



brc

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

**RAMS AMPLIFY™ UPDATE
MARCH 2023**



BRC UPDATE

1. Reach & Frequency Data
2. Release Schedule
3. Data Tree
4. Universe Update
5. CATI DAR – Upper SEM/NLI
6. CATI DAR – Youth
7. CATI DAR - Questionnaire



REACH & FREQUENCY DATA

September 2018

ce

ferences.com



asi
www.asiconferences.com

#asiradio18
#asitv18





Reach & Frequency Data

- Testing is live and in progress;
- 1st iteration complete – feedback consolidated;
- 2nd iteration due 1st week of April;
- Aiming for a Q3 2023 industry release.



RELEASE SCHEDULE



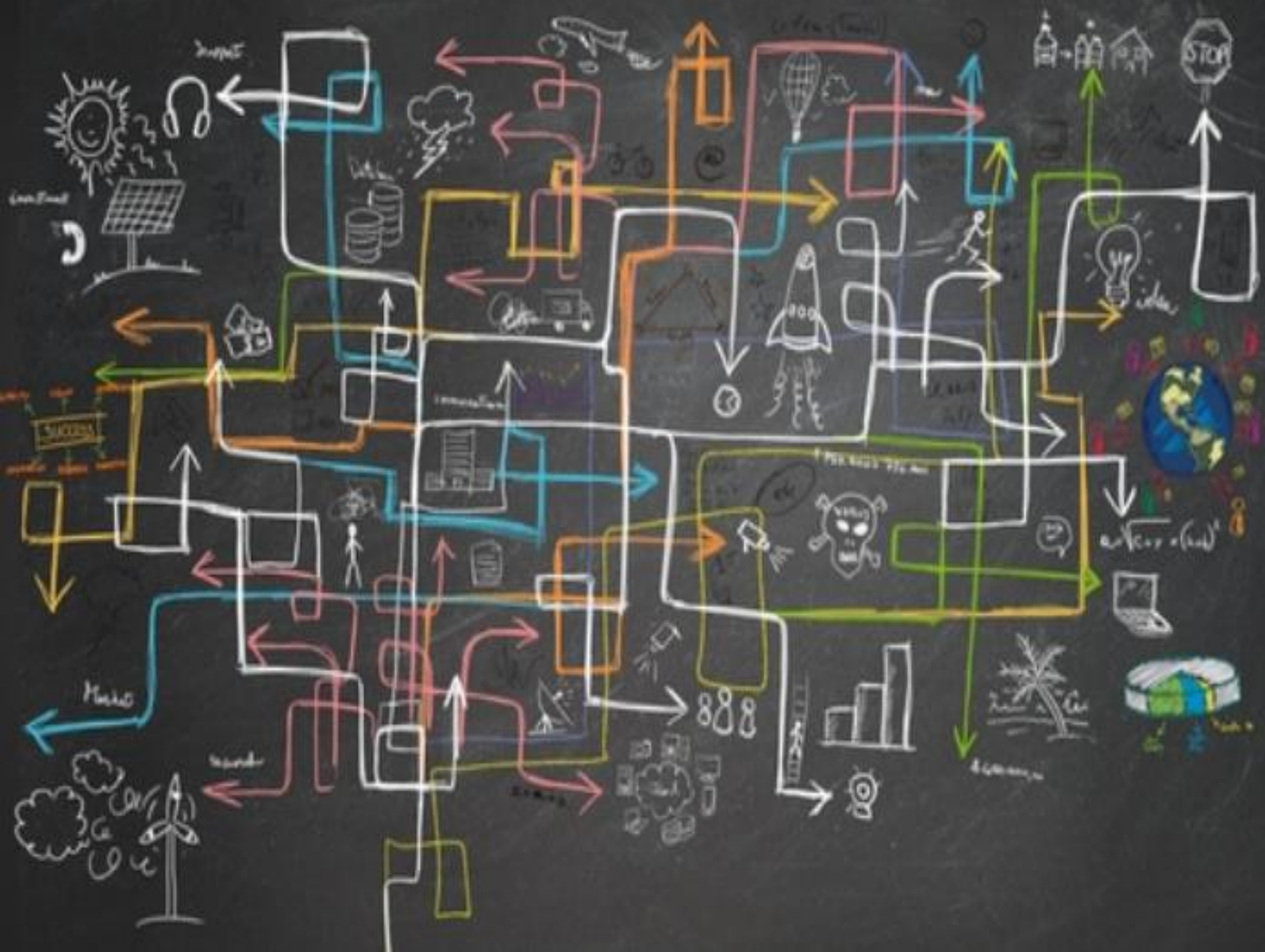
QUARTERLY RELEASE SCHEDULE (FULL RELEASE)

Quarter Month Date	Q1 Month 3 Mar-23	Q2 Month 6 Jun-23	Q3 Month 9 Sep-23	Q4 Month 12 Dec-23
Rolling approach	12 month rolling	12 month rolling	12 month rolling	12 month rolling
	April '22 to March '23	July '22 to June '23	Oct '22 to Sept '23	Jan '23 to Dec '23
Release level	Full	Full	Full	Full
Deliverables				
Weighting data	Yes	Yes	Yes	Yes
Scrutiny Session	Yes	Yes	Yes	Yes
Radio presentation	Full radio presentation	Full radio presentation	Full radio presentation	Full radio presentation
Significance testing	Yes - against previous full release	Yes - against previous full release	Yes - against previous full release	Yes - against previous full release
Data in Telmar / Clear Decisions	Yes	Yes	Yes	Yes
Reach & Frequency Model	?	Yes	Yes	Yes
Dashboard data	Yes	Yes	Yes	Yes
Industry templates	Yes	Yes	Yes	Yes
Listenership report	Yes	Yes	Yes	Yes
Scrutiny deck distributed	09-May	11-Aug	10-Nov	22-Feb-24
Scrutiny session	15-May	18-Aug	17-Nov	28-Feb-24
Release to industry	24-May	28-Aug	27-Nov	11-Mar-24



DATA TREE





telmar



Nielsen

UNIVERSE UPDATE







88 92 96 100 104 108 ——— MHz
530 600 800 1000 1300 1600 ——— kHz
5.0 6.0 7.0 8.0 10.0 12.0 15.0 18.0 ——— MHz

Big Speaker
RF-562

Terang Jaya Store



CATI DAR – UPPER SEM/NLI





boōst



IN

OUT

INPUT

OUTPUT



COMPRESS

COLOUR

STEREO

LIMITER

boost

brick



Upper SEM/NLI Booster

- Leads procured from GTI & online recruitment methods;
- Implemented from February 2023;
- Additional 350 respondents per month.



CATI DAR - YOUTH



POPIA





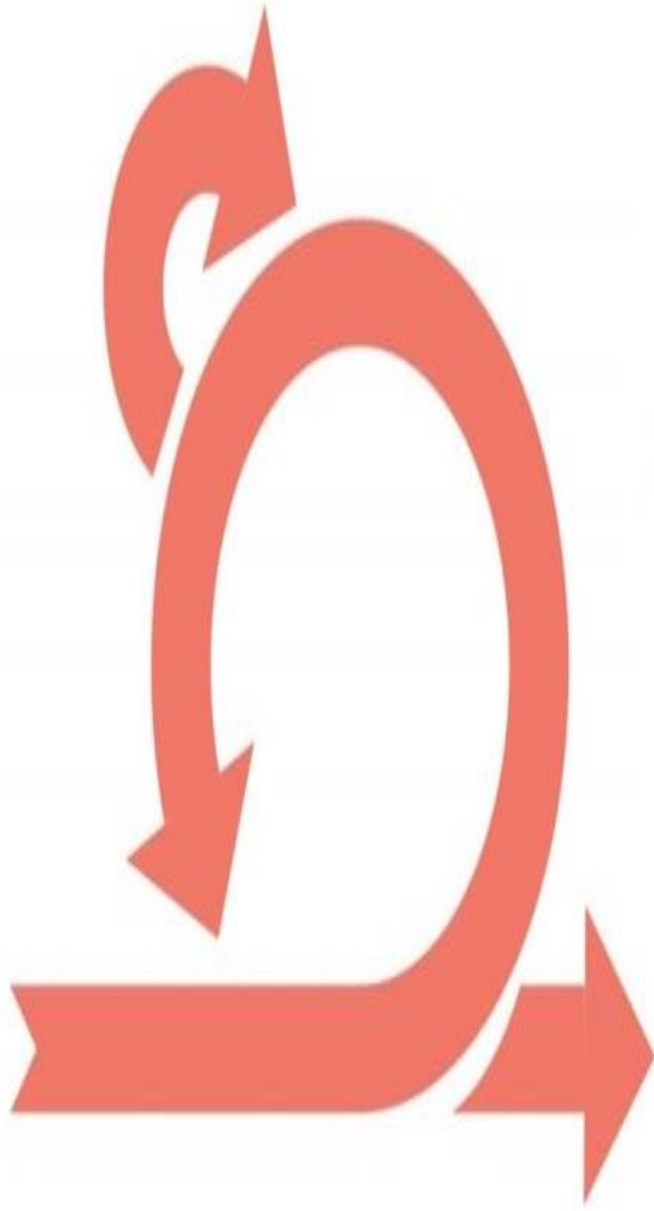
Survey Questionnaire

Please tick:

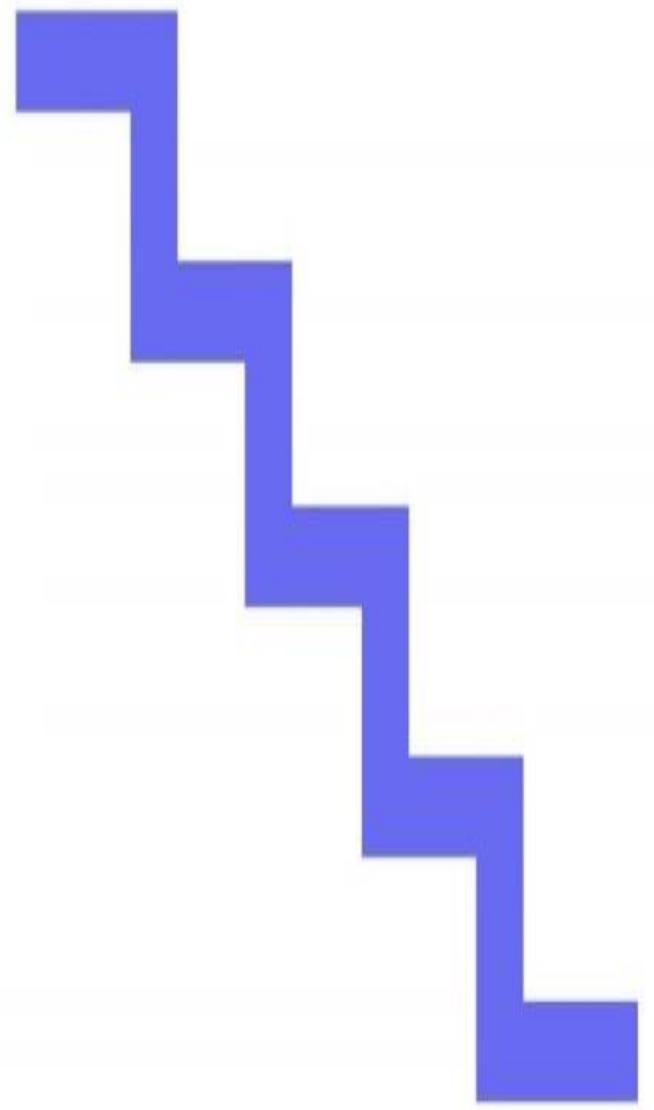
Question 1:

Yes

Comment:



Hybrid



Youth Booster (Hybrid Model)

- F2F data collection implemented from March 2023 – Metropolitan areas only;
- CATI DAR Booster commenced this week;
- Additional 200 respondents per month.



CATI DAR - QUESTIONNAIRE



VIDEIME

VIDEIME

QUARTZ

QUARTZ



FINANCE

INTERNATIONAL TRADE
AT MEETING
IN JANUARY





THANK YOU

