

# NEWS RELEASE

Issued June 6, 2011



Radio Joint  
Audience  
Research  
Limited



## **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."*

**MORE**



Radio Joint  
Audience  
Research  
Limited

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.

## ENDS

### For further information please contact:

Penelope James  
**Penelope James Public Relations**  
 Tel: 01303 844555  
 Mobile: 07860 162 231  
 E-mail: penelope@penelopejamespr.com

## **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



Thank you for visiting Radio Diary from RAJAR  
Radio Diary surveys radio listening in the UK.

**New User**

**Returning User**

For further information, or for help with accessing the diary, please contact  
Radio Diary Support using one of the following options:

Email: [help@radiodiary.co.uk](mailto:help@radiodiary.co.uk)

Tel: 0845 519 8451



Radio Joint  
Audience  
Research  
Limited

# RAJAR ONLINE DIARY SCREEN SHOT – 2



Station Selection | Screen **2** of 2

Or find a station not on the list [Add](#)

Please click on all the radio stations below that you've listened to or heard in the past year. This could have been anywhere. You can see a description of the station by hovering over it with the mouse. If you did not listen to any of these stations, please select '**None of these**', otherwise select the stations you have listened to and click the '**Next**' button to continue.

### Stations Available in Your Area

MAGIC	NME	Planet Rock	Q	Real Radio	Smash Hits Radio	Sunrise Radio National	talkSPORT	THE HITS	XFM
-------	-----	-------------	---	------------	------------------	------------------------	-----------	----------	-----

### Your Chosen Stations

BBC Radio 2	Classic FM
Radio Borders	BBC Radio Scotland
Smooth Radio	

[Back](#) [Help](#) [Station Descriptions](#) [None of these](#)

[Next](#)

# RAJAR ONLINE DIARY SCREEN SHOT - 3



The screenshot shows the RAJAR Online Diary interface in a Windows Internet Explorer browser window. The address bar displays the URL [http://rajar.livra.com/frontend/time\\_grid/](http://rajar.livra.com/frontend/time_grid/). The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The address bar contains a search field with "Google" and a search button. The Favorites bar shows several icons, including "Radio Diary".

The main content area features the "Radio Diary" logo and a navigation bar with tabs for each day of the week: Monday 30/05, Tuesday 31/05 (selected), Wednesday 01/06, Thursday 02/06, Friday 03/06, Saturday 04/06, and Sunday 05/06. Below the navigation bar is a time grid with columns for each hour from 06:00 to 23:00. The grid shows broadcast schedules for several radio stations:

Station	Start Time	End Time
BBC Radio 2	06:00	09:00
Classic FM	19:00	20:00
Radio Borders	07:00	08:00
Smooth Radio	09:00	15:00
BBC Radio Scotland	16:00	17:00

At the bottom of the grid, there are buttons for "Help", "Save Daily Data and Exit", and "Next Day". The footer of the page includes the text "Helpdesk Tel: 0845 519 8451 | [help@radiodiy.co.uk](mailto:help@radiodiy.co.uk)".

The Windows taskbar at the bottom shows the system tray with the time 19:52 and date 31/05/2011. The taskbar includes icons for Desktop, Inbox - pene..., Online diary, Radio Diary..., and Confidential ...

# RAJAR ONLINE DIARY SCREEN SHOT – 4



Radio Diary - Windows Internet Explorer  
http://rajar.livra.com/frontend/time\_grid/

Radio Diary

Monday 30/05 Tuesday 31/05 Wednesday 01/06 Thursday 02/06 Friday 03/06 Saturday 04/06 Sunday 05/06 Summary

Station	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
BBC Radio 2		06:00-07:00														
Classic FM														18:00-19:00		
Radio Borders			07:00-08:00													
Smooth Radio				09:00-15:00												
BBC Radio Scotland											15:00-16:00					

Smooth Radio | Tuesday | 09:00 - 15:00 | 6hours 0mins

Where:  
 Home  
 Vehicle  
 Work/Elsewhere

How:  
 AM/FM Radio  
 DAB Digital Radio  
 Digital TV  
 Internet  
 Do not know/Not sure

OK Cancel

Help Save Daily Data and Exit Next Day

Helpdesk Tel: 0845 519 8451 | help@radiodiary.co.uk

Internet | Protected Mode: Off 100%

Desktop | Desktop | Inbox - pe... | Online diary | Radio Diar... | Confidential... | Document... | RAJAR Onli... | 19:54 31/05/2011