

CRA | **RADIO**
COMMERCIAL RADIO & AUDIO | **360°**

GLOSSARY

GfK Sentic Tag:

The GfK SENSIC Tag is a piece of code that is inserted into a station's web player and app assets. It provides the start and stop information for every call to those station assets as well as additional information like device used, browser detail, application type, operating system & geolocation of the IP. SENSIC captures long running user traces to enable data modelling for detailed reporting on longtail properties.

Gold Standard Software:

Any 'official' software used to analyse media data. All Gold Standard Software suppliers are required to perform a series of standard benchmark tests to demonstrate that the generated results exactly match the results of industry benchmarking, in order for them to receive Gold Standard accreditation. Only software with this accreditation is accepted as an official provider.

Hybrid Measurement:

The evolved Radio Audience Measurement methodology which now incorporates the amalgamation and calibration of Survey Data (80% Online, 20% Offline), Streaming Data (Server Logs & GfK Sentic), Wearable Meter Data and SSO Data.

Online/Streaming/Digital audio:

A term used to describe all digital audio services including live streamed radio, podcasts, streamed music stations, audio books, smart speaker voice-based content and social media audio content.

Passive Measurement:

Refers to the methodology for the Wearable Meter: Participants' listening is recorded and measured as it occurs in the background i.e. there is no manual or deliberate recording of recalled listening data by the user, but rather the measurement occurs via a passive meter as they go on about their day.

Passive measurement measures the opportunity to hear a radio station, whereas recall or diary survey methodology measures awareness of what a respondent has listened to.

Radio Types:

- **Total Radio** – Total amount of AM/FM/DAB+ and Streaming Radio Listeners (Cume) or Listening (Share/TSL/Ave Qtr Hour Audience)
- **AM/FM/DAB+** - Listeners or Listening to a traditional analogue device
- **Streaming** – Listeners or Listening to radio via a computer, mobile phone, tablet or Smart Speaker

Server Logs:

Server logs are raw files collected directly from the radio station's web assets and provide GfK with information for every start and stop of the station's on air content.

These records allow us to track listening patterns in detail for individual stations as well as the entire radio market audience.

Survey:

Face to Face (20%) or Electronic (80%) Surveys. Respondents manually record their listening behaviour either via a paper or online survey.

Wearable Meter or GfK MediaWatch:

A panel of 2,000 metro consumers wear an electronic watch meter that detects when the wearer is listening to a range of radio broadcasts and provides encrypted anonymised information, initially used to validate and ensure the streaming data is accurate and deduplicated. The wearable meter will also enable granular measurement for future projects such as Summer Listening and major events.

**General Radio Audience
Measurement Definitions**

For more information and a glossary on the general conduct of Metropolitan Radio surveys and the regularly used statistics, click on the link below to go to GfK's Radio Audience Measurement Toolkit.

AUDIENCE MEASUREMENT TOOLKIT

