

Estimate radio listening via headphones

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Headphones 1999 vs. 2019

Wired (big) headphones



Wireless headphones & earbuds



Headphones 1999 vs. 2019

Wired (big) headphones

MiniDisc, Discman with
AM/FM Tuner, wired control



Wireless headphones & earbuds

Smartphone paired via bluetooth



Headphones 1999 vs. 2019

Wired (big) headphones

MiniDisc, Discman with
AM/FM Tuner, wired control

CD & analog radio



Wireless headphones & earbuds

Smartphone paired via bluetooth

YT, Spotify & radio (also DAB, Internet)



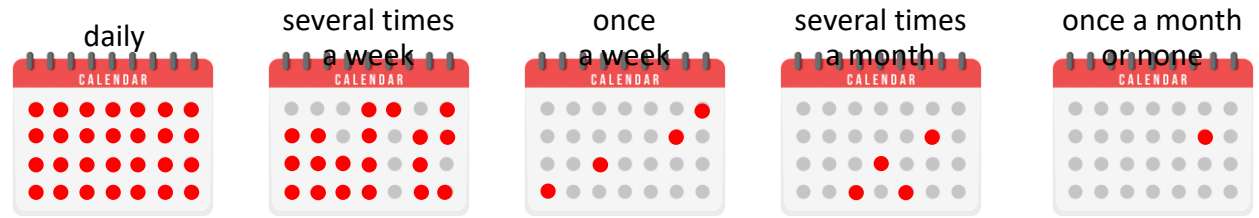


Radio listening via headphones in Norway

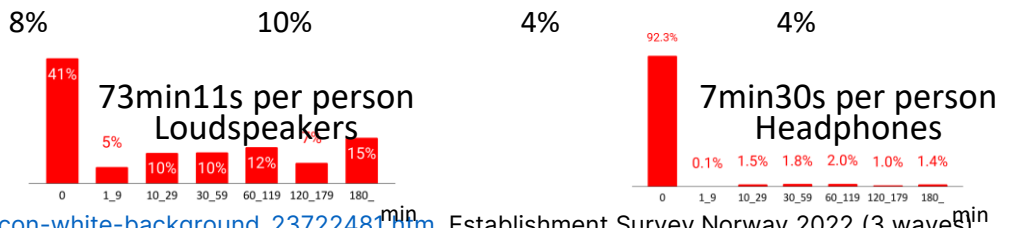
Potential users  33%

Active users  10%

Frequency



Duration



Estimate radio via headphones is challenging

HP usage can't be directly metered without significant bias



Claimed usage can be collected
but it needs sensitivity on daily variation



Assumption that the loudspeaker listening statements
are good proxy of HP listening statements



Modeling radio via headphones is like hair transplantation...

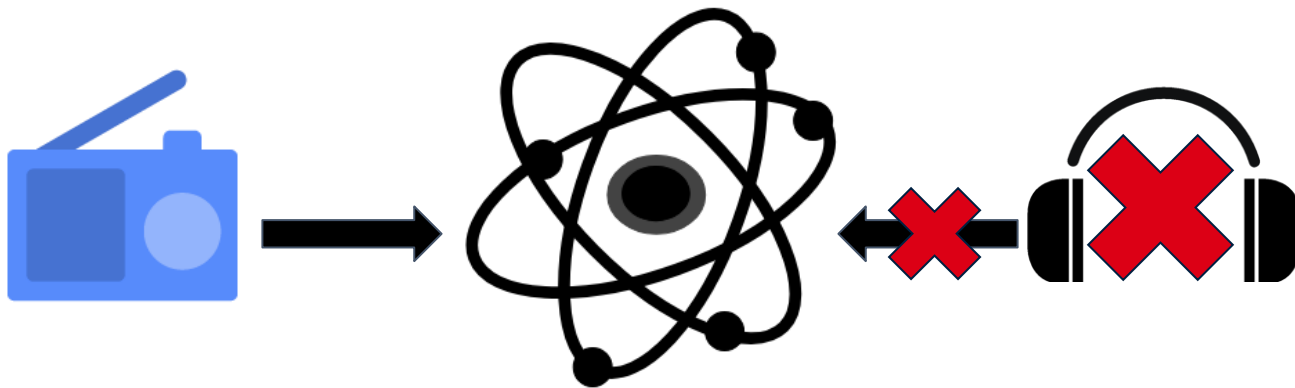


BEFORE

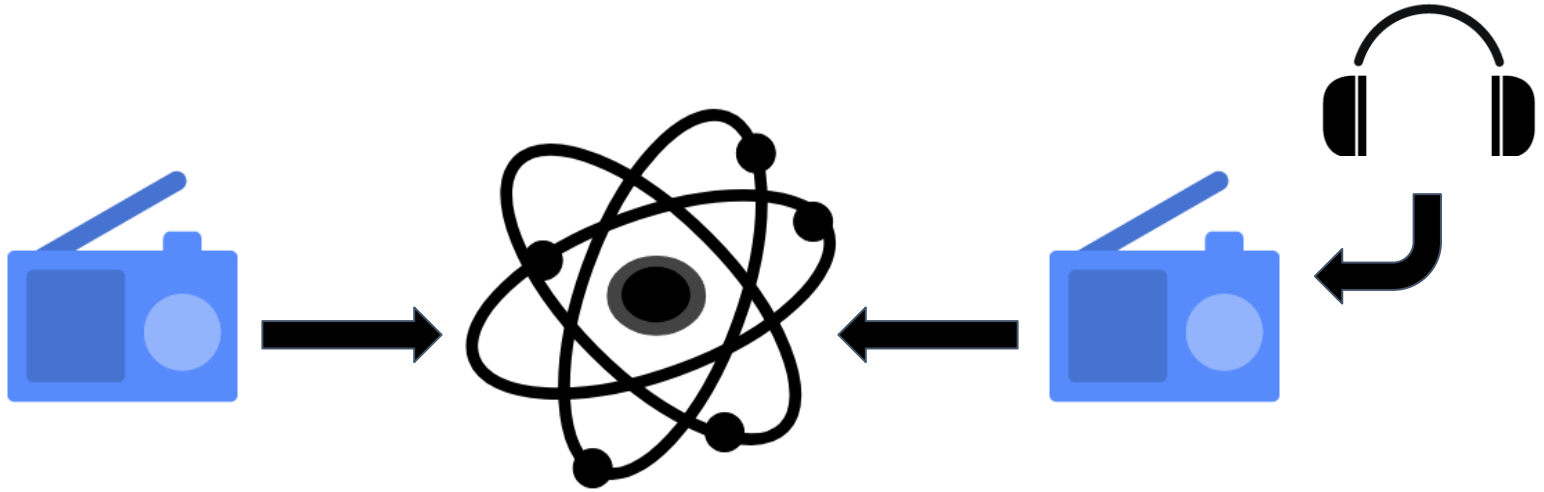


AFTER

No HP radio listening in panel to fuse...



... but we can fuse radio panel to itself

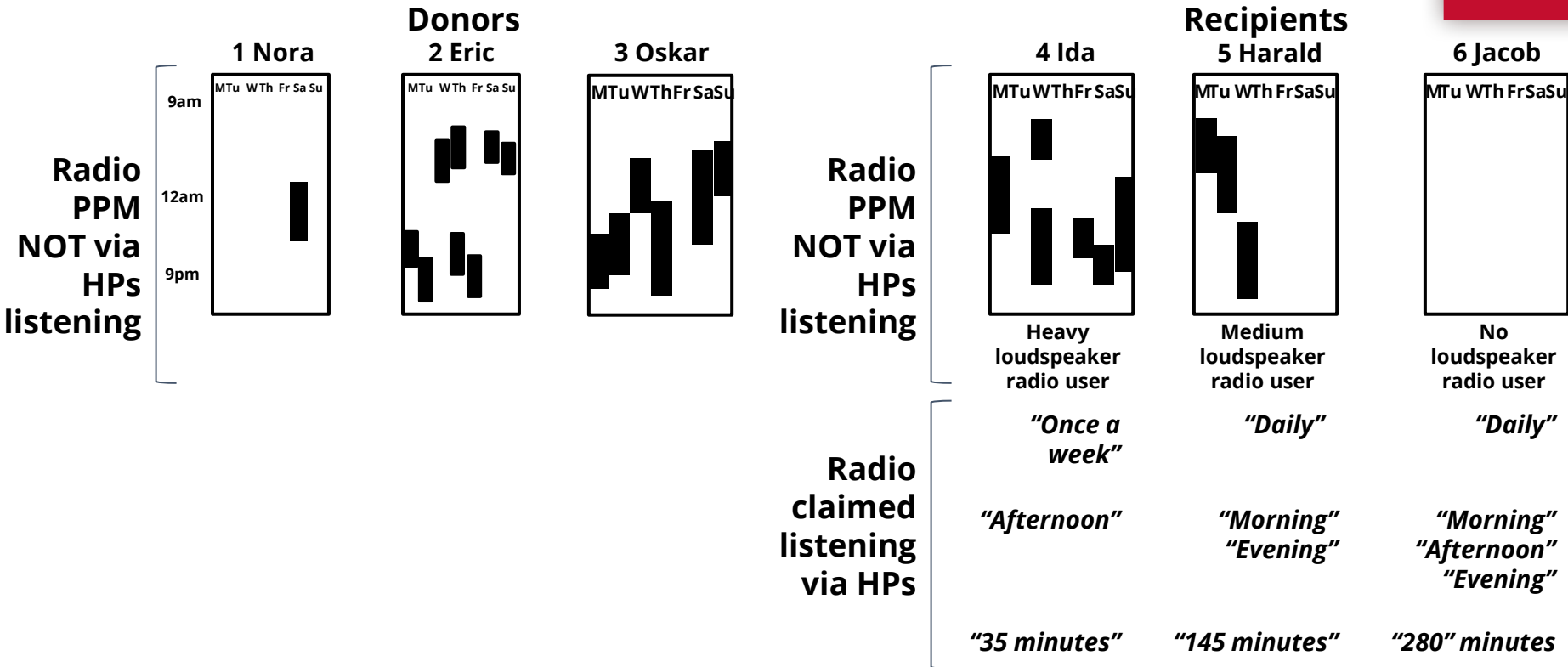


using claimed HP usage to adjust donated listening

Example

asi

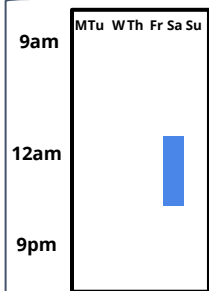
#asiradio22



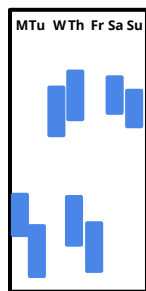
Example

Donors

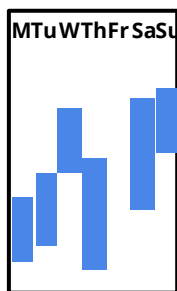
1 Nora



2 Eric

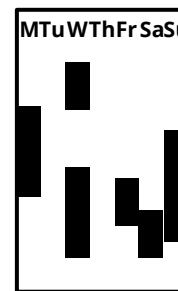


3 Oskar

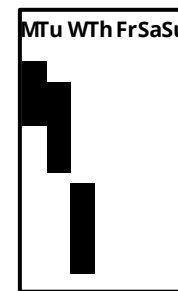


Recipients

4 Ida



5 Harald



6 Jacob



Mark PPM as HP listening

Radio PPM NOT via HPs listening

Calculated listening from PPM

Radio claimed listening via HPs

"Once a week"

"Daily"

"Several times a week"

"Once a week"

"Daily"

"Daily"

"Afternoon"

"Morning"
"Evening"

"Morning"
"Afternoon"
"Evening"

"Afternoon"

"Morning"
"Evening"

"Morning"
"Afternoon"
"Evening"

"41 minutes"

"126 minutes"

"252" minutes

"35 minutes"

"145 minutes"

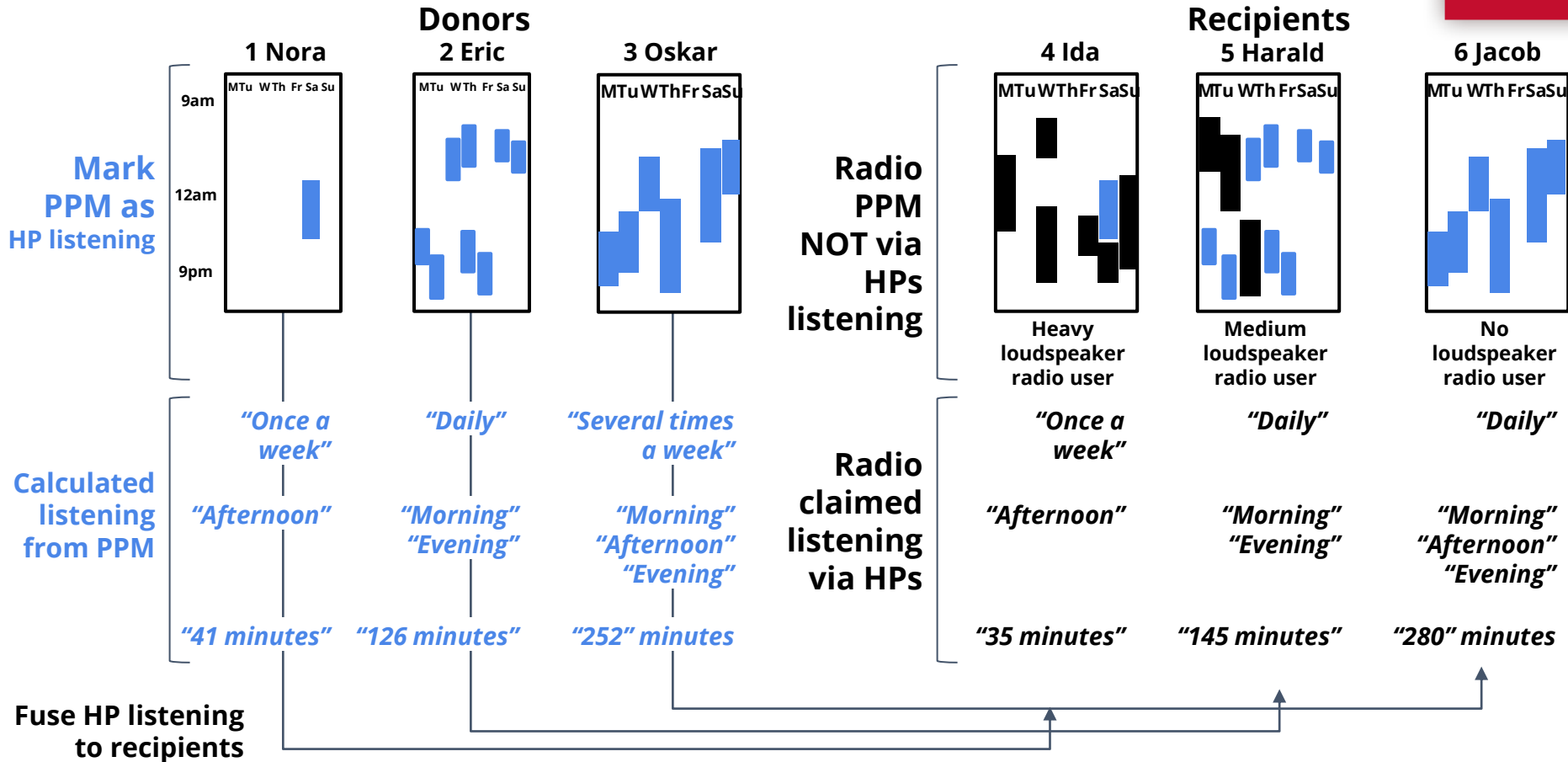
"280" minutes

Heavy loudspeaker radio user

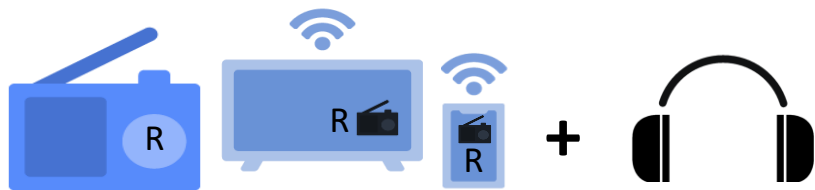
Medium loudspeaker radio user

No loudspeaker radio user

Example

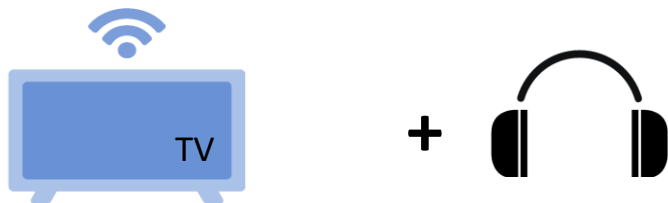


Implications



**+ Rating and Reach
for radio content
listened to with HPs**

If applied to TV panels



**+ Rating and Reach
for TV content
watched with HPs**



While measuring radio audiences,
do not turn a deaf ear to headphone listening,
it is vital part of how we listen to the radio



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do not turn a deaf ear to headphone listening,
it is vital part of how we listen to the radio