NEWS RELEASE

Issued June 6, 2011





RAJAR INTRODUCES NEW DIGITAL TECHNOLOGY TO RADIO LISTENING MEASUREMENT SURVEY

RAJAR Ltd, (Radio Joint Audience Research) is to introduce new digital technology to its audience measurement tools. A new online radio listening diary and a new digital personal interviewing aide, CAPI (Computer Assisted Personal Interviewing), are to be incorporated into RAJAR's current comprehensive survey collection methods.

The digital collection of data, to be rolled out from July 2011 (Q3, 2011), is being introduced as radio engagement evolves across an increasing number of platforms including the internet and mobile phones, and in response to the wider availability and everyday use of online.

The move will enable RAJAR to offer improved demographic representation, with the complementary benefit of the online diary adding wider appeal to people who may be less responsive to the existing format. It will also enhance the capture of listening data across all platforms be it analogue, internet, DTV or DAB. The online survey will mirror the paper survey in content, allowing all data to be integrated for reporting.

The new online diary, initially only available via PCs, is expected to be adapted in time to mobile devices such as Tablets and Smart Phones, and it is anticipated these innovations will further increase both take-up and efficiency of data collection.

In addition, CAPI, the computer assisted personal interviewing system, is being introduced across the entire RAJAR survey to help facilitate this launch. All demographic data recorded at the point of recruitment is now to be collected in real-time via CAPI, which improves data collection efficiency and allows fast and simple online registration that will enhance participation.

Jerry Hill, chief executive officer of RAJAR said: "As the radio industry evolves, RAJAR is keeping step by developing new and innovative services for our clients and consumers. The use of digital technology has become so prevalent across all demographics that we are now able to make these changes. Adding to our tool box to provide enhanced information is not only progressive for the industry, but also beneficial in offering something easy and compelling for the consumers who provide our data."





Tim Davie, director of BBC Audio and Music added: "We welcome RAJAR's moves to further strengthen its research through digital technology. We hope the additional research will allow us even better insights into listeners' habits."

Andrew Harrison chief executive of RadioCentre commented: "The accurate recording of listening figures is crucial to commercial radio, which relies on this to help generate its revenue, so these improvements are a welcome addition to RAJAR's robust survey."

The prototype of the online diary was built by YouGov, RAJAR's development partner. In order to facilitate a scaled deployment of the new online diary RAJAR has extended the contracts of its research contractors, Ipsos MORI and RSMB, into 2014. The new digital tools were developed under the management of a cross-industry steering committee appointed by the RAJAR Board, with representatives from RAJAR, BBC and Commercial Radio.

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NOTES TO EDITORS

RAJAR Online diary

- > RAJAR currently surveys over 100,000 respondents annually and is the largest UK media survey of its kind. The diary survey method is used in over 80% of radio markets around the world.
- > Online respondents will be provided with a unique log-on code to access the RAJAR diary website.
- > Full user support is available for online respondents

RAJAR

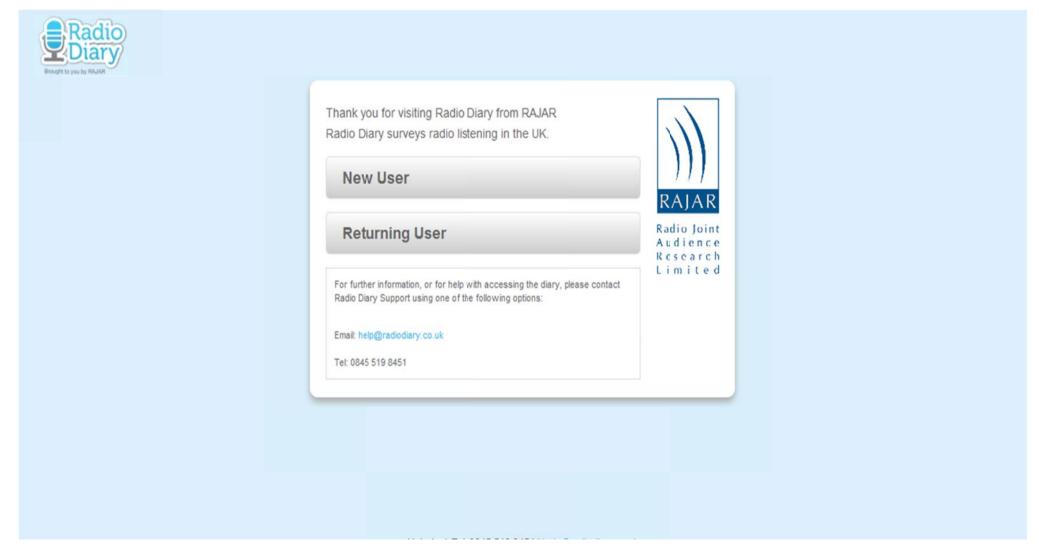
RAJAR (Radio Joint Audience Research Limited) was established in 1992 to operate a single audience measurement system for the radio industry - BBC and UK licensed commercial stations.

The company is wholly owned by the British Broadcasting Corporation (BBC) and the RadioCentre. RAJAR is structured as a 'deadlocked' company: Board decisions require the agreement of both parties.

In addition to BBC and the RadioCentre representation, membership of the Board recognises the interests of the advertising community, which is represented by the Institute of Practitioners in Advertising (IPA). A representative of the Incorporated Society of British Advertisers (ISBA) also attends RAJAR Board meetings.

RAJAR ONLINE DIARY SCREEN SHOT – 1





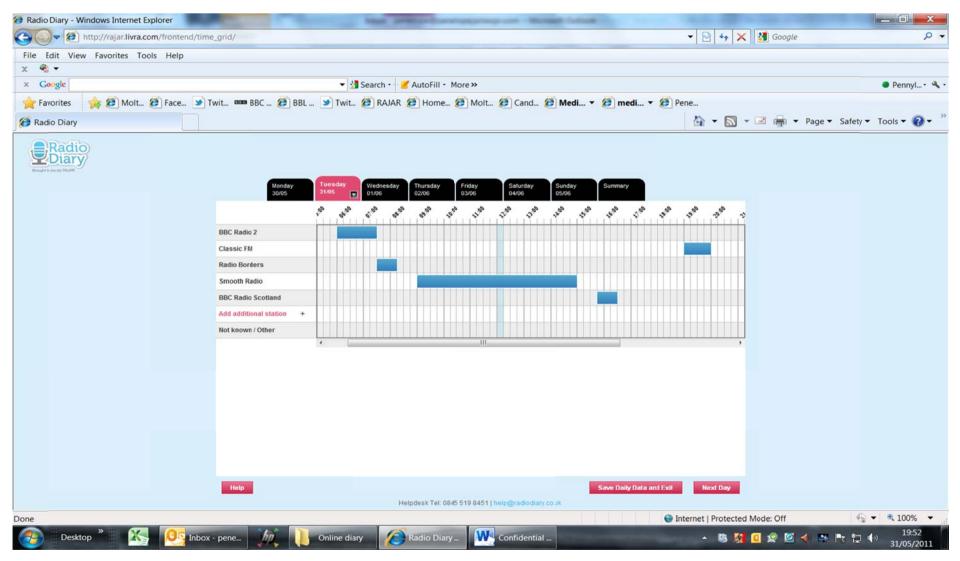




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RAJAR ONLINE DIARY SCREEN SHOT - 3





RAJAR ONLINE DIARY SCREEN SHOT – 4



