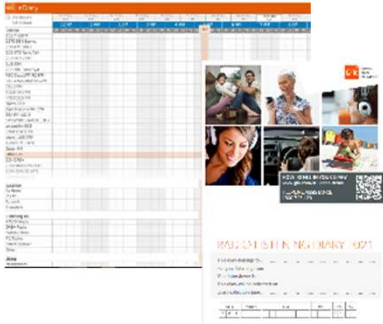


# Transformation of the Radio Ratings



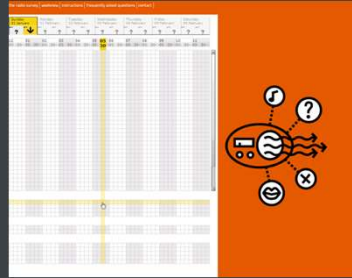
## Radio Ratings (2022 and earlier)



Diaries – mainly paper  
No streaming analysis



## Radio360 (Survey 1 2023)



Mainly  
electronic diary



Live radio  
streaming data



National meter panel

## Radio360 will provide...

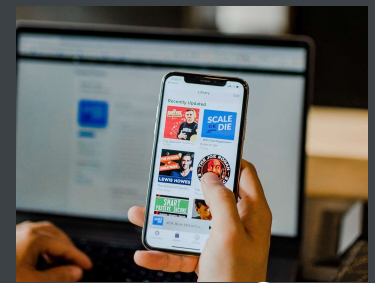


■ AM/FM/DAB+ ■ Streaming

Streaming Analysis and  
Planning (Audited)



Event Measurement



Future Enhancements