

## Radio Audience Measurement - Diary and other Methodology Countries

	<b>UK</b>	<b>France</b>	<b>Italy</b>	<b>Switzerland</b>	<b>Netherlands</b>	<b>Germany</b>	<b>Australia</b>
<b>Survey Size</b>	100,000	126,000	130,000 CATI and 4000 Mediacell Panel	13,200	44,000	65,000	49,800
<b>Research methodology description</b>	Continuous Diary Paper or online 50 weeks of the Year. Results Quarterly.	CATI Day after recall	CATI Day after recall and electronic meter panel	Mediawatch	Paper diary and e-diary (online and mobile)	CATI Day after recall	Paper diary and e-diary (online and mobile)
<b>Date introduced</b>	1992		2012	2001	2010		2014
<b>Research contractor</b>	Ipsos MORI	Mediametrie	GfK & Ipsos	GfK	GfK	GfK	GfK
<b>Previous contractor if changed</b>							
<b>Name of commissioning Industry body</b>	RAJAR	Mediametrie		Mediapulse	NLO	agma	CRA (Commercial Radio Australia)
<b>Latest Developments</b>		Rate on Air (AIP) is currently tested in 4 regions (watermarking)		Testing the integration of Mediawatch and Mediawatch app listening data	Separate measurement "Radio via IP" (census data of live radio streams), which is not published		Hybrid RAM Superpilot testing

## Radio Audience Measurement

### Diary and other Methodology Countries Cont.....

	<b>Denmark</b>	<b>Norway</b>	<b>Iceland</b>	<b>Finland</b>	<b>Sweden</b>	<b>Canada</b>	<b>USA</b>
<b>PPM Panel Size</b>	1,200	2,000	500	21,000	1,500	4,470 Households	70,000
<b>Research methodology description</b>	PPM for National radio and CATI for local radio	PPM for National radio; Local radio separate contract run by Kantar (CATI)	PPM for Radio and TV (Single Panel)	Paper and online diary	PPM for National radio and 30,000 CATI for local radio	PPM for National Balance and mix of PPM and Diaries for other markets	PPM for top 50 markets and Diaries for other markets
<b>Date introduced</b>	Jan 2008 onwards	2019	2008 Onwards	1991	Aug 2012	Montreal 2008 All other markets from 2009	Sept 2008 to Dec 2010
<b>Previous methodology if changed</b>	Diary survey since 1997	CATI	CAPI Diaries		CATI since 1994	Diaries	Diaries
<b>Research contractor</b>	Kantar	Nielsen	Capacent Gallup	Finnpanel KRT	Kantar Sifo	BBM Canada	Nielsen
<b>Previous contractor if changed</b>		Kantar					
<b>Name of commissioning Industry body</b>	Danish radio broadcasters	NRK, Bauer Media, Nordic Entertainment Group (P4-gruppen)		Finnpanel, Yleisradio and RadioMedia	NENT Group, Bauer Media and Sveriges Radio		
<b>Latest Developments</b>		Census measurement for digital audio (live and on-demand)		Testing electronic meters			