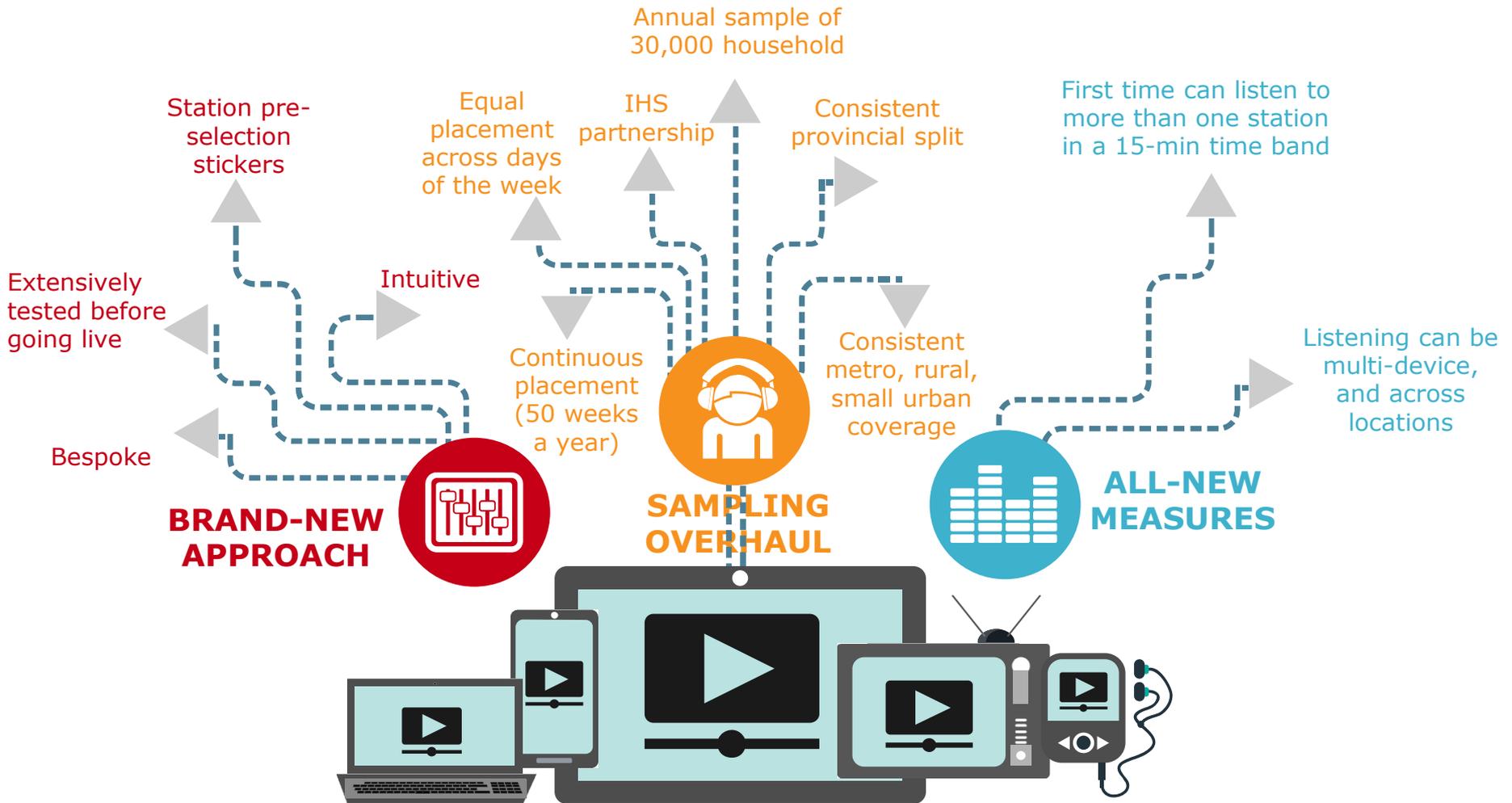
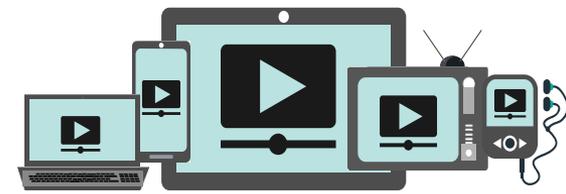


BRC RAM

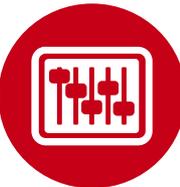


Entering a new era of radio audience measurement

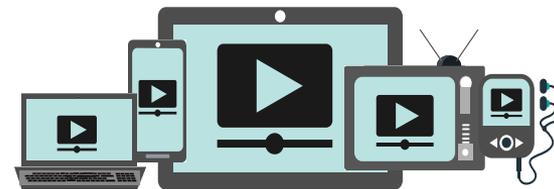
BRC RAM FACT SHEET – BRAND NEW APPROACH



- South African radio listening for BRC RAM began to be collected on 7th January 2016.
- It is a bespoke stand-alone audience survey designed to deliver to the needs of the radio broadcasters and advertisers.
- The survey consists of two elements:
 - ❖ The placement interview designed to collect information about the household and individuals over the age of 15.
 - ❖ The radio diary designed to collect radio listening for all Commercial and Community South African radio stations – for each quarter hour across a week.
- Thanks to a rigorous set of editing rules, only diaries that have been properly completed will be included in the currency.
- BRC RAM will be released four times a year based on six months of data.
- First industry release of data will be on 25th August 2016 (January – June 2016 data).



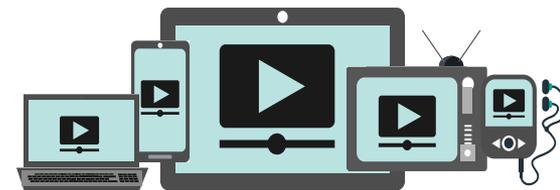
BRC RAM FACT SHEET – SAMPLING OVERHAUL



- A 20% increase in the survey sample from 25 000 to 30 000 households per annum (approximately 2 500 households per month) - resulting in a 9% improvement in precision.
- Interviewing is spread over 50 weeks of the year ensuring that all periods in a year are covered – and is conducted continuously in all area types and provinces to ensure consistent and stable data.
- Household flooding is used which means that diaries are placed with each member of the household over the age of 15 . This means that the radio currency will be based on around 70 000 individual diaries a year.
- The master sample frame is delivered by IHS – expert demographers - and provides annual updates, including latest boundary information, ensuring ongoing representation.



BRC RAM FACT SHEET – ALL NEW MEASURES



- BRC RAM is a brand new currency with new measures.
- The new radio diary is easy to use, is personalised (so all the stations someone listens to are pre-listed for them – with the opportunity to add additional stations to the diary during the 7 day period).
- The diary is well designed and carries clear instructions for completion, which was thoroughly tested before the survey started – and will deliver greater accuracy in terms of station listening.
- To better reflect the reality of radio use, we have also introduced the opportunity to record shorter periods of listening, allowing respondents to enter up to three stations in any quarter hour.
- For the first time, we are also collecting location of listening, and the device used for each listening occasion.

