

# A RELIABLE CURRENCY FOR RADIO

## WITH NIELSEN RADIO AUDIENCE MEASUREMENT

### WHAT IS IT?

Nielsen Radio Audience Measurement (RAM) is a comprehensive measurement solution that tracks radio audience listenership. Why did we develop it? Simply put, to help the UAE's radio industry better understand radio listeners through technological advancements in data collection and analysis. Having facilitated radio audience measurement surveys in 11 countries, we have brought our international radio expertise to the airwaves of the UAE to empower clients with reliable insights that are truly representative of the diverse UAE population so they stand out of the crowd and strengthen listener loyalty.

Today, the best investment you can make is in your listeners.

### HOW IT WORKS

UAE RAM uses a two-diary methodology (for consumer convenience) that monitors all consumer demographics and listening behaviour markers through a seven-day diary methodology that includes: Personal and household demography, lifestyle, decision makers across key categories, program ranking, time spent listening to each station, station loyalty and movement across stations and networks.

### M-diary

The m-diary is a proprietary Nielsen device-agnostic platform that captures radio listening digitally. The diary can be used across fixed and mobile devices that have an internet connection, anytime and anywhere.

### Paper diary

For respondents that prefer a more traditional approach, we offer our paper diary. To log their daily listening in paper diaries, where respondents place stickers with the stations they have listened to at the top of the diary booklet and record their listening.

### Plan with 'Radio Advisor'

Nielsen's Radio Advisor drives UAE RAM analysis. Radio Advisor is our dedicated analysis tool designed to provide users with easy access to the data they need.

Radio Advisor delivers:

- Comprehensive and ready-to-use information that guides strategic decisions, including reach and frequency planning.
- Customized reports that fit your unique needs and data evaluations.

### KEY RAM FACTS

- Quarterly diary panel size of 2,100 listeners to represent the UAE population structure, in multiple languages.
- Listeners ages 10-14 included through household flooding techniques.
- Consistent data collection with diaries completed every day of the year.
- Diary include all radio listening in 15-minute time breaks, by station listened to; place of listening; device listened on



**FOR MORE INFORMATION ABOUT NIELSEN RADIO AUDIENCE MEASUREMENT FOR THE UAE, CONTACT [UAE.RADIO@NIELSEN.COM](mailto:UAE.RADIO@NIELSEN.COM)**