

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

**BY**

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**SUBMITTED TO**

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**COLLEGE OF ENGINEERING,**

**COVENANT UNIVERSITY**

**IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE OF BACHELOR OF ENGINEERING (B.ENG.), ELECTRICAL AND ELECTRONICS ENGINEERING, COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA**

**JANUARY, 2021**

# 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 improving service offerings or putting advertising rates in place. Its applications go well beyond this. However, 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 its 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.

First launched in the late 1940's soon after the start of commercial broadcasting, the audience measurements allowed radio broadcasting business to flourish through networks which offered advertisers, who payed for the estimated number of ears listening on commercials, a way to quantify the financial value of radio audiences. The first measuring techniques had several limitations because the acquisition of reliable, large-scale data was costly. Despite the limitations, standards for measurement remained largely unchanged for years until the explosion of digitally accessible data resulted in such devices as cable boxes, video on demand boxes and cell phone as well as web apps, internet browser clicks, web queries, and social media activities. Radio listeners now leave digital footprints that may be used to follow practically every part of their everyday lives, enabling large-scale aggregation across data sources for individual users and groups, as well as tracking of more individuals on more dimensions for more programs. Data is now more substantial, real-time, and less expensive to get, allowing for precise and fine-grained radio audience monitoring.

## MOTIVATION FOR THE STUDY

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