

**DESIGN AND IMPLEMENTATION OF A RADIO AUDIENCE METERING SYSTEM**

**BY**

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# INTRODUCTION

## BACKGROUND OF THE STUDY

Content consumption measurement is one of the aims the audience measurement technologies which include the analysis of users’ behaviour when consuming content or media services. Content consumption measurement is one of the main methods used by service providers or broadcasters, the main methods used by services providers or broadcasters to obtain useful data for refining service offerings or setting advertising rates. It’s applicability goes well beyond this. Without reliable audience data, many businesses will be reluctant to participate in the new delivery platforms.

The classical view of audience metering is the determination of the number of people who watched a particular TV program or channel, or listened to a certain radio station over a stated period of time. Direct and indirect methods of measurement are used and, usually, results from a carefully chosen sample are extrapolated to produce figures for the whole population.