ELECTRONIC RADIO MEASUREMENT: THE RESEARCH USER PERSPECTIVE

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AIMC

- > Spanish non-profit JIC body with 160 members
- ➤ We carry out the nultimedia EGM study which provides the Spanish market with the "audience curency" for print media, radio and cinema.
- ➤ In 2003 we conducted a test in Madrid using the Radiocontrol watch.

Two techniques for radio electronic measurement

- Audio matching
- > Station encoding system

No doubt, the future will bring electronic radio measurement (sooner or later)

- ➤ It is technologically feasible.
- ➤ It is "basically" passive.
- > It is not affected by the weakness of human memory.
- > It can provide a higher level of granularity.

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- ➤ Combined with a panel approach, it replicates the peoplemeter system for TV (always a reference).
- ➤ Electronic measurement tends to enjoy a higher reputation than "old-fashioned" recall or dairy traditional techniques.

However, the switch to electronic is not easy and is not coming soon

- ➤ Reluctancy to make a conceptual change in the currency: from active listening to passive hearing. The change could damage the "quality" of the ratings.
- Results from tests made so far indicate that meter measurement
 - > Would increase station / programme reach.
 - Would decrease programme ratings and average listening times

The change effects are not going to make radio stations happy.

<u>However, the switch to electronic is not easy and is not coming soon</u>

- > The costs are much higher.
 - Equipment
 - ➤ Sign-up
 - Incentives

Electronic measurement, as any other technique, is far from being perfect

- Lower response rates.
- ➤ Total coverage is not affordable. Total radio will simply be the sum of the stations being measured.
- > Problems to identify:
 - ➤ Types of delivery (AM, FM, DAB, Internet)
 - ➤ Places of listening.
- Compliance. Temperature and motion detectors.

What can we expect in the short and medium term?

- ➤ RAJAR tests and planned implementation of electronic measurement will have a very strong influence in other countries.
- ➤ The financial issue could be very much reduced if the measurement covers both TV and Radio.
- > Electronic measurement is going multimedia.

The future is certainly electronic but it is not at all easy to predict when that future will arrive.