

GfK delivers Radio Audience Measurement data in Malaysia

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GfK is expanding its radio audience measurement (RAM) services to countries in the Asia Pacific region. The expansion is starting with Peninsular Malaysia, looking for deeper, more holistic, insights into the radio listening habits of Malaysians.

GfK's radio ratings survey is conducted in two waves per year. It uses a multi-mode approach that incorporates both offline and online respondents - approximately 80 percent door-knock recruitment for respondents who will keep GfK's paper diary and 20 percent online recruitment for respondents keeping GfK's e-diary, which can be easily accessed through mobile or tablet. Each wave consists of a six week survey period, in which a total of 6,000 unique individuals aged 10 years and above are given an individual diary to record their radio listening for approximately a week. The most recent Malaysian survey was conducted from August 17 to September 27.

Selinna Chin, Managing Director for GfK in Malaysia, comments, "We are very pleased to have been chosen by Star Radio Group and asked to deliver the very latest technology for measurement of radio listening. It is a privilege for us to introduce the first ever electronic/mobile diary of this scale in Malaysia and we look forward to supporting the industry with more accurate and comparative measurement."

The benefit of adding the e-diary approach is that it appeals to listeners who are living in gated communities - those who are younger and have higher income - thus ensuring that all Malaysians are provided with equal opportunity to contribute and participate in the radio ratings.

Professor Dr. Khong, Deputy Dean Postgraduate Programmes for Taylor's University in Malaysia, who was heavily involved in the programme and worked closely with GfK on the sampling aspect for the radio ratings survey, added, "We used Probability proportional to size sampling to give us accurate representation and generalization of the population in this country. Additionally, the data collection using door-to-door and e-diary approaches - which is the first of its kind in Malaysia - reduces 'method biases' commonly encountered during the data collection process. The consistent findings achieve have further justified these approaches."

GfK is one of the research industry leaders in technology, offering a complete suite of media measurement technologies and research expertise, including TV, radio, print, online, mobile and social media.

GfK provides radio audience measurement currency in seven European countries and are pioneers of cutting-edge data collection methods. In the Asia Pacific region, GfK was recently awarded the radio audience measurement contract by Commercial Radio Australia (CRA).

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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