



### **Changes to the RAJAR Survey Q1 2016 - Platform Attribution**

RAJAR's Q1 Data Release on 18<sup>th</sup> May 2016 will see the introduction of a new development that will eliminate "Unspecified Platform Listening" from its data.

This new process is simple. First of all, we identify any listening sessions without a platform (AM/FM, DAB, DTV or online). Then, from the remaining listening we determine a platform profile for each station separately. Finally, we apply those profiles to the sessions that we originally identified, thus completing their records, enabling us to reinstate them into the data.

There is one caveat to this process – we will not allow a person to be allocated a digital platform unless they have already claimed to listen via one of those platforms (or a digital-only station), so we do not artificially inflate digital listening.

Any further questions, please do not hesitate to get in contact.

Kind Regards,

RAJAR Management Team