

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

**BY**

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# INTRODUCTION

## BACKGROUND OF THE STUDY

Content consumption measurement is one of the solutions the audience measurement technologies aim to bring about. Content consumption measurement is one of the main methods used by service 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 estimation of the number of viewers who are tuned to a particular TV program or channel, or the number of listeners who are tuned to a particular radio program or channel. Audience measurement takes into account the behaviour of the audience as well as their demographics. 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.