Accessing and Sourcing the Radio Ratings

The radio ratings are collected and prepared by GfK and the copyright is owned by Commercial Radio & Audio (CRA). The radio ratings are confidential information that can only be obtained by having a license to access these ratings. As such, the radio ratings cannot be passed to third parties without written consent from Commercial Radio & Audio. This consent can only be obtained by application to GfK. In addition, using the radio ratings data for commercial purposes without permission of Commercial Radio & Audio is also prohibited and such use and approval can only be given to an approved subscriber. To obtain a license to access the radio ratings or more information, please contact GfK at radioratings@gfk.com

Any license holder of the CRA radio ratings data must use an accredited software package, which at all times must comply with CRA's Gold Standard in relation to the use and reporting of the elemental data. For more detail on the Gold Standard Accredited Software Providers please visit CRA's website at https://cra.au/

Any publishing of the radio ratings from Survey 3 2023 will need to be sourced "GfK Radio360 Ratings" or GfK must be used in conjunction with the data release. Data published prior to Survey 3 2023 should be referred to as "GfK Radio Ratings". GfK acknowledges that licensed users will be able to release the following level of data:

1. The use of the radio ratings in a narrative form to support insights or audience research claims made in reference to a story, sales brochure, or sales pitch.

2. The top line Share, Average, and Cumulative Audience figures in each capital city or regional market for the standard sessions and demographics for the AM/FM stations:

Sessions	Demographics
ROS: Mon-Sun 5:30am-12mn	People 10+
Weekdays: Mon-Fri 5:30am-12mn	People 10-17
Breakfast: Mon-Fri 5:30am-9am	People 18-24
Morning: Mon-Fri 9am-12md	People 25-39
Afternoon: Mon-Fri 12md-4pm	People 40-54
Drive: Mon-Fri 4pm-7pm	People 55-64
Evenings: Mon-Fri 7pm-12mn	People 65+
Weekends: Sat & Sun 5:30am-12mn	

3. The Share and Cumulative Audience figures in each capital city by Radio Type (Total Radio, AM/FM/DAB+, Streaming) for the standard sessions and demographics for the individual and AM/FM stations, Total Commercial DAB+ stations, Total ABC DAB+ stations and Total DAB+ stations as per the table above.

4. The top line Cumulative Audience figures in each capital city for the standard sessions and demographics for the DAB+ stations as per the table above.

5. Radio ratings data referring to the Other AM, Other FM, and Other Digital station groups CANNOT be published.

6. Any supply of radio ratings beyond the above will breach the confidential information rights of CRA and GfK. GfK may discontinue supply to license holders and subscribers who provide the data to third parties without authorisation and may commence legal proceedings against those parties.

Please note that any release of ratings data, including press releases, is embargoed until 9:30am (AEST / AEDT) on survey day.

Guidelines for sourcing and reporting GfK Radio360 Ratings

- DO NOT reference software or a software platform in the sourcing e.g. GfK Radio360 Ratings (GfK Probe, eRAM, BCC).
- Any claim referencing a daypart not based on one of the standard BMADE or weekend dayparts (as listed on the previous page) must be clearly defined in the claim or source.
- It must be clear what statistic, radio type, demographic and daypart is being used when stating claims like #1 or #2 either in the document or the source.
- Headline claims should have a footnote reference that indicates the reader should seek clarification in the sourcing i.e. #1 Station[1] or #2 Station*
- The source must contain the market, survey, radio type, demographic, daypart and statistic references.
- An overarching statement of 'Unless otherwise stated' can be used within a source to remove the need to list all different types of ratings data included.
- Any combined station or Network results should identify the stations included either in the document or the source.
- External use of estimated audience figures derived from the radio ratings is not permitted.

Example of a correct source statement:

Source: GfK Radio360 Ratings, Syd S1 2026, Total Radio, Share %, People 10+, Mon-Sun 5:30-12mn, unless otherwise stated.

Any publication of the radio ratings that does not follow the above guidelines may be breaching the copyright and IP rights of CRA and GfK and may result in false or misleading statements. GfK may cease supply to license holders and subscribers who continue to or deliberately breach the guidelines and may commence legal proceedings against those parties.