



RadioScore™

Radio Audience Measurement System™

Introduction



RadioScore is an innovative company, which uses state of the art technology to provide scientific Radio Audience Measurement (RAM) system for the first time in Pakistan.

RadioScore has setup a representative panel of individuals who are listening to Radio via Mobile Phones & Car Decks

Research Audience Representation Across Urban Pakistan

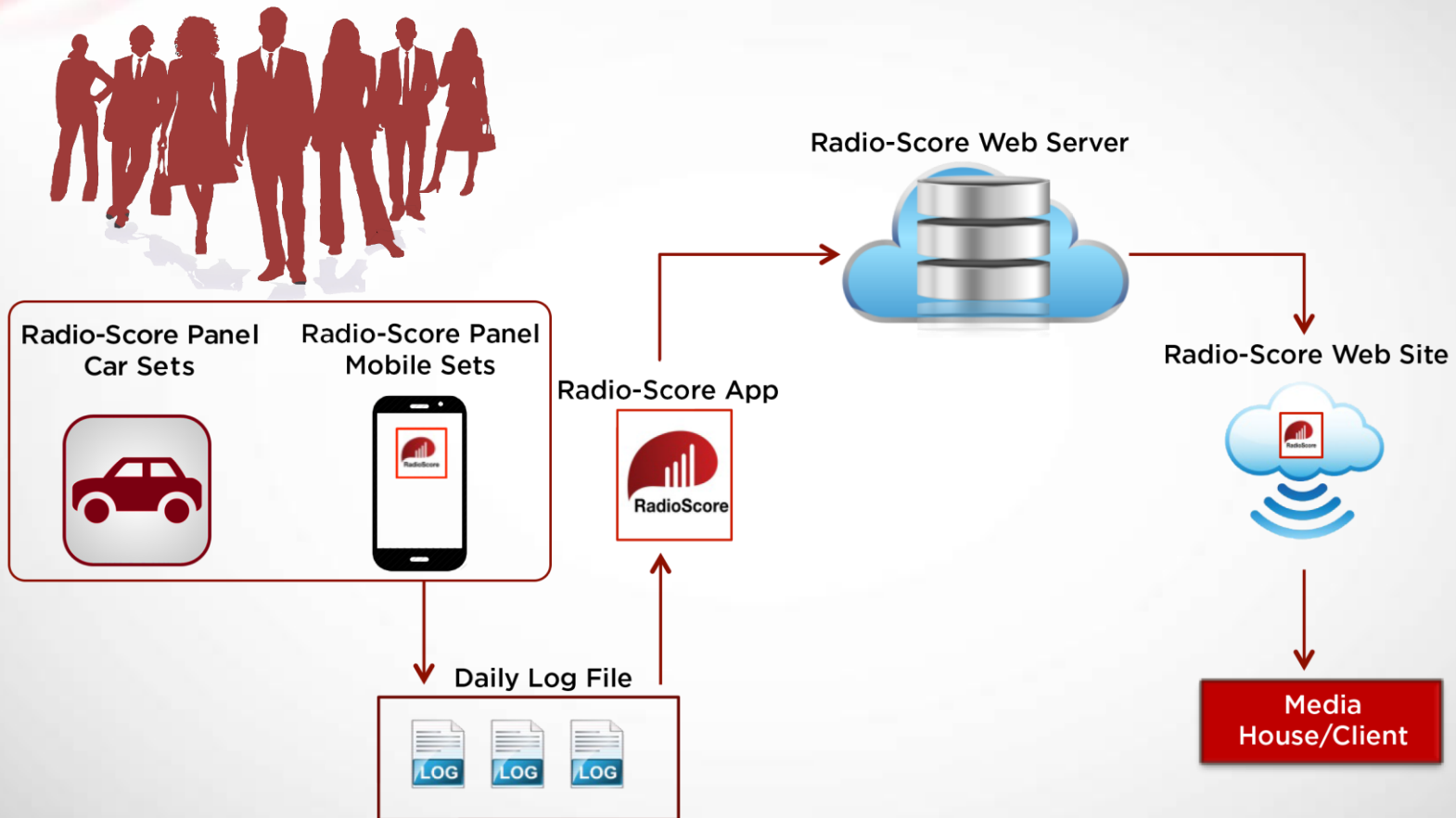
Full Panel Data

City:	Karachi, Lahore, Islamabad, Faisalabad, Peshawar
Gender:	Male, Female
SEC:	A,B,C/D
Sample size:	350 (Mobile: 300 & Car Decks: 50)
Period:	October – December 2016

Specifications

Target Audience: Total Individual listening to Radio through Mobile phones, Car Sets
Time Band : 24 Hours, Unless Indicated

MethodologyTM

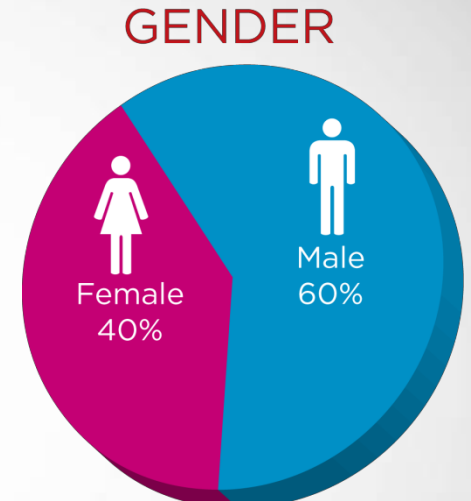
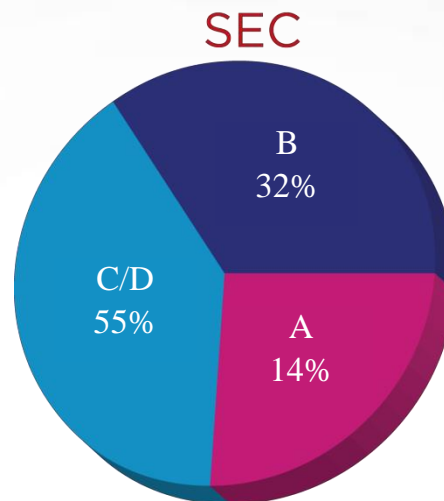
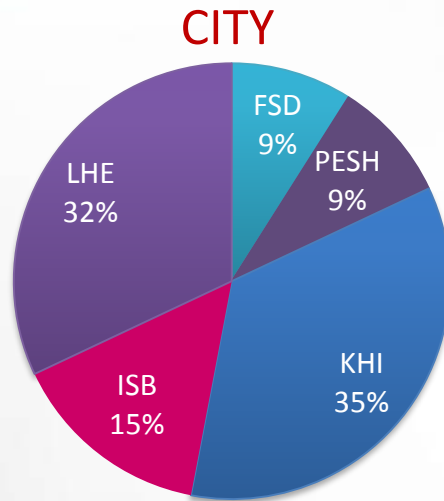


Details

Car Sets & Mobile Hand sets are placed with carefully selected panel members. These customized hand-sets generate daily log file based on the listenership of radio channels. The file is then uploaded to our dedicated web-server.

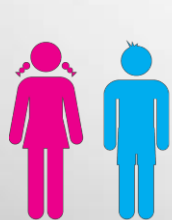
This uploading is done using a separate application to maintain integrity of data, agility and futuristic approach towards the system.

Sample Split

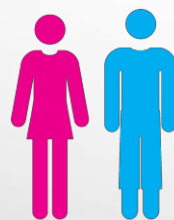


Sampling design based on research standards of representative sampling techniques for statistically sufficient samples for Gender, SEC & Cities

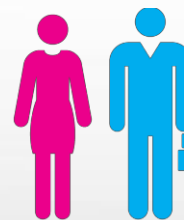
Age Split



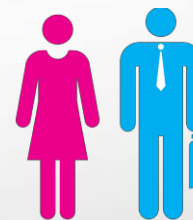
15 - 18
27%



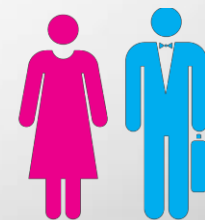
19 - 22
21%



23 - 25
19%



26 - 30
16%



31 - 45
16%

National Top Channels*



0.42



0.24



0.16



0.14



0.09



0.08



0.06



0.05

National Top Channels*

(Cars Only)



0.83



0.39



0.29



0.08



0.08



0.07



0.07



0.03

Karachi Top Channels*



0.51



0.28



0.22



0.17



0.16



0.15



0.10



0.08

Listenership
Retained:
FM 89.4



0.04



0.04



0.02



0.02



0.01

Lahore Top Channels*



0.47



0.27



0.17



0.14



0.12



0.11



0.07



0.06

Listenership
Retained:
FM 107.4



0.05



0.05



0.05

Islamabad/Rawalpindi Top Channels*



0.25



0.22



0.20



0.19



0.17



0.13



0.13



0.12

Listenership
Gained:
FM 91



0.07

(Mobile)

*Isb/Rwp Q4 2016.

Ratings based on 24 Hours

Faisalabad Top Channels*



0.61



0.35



0.27



0.24



0.13



0.11

Listenership
Gained:
FM 89.0

(Mobile)

*Fsd Q4 2016.

Ratings based on 24 Hours

Peshawar Top Channels*



0.57



0.31



0.27



0.27



0.24



0.15

Listenership Behavior*



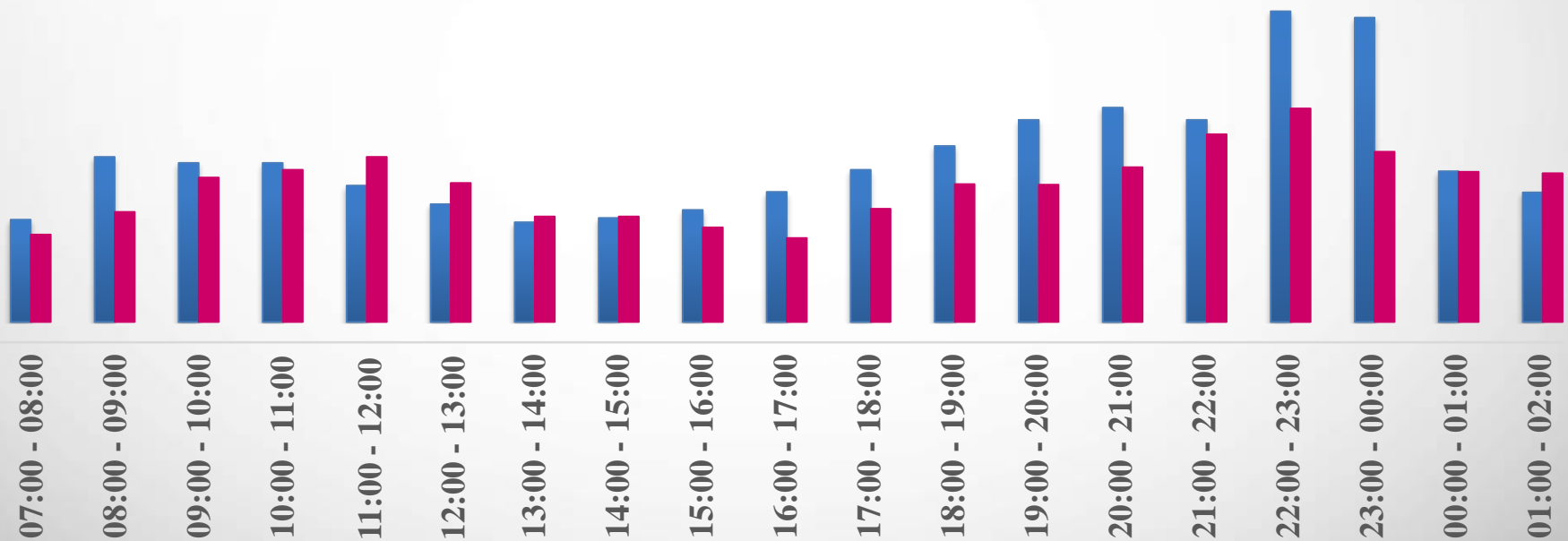
*Listenership Behavior is based on ratings, Q4 2016.

Listenership Behavior*



Male vs. Female

■ Male ■ Female

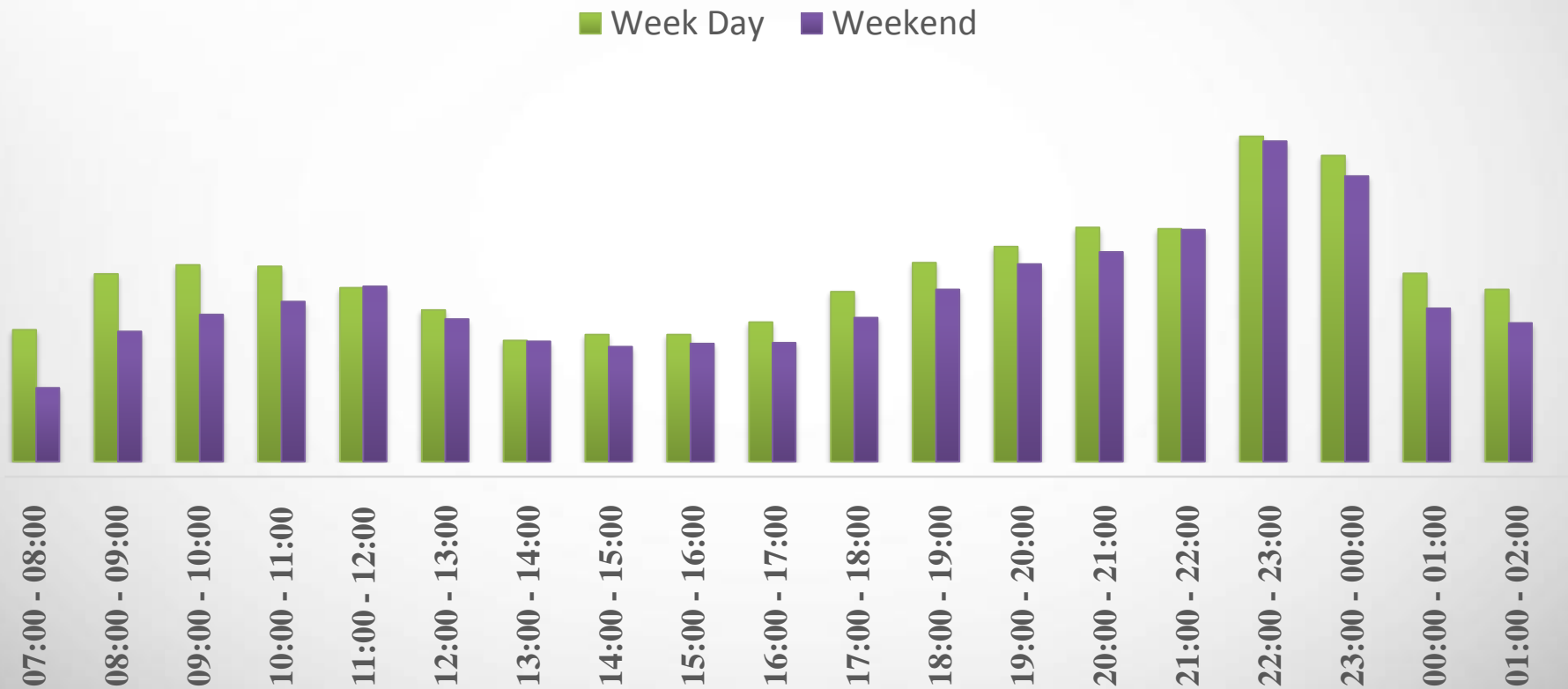


*Listenership Behavior is based on ratings, Q4 2016.

Listenership Behavior*



Week Day vs. Weekend



*Listenership Behavior is based on ratings, Q4 2016.

TOP KLI PROGRAMS*

Monday to Friday**

FM 106.2, FM 107.4, FM 89.0, FM 91 & FM 89.4 Only

*These ratings have been obtained from the RadioScore portal for the timeslot only

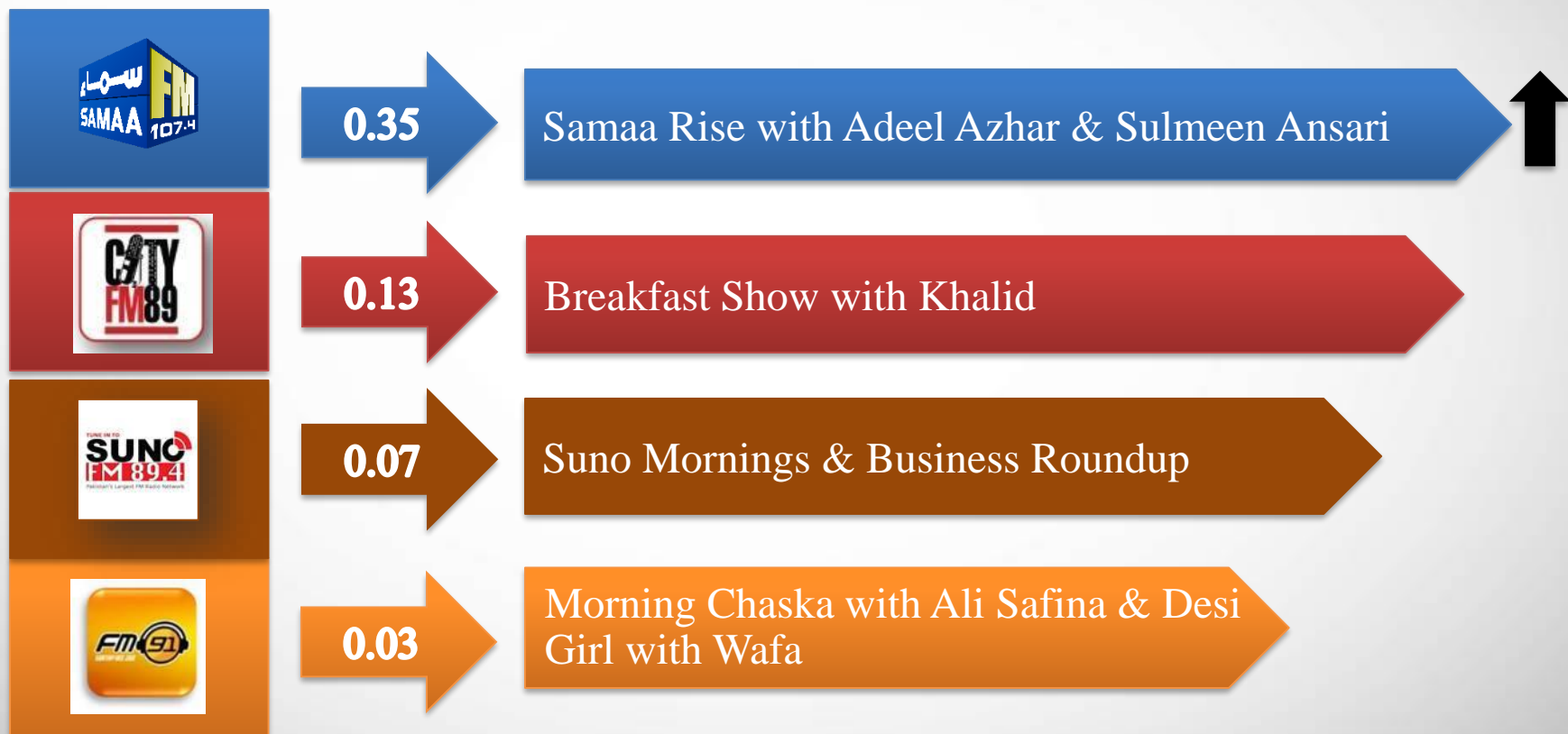
**The program names have been updated using FPCs and information available on the internet.



07am - 11am	Safar ke Hamsafar	0.45	↑
11am – 01pm	The Matinee Show	0.49	
01pm – 03pm	Hit pe Hit & Sufiana (Fri)	0.36	
03pm – 05pm	Dil se Dil Tak	0.36	↑
05pm – 08pm	Drive Time Show Time	0.49	
08pm – 11pm	Top Gear	0.61	
1am – 03am	Yaadain & Dhinchak Music	0.39	

Top Programs*

7:00am – 11:00am

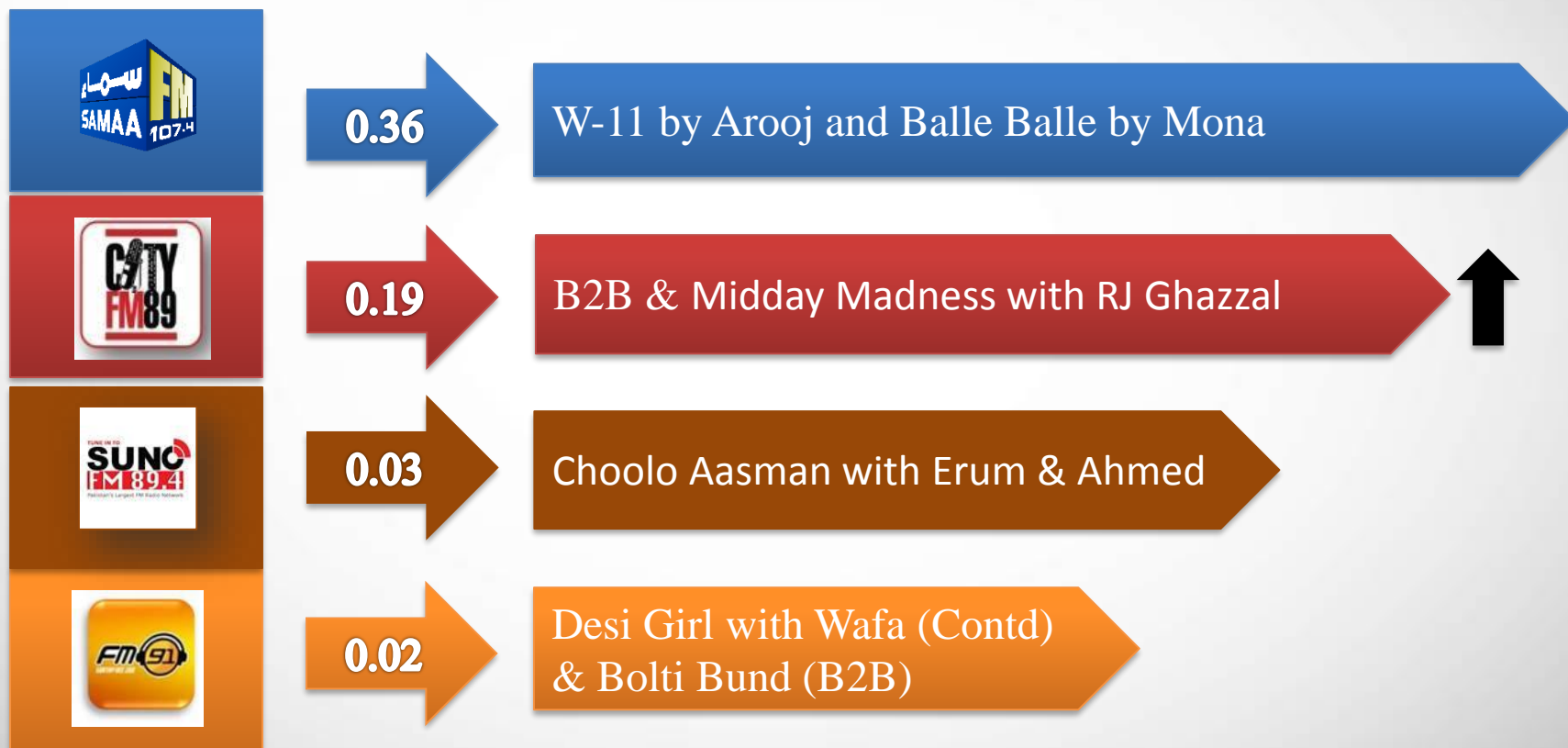


*Top programs of FM 107.4, FM 89, FM 89.4 & FM 91 Only
Monday to Friday Only

Data Based on KLI Audience Q4 2016

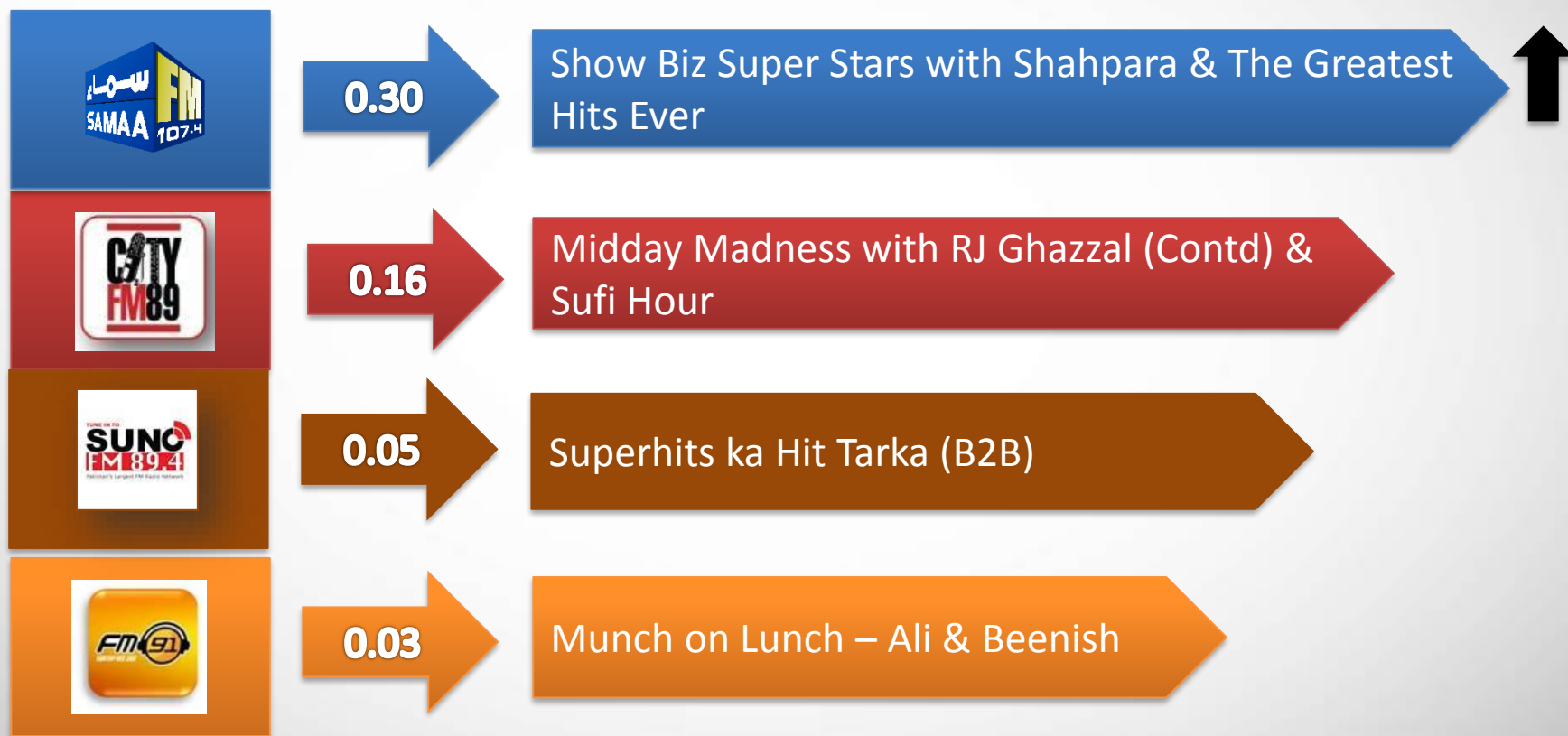
Top Programs*

11:00am – 1:00pm



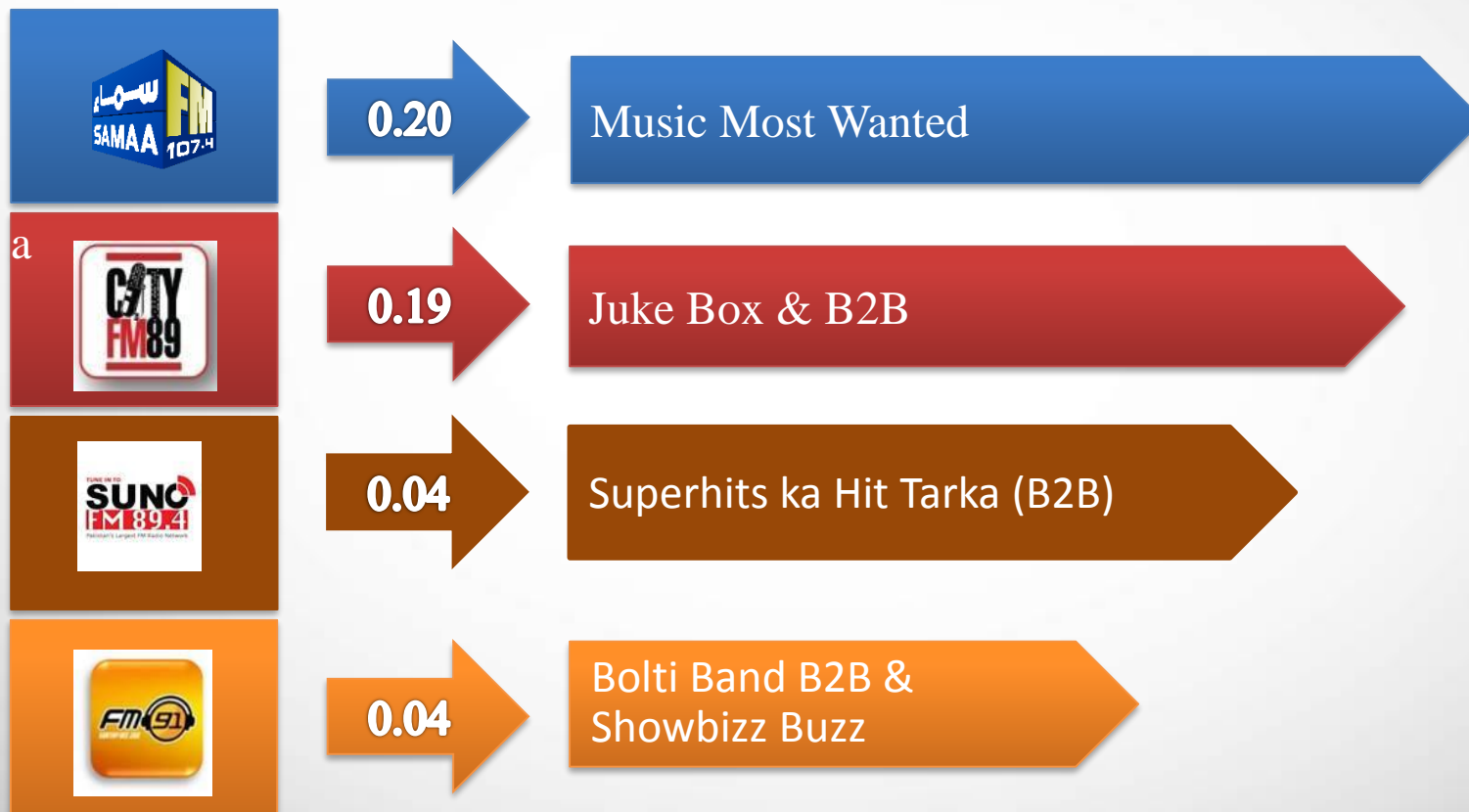
Top Programs*

1:00pm – 3:00pm



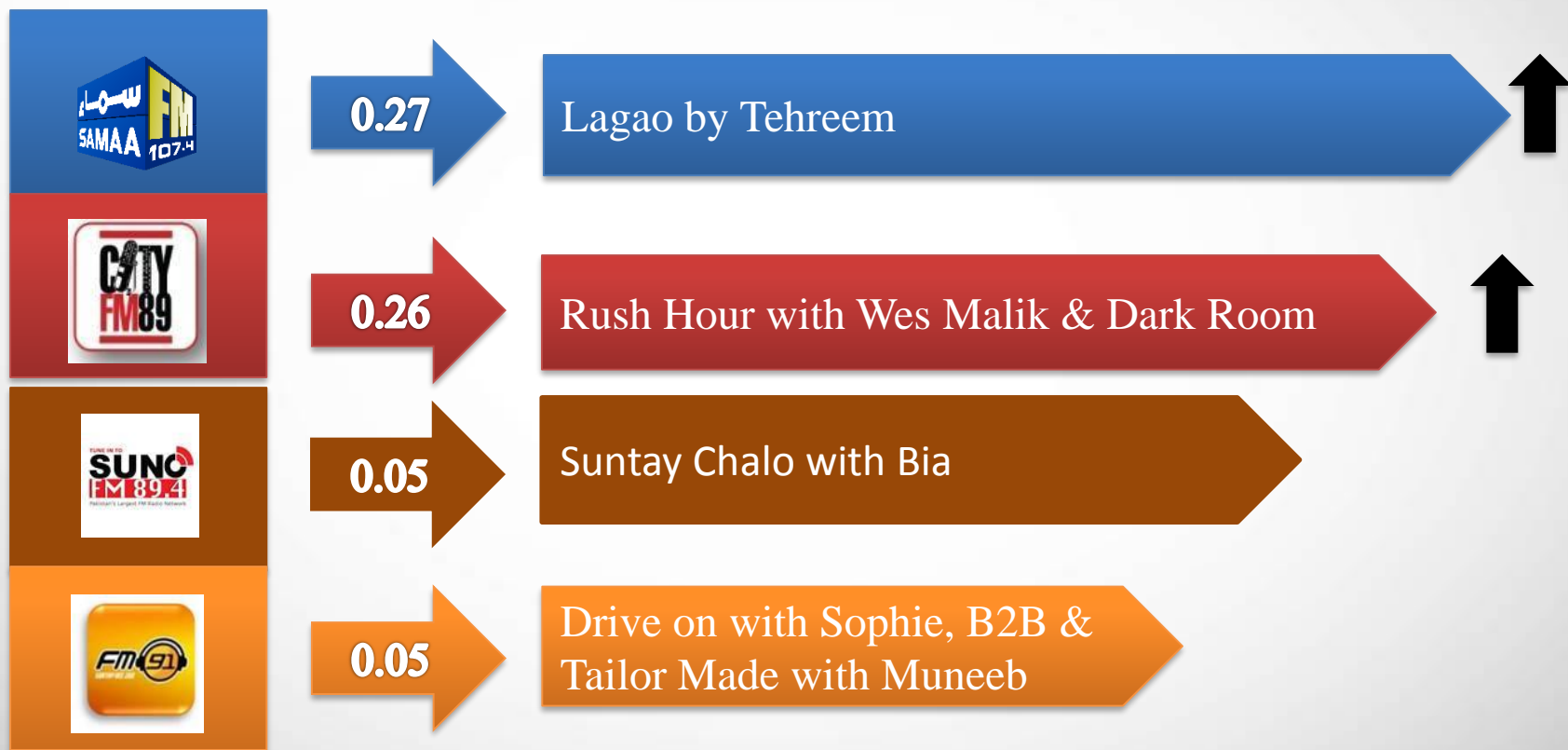
Top Programs*

3:00pm – 5:00pm



Top Programs*

5:00pm – 8:00pm



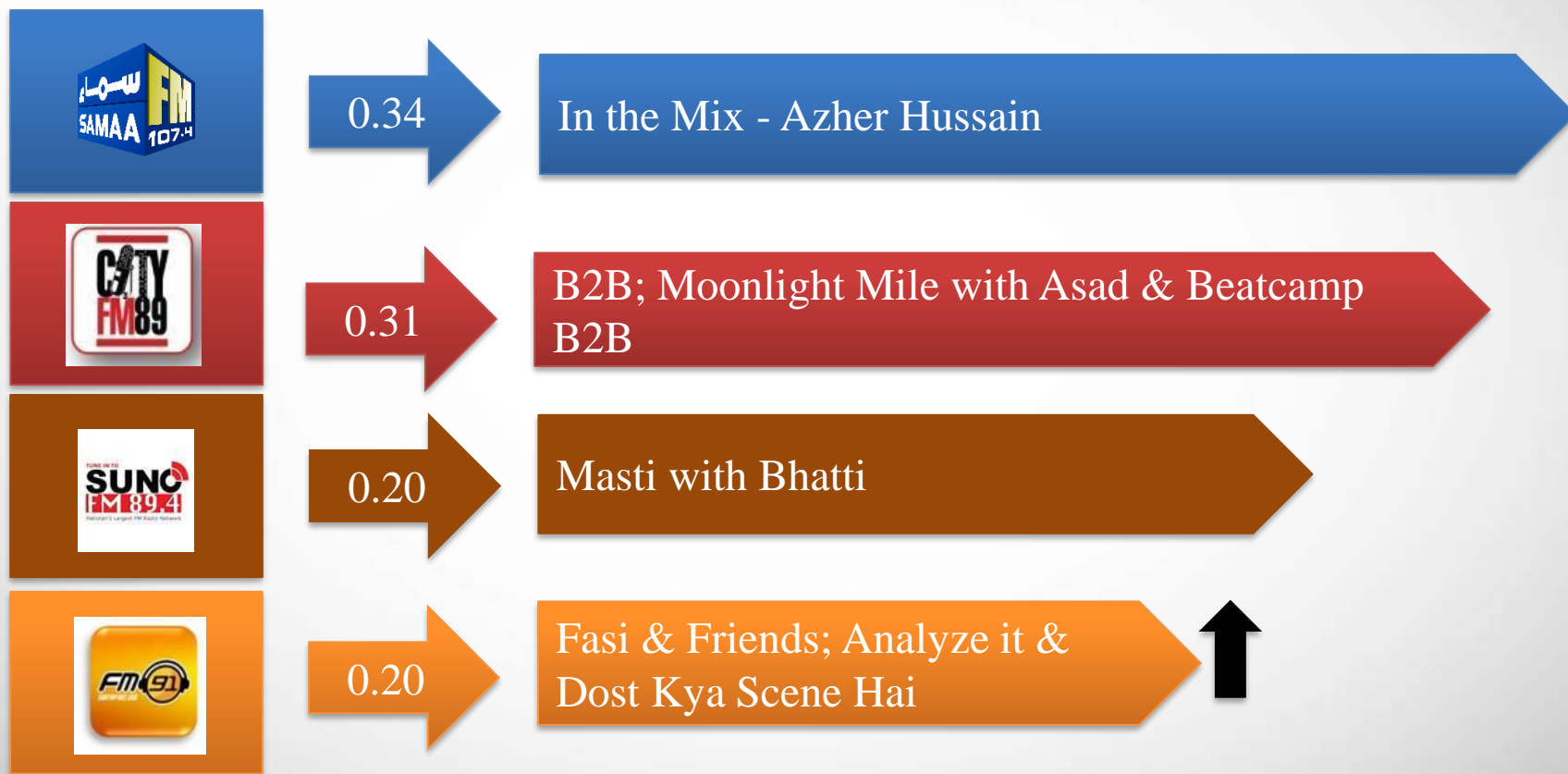
Top Programs*

8:00pm – 10:00pm



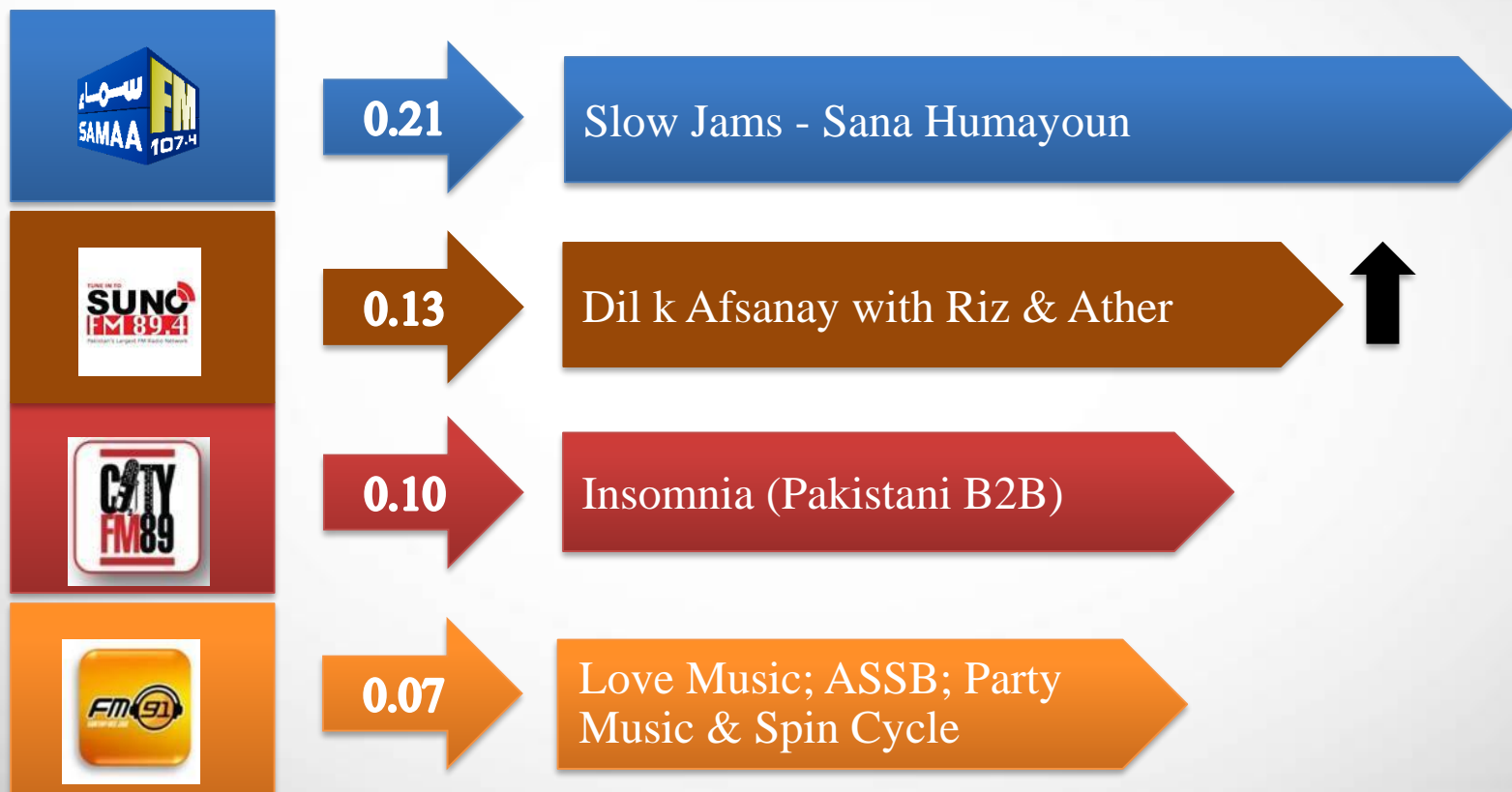
Top Programs*

10:00pm – 12:00am



Top Programs*

12:00am – 2:00am



Top 3 Shows



It's My Show By Sahir Lodhi (8:00pm – 10:00pm)	0.46
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W-11 by Arooj and Balle Balle by Mona (1:00pm – 3:00pm)	0.36
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Samaa Rise with Adeel Azhar & Sulmeen Ansari (7:00am – 11:00am)	0.35
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Top 3 Shows



Dost Kya Scene Hai (10:00pm – 12:00am)	0.24
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Fasi & Friends (10:00pm – 12:00am)	0.17
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Love Music (12:00am – 2:00am)	0.10
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Top 3 Shows



B2B

0.31

(10:00pm – 12:00am)

Rush Hour with Wes Malik

0.26

(5:00pm – 8:00pm)

Route 89 with Fizza

0.22

(8:00pm – 10:00pm)

Top 3 Shows



Masti with Bhatti <u>(10:00pm – 12:00am)</u>	0.20
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Dil k Afsanay with Riz & Ather <u>(12:00am – 2:00am)</u>	0.10
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Music ka top gear with Neghat Qureshi <u>(8:00pm – 10:00pm)</u>	0.09
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Top 3 Shows



Remix Train (7:00pm – 9:00pm)	0.09
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Good Morning Awaz (7:00am – 10:00am)	0.07
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Fun ki Maya (7:00pm – 9:00pm)	0.07
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Thank You!

www.radio-score.com



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