## Entertainment Network (India) Limited (ENIL)

# Consultation Paper on Issues related to Radio Audience Measurement and Ratings in India

## Counter-Comments made by Entertainment Network (India) Limited (ENIL)

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We would like to re-iterate that any research design that is based on a weekly recall of listenership should be avoided. This rules out paper diaries because as is well know, respondents fill them up weekly, usually the day the diaries are to be picked up the research agency. We find from responses submitted to TRAI, that some of them have proposed diaries, and we would like to request that those proposals be rejected.

Equally, a system that requires the respondent to enter listenership data into a computer is fraught with risk, as the respondent will again fill up the data only towards the end of the weekly cycle.

The only system acceptable would be if the data is filled up on a daily basis. This means that the data should be collected daily. If this can be done, then computer based diaries are workable. However paper diaries are still not workable because of the possibilities of "fudging" of data after pick-up of diaries. For example, if the field agent fills up tick marks against a broadcaster's name, then that broadcaster's reach and TSL can be substantially increased.

This is why the present RAM research is such a failure. MRUC had done a study around 2007 which proved that the error in claimed listenership, when compared to a "control" sample, was of the order of 80% in the case of paper diaries. TRAI can seek details of this report from MRUC.

We thus reaffirm our view that the only viable solution is Day-After-Recall (DAR) or "survey" as the TRAI paper calls it. This is cheaper to do, leading to bigger sample size. Data errors also are much lesser, leading to more accurate findings. DAR studies can be spread to big and small cities, and will fulfil the requirements of advertisers, agencies and broadcasters more efficiently and cost effectively.