

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

**BY**

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**SUBMITTED TO**

**THE DEPARTMENT OF ELECTRICAL AND INFORMATION ENGINEERING,**

**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

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.