

Audience Measurement: Italy

IMPORTANT NOTE:

The radio audience measurement company in Italy is Audiradio, participated by the big Italian investors, agencies and the main radio broadcasters and advertising sales houses.

Audiradio suspended the publication of the audience results referring to the year 2010, waiting to better define the measurement procedures.

The latest data available are those referring to the year 2009, as given below.

Which audience measurement institute is used in your country?	Audiradio
For general audience measurement radio surveys, what is the reference population you take into consideration?	11+
How many people does that represent?	53.483.000
In percentage of the total country population:	89%
As of what age are children in a household considered as adults? (for radio audience measurement purposes)	15+
Are people who never listen to the radio part of the universe of your study?	Yes
What is the official measurement unit used in your country?	15 min
Minimum persistence time* before results are registered: <i>*Minimum amount of time that a person must have been listening to radio to be included in the measurement figures (e.g.: 15' – In this case, the first 15' are also included in the total listening time)</i>	7.5 min
What methods of measurement do you use for the main survey?	
Main method:	PANEL
Secondary method:	C.A.T.I.
For the main method, how often do you do such measurements per year?	4
For the main method, how many weeks at a time do you conduct each of these measurements?	9
For the main method, how large is your sample size per measurement?	3.600 (14.400 for a year)
For the secondary method:	30.000 (120.000 for a year)
For the main method, which sampling method do you use?	Derived from C.A.T.I. sampling (representing the Italian population)
For portable people meter, which system do you use?	/
Do you include foreigners in your sample?	No
For the publication of results, what is the reference measurement unit used for the whole market?	15 min.

Do you use a special rating calculation if the advertising break is broadcast at the end of a 15-minute period?

Yes

(For example, you might calculate the average of two 15-minute periods when the advertising break is broadcast at the end of the first one.)

If so, please specify?

Comment:

When the advertising break is broadcasted at the end of the first one, we calculate the average of two 15-minute periods.