

# RAB responds to Deloitte high ad losses claim

In response to the Deloitte claim that there are high ad broadcasting errors, the Radio Advertising Bureau (RAB) GM Norman Gibson says, “As an industry, we are well aware of instances of non-broadcast, which could be attributed to various factors in the advertising buying process from the time of booking to the time of actual broadcast.

“As the champion of the medium of radio, we have a responsibility to the advertising industry to facilitate best practice in radio broadcasting and have been working on implementing a system that will allow for increased accountability, centralised broadcast data input and distribution and increased value for clients,” explains Gibson.

## Monitoring systems

There is technology in place that allows for easy monitoring of radio commercials, making the radio industry the first to be monitored in this new way.

“The system will be housed and managed by the RAB, allowing various third parties, including monitoring companies, to access the required information from one centralised source. This will become an important barometer in gauging operational efficiencies in radio advertising broadcasts and will go a long way in eliminating these.

“Our operational efforts will see a strong focus on strengthening relationships with monitoring organisations, in an effort to ensure accuracy of reporting. We will be engaging with these organisations to ensure that they have a clear understanding of the reasons for any inconsistencies before producing reports for clients or making any wrong assumptions.”

## Committee established

Gibson reiterates; “The radio industry takes any report of irregularities very seriously, and, as such, radio stations are working with the monitoring companies in eliminating these.”

Established in February 2009, a committee comprising of representatives from all commercial radio stations has been engaging with various key industry bodies on the ways in which accountability can be approached.