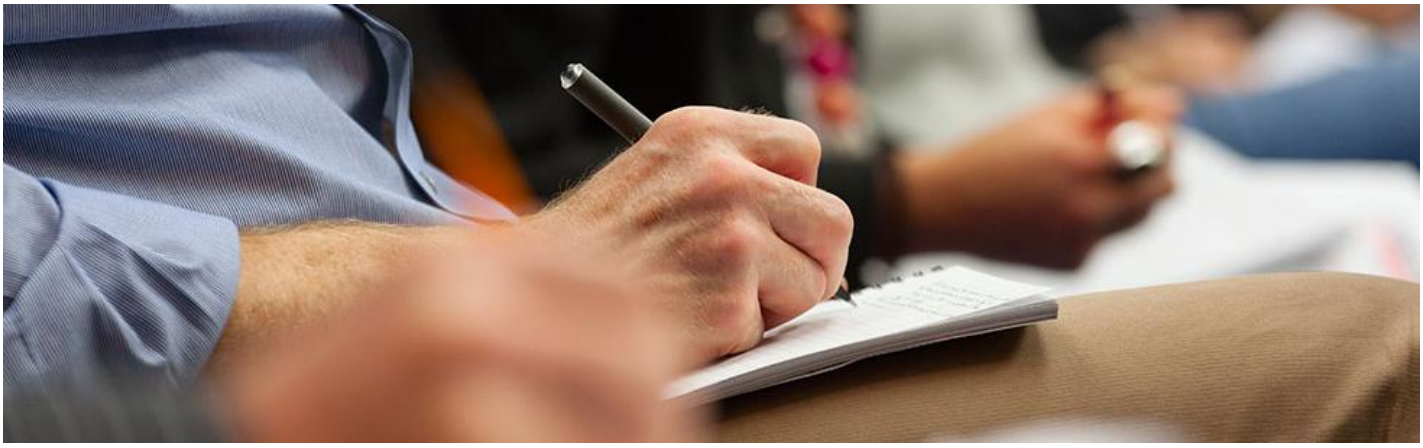
GFK INDUSTRY-ACCREDITED RADIO RATINGS COURSE

An NIQ Company



GFK RADIO RATINGS TRAINING

Gain an understanding of how the Radio 360 radio ratings are conducted and learn how to use the radio ratings data effectively.

The GfK Radio Ratings Certificate Training Course is free to current radio ratings subscribers and covers all aspects of GfK's radio audience measurement in Australia.

The course is accredited by Commercial Radio & Audio (CRA).

TOPICS COVERED

Introduction to Radio Audience Measurement in Australia

- An overview of how the Radio 360 radio ratings are collected using a hybrid audience measure system using multiple sources to create a comprehensive view of radio audiences.

Introduction to the Data

- an explanation of the basic statistics, how to interpret them, and how to use them effectively.
- Understanding and interpreting Reach & Frequency.

COURSE DURATION

The course takes approximately 1 hour to complete.

ADVANCED RADIO RATINGS TRAINING

We also offer advanced training on an ad-hoc basis.

The training can be customised to your needs, an example of what the advanced session can cover:

- Audience profiling
- Station loyalty
- Understanding Ebb & Flow
- Analyzing your survey results

Participants should have previously completed the Radio Ratings Certificate course.

Please Note: These courses do not include software training. Please contact your Gold Standard Software Supplier for software training

WANT MORE INFORMATION?

Contact your local GfK account representative:

Sian Barron T: 0403 301 318

Mel Bruce T: (02) 9069 0534

2026 GFK RADIO RATINGS TRAINING SCHEDULE

All training is conducted remotely via Teams and is offered to all Radio Ratings data subscribers. An email seeking expression of interest will be sent prior to the scheduled sessions to determine level of demand. If you have urgent training requirements or would like a custom training session, please contact GfK directly.

Training Schedule:

	Date	Time
Feb	Tuesday 17th	10:30am
	Thursday 26th	2:00pm
Mar	Tuesday 24th	10:30am
	Thursday 26th	2:00pm
May	Tuesday 26th	10:30am
July	Thursday 30th	2:00pm
Sept	Tuesday 29th	10:30am
Dec	Thursday 3rd	2:00pm

* All sessions are in local Sydney time. Please note depending on demand more sessions can be offered.

GfK Training Conditions

You must advise GfK if you plan to attend a training session by accepting the training invitation via teams. Training invitations can be forwarded to other team members.

Minimum class size is 4, and GfK reserves the right to cancel the training session due to low demand.

GfK must be advised of any cancellations at least 48 hours before the course is due to commence – another staff member can attend in place of a cancellation. If the training session falls under 4 people, the session will be cancelled.