

RADIO AUDIENCE RESEARCH

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DEFINATIONS

AUDIENCE - the potential or expected number of persons who have an opportunity to see, listen or read an advertising message, or media vehicle, etc.

AUDIENCE PROFILE - the demographic composition of an audience usually in percentage distribution terms.

AUDIENCE SKEW - a term describing the situation when the audience for a particular medium or media vehicle is distributed (by some stated audience composition breakdown) in a manner different to what might be described as "normal". Eg.: a particular television station may attract the great proportion of the available teenage

CLUSTER - the word used in sampling to refer to a group of predetermined units of enquiry (e.g. households or individuals) usually geographically close together.

COST PER THOUSAND (C.P.M) - cost of reaching 1,000 units of audience with a particular media vehicle.

DAYPARTS - the broadcast day is divided into time period is called daypart. Eg., of daypart 6.00am to 10.00am ; 12.00pm to 2.00pm. (Also known as time classification).

DEMOGRAPHICS - the audience classification by characteristics such as age, sex, etc.

EXPOSURE (ADVERTISEMENT) - the actual exposure of the advertisement to the member of the target audience. The conversion of an 'opportunity-to-see' into an impact.

MARKET CENTRES - is described as the most populated area in the city. Penang (George Town), Perak (Ipoh), Selangor (Kuala Lumpur, Petaling Jaya), Johore (Johor Bahru) are known as market centres.

PROFILE - the composition of audience/readership, which sum to 100%.

EXECUTIVE SUMMARY

Radio made a spectacular comeback.....

"Radio is not taking a back seat to television as widely believed - current trends in both advanced and developing countries, for different reasons, show that the number of radio listeners are steadily rising compared to television viewers", (Gunter Knabe, German radio broadcaster - a delegate to the Asia-Pacific Broadcasting Union. (ABU) in Kuala Lumpur 15.10.91)

In 1991, radio receives a special attention by Malaysian advertising and media industry. As much as \$0.5 million has been spent on the first radio survey. The radio audience research is plan to generate a better understanding of it audiences and expansion of radio revenue. A regular diary panel as exist overseas, is consider to ensure such data provides information useful to the radio programme departments, acceptable to the advertising industry and easily accessed through PC software or hard copy report.