RAJAR London TSA 3 months ended June 2010" or  
"RAJAR BRMB TSA 6 months ended December 2010"

Particular care should also be taken to identify the TSA for which the data has been calculated. Where comparisons are made using data from different TSAs, the different sources should be clearly identified.

### 4. What areas can be published?

The smallest geographical unit for which results may be published is a complete Editorial or Total Survey Area. The station has to have sufficient overlap with that Total Survey Area, as described in section 5.

Participating services and their authorised representatives are entitled to full analysis of all data within their own TSAs - i.e. sample point or other sub-TSA analysis. However, **this access is for internal use only.**

### 5. Which competitive stations can be published?

Any competitive station listed in Table 7 (of the 'Standard Results' may be published.

The competitive stations listed in Table 7 will fall into one of the following categories:

- i. Any stations with the same TSA.
- ii. Any station with a TSA which wholly encompasses that of the 'home' station.
- iii. Any station with a TSA which overlaps by 50% or more of its population with the 'home' station's TSA, provided that this overlap also accounts for 30% or more of the

'home' station's TSA population.

iv. Any station with a TSA which is overlapped by more than 50% of the population of the 'home' TSA, provided that this overlap, also accounts for more than 30% of the competing station's TSA population.

v. Any station where there is a 50% TSA overlap **either way** or the population of the overlapped area exceeds 500,000 adults.

Those competitive stations meeting the criteria under iii, iv and v are marked with an asterisk in Table 7.

Comparison tables must positively identify those listed stations which are included on the basis of a partial overlap (i.e. criteria iii, iv and v). These should be marked with an asterisk and a note on each table should read:

***"\* Stations marked with an asterisk do not cover the whole of this Total Survey Area."***

Standard Results and Station Report tables will routinely be published on the basis of the latest minimum survey period for the reporting station.

**Where stations wish to make comparisons with other stations with different minimum survey periods, then special analyses (in the form of Table 7), based on the minimum survey period of the smallest station required for comparison, should be requested.** Comparisons must be made on the basis of **the minimum survey period of the smallest station** eligible for publication.

## **6. Not for publication**

### **a) Out of area data**

The RAJAR survey is not designed to be a definitive measurement of out-of-area performance. For this reason, out-of-area information is intended for internal purposes only and cannot be traded upon.

### **b) Sub-area analyses**

Samples are only meant to be representative at TSA level. Any analysis based on an area smaller than a published TSA is therefore for internal purposes only and strictly not for publication.

## **7. The use of rolling sample data for planning and negotiation**

The conventions for the use of RAJAR data in planning and trading are designed to provide parameters within which buyers and sellers of radio airtime use RAJAR data. They do not seek to constrain sellers or buyers to one particular method of data analysis as it is recognised that different sales policies exist.

#### For individual stations

The base for any figures disseminated externally must be **the most recent minimum survey period**. Analyses based on shorter (or longer) periods are possible; however the results must not be communicated externally. External communication means anything that is published (see paragraph 1) including radio plans and airtime trading negotiations.

#### For station combinations

For the purposes of planning and negotiation, data users will be able to base their analyses of any station group that is offered for sale on any of the three survey periods, i.e. 3, 6 or 12-month surveys.

However, the following recommended conventions exist:

- (a). When stations are combined to form a group, if the group has within it any station reporting on either a 6 or 12 month minimum survey period, published data should be based on the most recent 6 or 12 month database. RAJAR strongly recommends the use of the 6 month base as this maintains consistency with the convention that is used for the official station groupings published by RAJAR.
- (b) For a station combination comprising only stations with a three month minimum survey period, RAJAR recommends use of the three month base.

### **8. Authorised representatives**

Authorised representatives are those persons or companies which have been given written authority to access full data on behalf of a given service. Such representatives must provide evidence of authorisation to the RAJAR contractor or bureau before access will be permitted.

Organisations authorised to receive full data on behalf of a particular service must take care not to provide analysis based on this data to other clients.

### **9. General misuse and misrepresentation**

RAJAR is most concerned that there should be no misuse or misrepresentation of information and, if necessary, may restrict publication rights.

Misuse includes:

- the publication or other dissemination of results prior to the embargo date and time specified for the 'Quarterly Summary of Radio Listening'. The embargo applies to all publications including social networks.
- the publication of data provided for internal use only - for example, monthly results, data for 'opt out' services or sub-area analyses.

Misrepresentation of the data may be seen to have occurred where:

- the universe, area or time period to which figures relate is not clear.
- the results are published based on inadequate sample sizes (as defined by RAJAR in the event of dispute).
- direct or implicit comparisons are drawn between basically dissimilar sets of data.
- a difference between two periods is interpreted as a real change in listening behaviour without checking for statistical significance.
- RAJAR results are quoted in conjunction with a station or group name that differs from the RAJAR reporting name. In particular, efforts must be made to identify groups of stations when they could be confused with an individual station that has a similar name.
- RAJAR results are shown in conjunction with a station map that does not clearly show the TSA boundaries.

In the case of doubt about the validity of an analysis or claim, consultation with RAJAR is strongly advised.

The RAJAR Board has indicated that it will take a strong view of the abuse of the publication rules, and any organisation misusing or misrepresenting the data can expect action to be taken against it.

## **10. Special circumstances**

There may be circumstances in which RAJAR deems it appropriate to publish or permit publication of results which do not accord with the rules set out above. RAJAR will only do so when it believes this will be in the best interest of the overall service.

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