

## Search Reports & Regulations Governing Use of Research Data

1. A single data base rolling annual report providing weekday and weekend listenership patterns will be produced four times a year, covering a twelve month period. The data for publication will incorporate reach and frequency for all contributing JNLR stations.
2. Reports contain data based on the previous twelve month period and also a limited range of data based on the most recent six month period. All data published in the Annual Reports are for general use by the industry. Analysis of 6 month and 3 month data will be available to the larger stations via Media Star.
3. The minimum sample size tolerated for published data is 200 individuals and such small samples are accompanied by warnings about small sample size. This paragraph may be altered if there is an upward change to sample sizes for regional stations; it will then be worth noting in this section.
4. Broadcasters must notify the research contractor as soon as possible of all changes of station name, programme or time block changes. Information about the relevant time blocks to be included in the Report must be forwarded to the contractor at least one month before the end of each quarterly research period
5. A schedule evaluation model has been developed for the JNLR by Information Tools via ESPRI DMC Ltd. It has been designed to provide coverage and frequency data for the industry. It operates on a twelve-month data base updated with each new survey at intervals of three months and is delivered via the Media Star programme.
6. Media Star

### **General Provisions:**

Any data published that is based on an analysis run by an individual contributor, or by a sales house representing a group of stations via Media Star:

- Must clearly show the definition (question origin) of that analysis.
- Must not publish details referring to a single quarter hour or programme time block
- Quarter hour comparison among competitors will relate to no less than a -hour programme blocks
- Comparisons between competitors must clearly state the type of stations being compared e.g local versus regional versus national
- Any comparisons must clearly state the time period and specify that the data up for comparison is 'like with like' – e.g 'book on book' or 'year on year'. and based on identical timebands which are clearly described (e.g. time band 0900 to 0959 weekdays)
- Must be based on a minimum sample size of 200.
- Must clearly identify the audience base and the sample size relating to that base.
- Must clearly state the survey period to which the analysis relates (e.g. 12 month Jan to Dec; 6 month Jan to Jun; 3 month Oct to Dec).

The correct promotional use of JNLR data enhances its integrity and, in that regard, the Committee is asking every station and sales house to ensure that those with responsibility for compiling data on the day of release are aware of the correct ways in which the data can be used, as per this memo and the JNLR procedures manual.

In the event that any station becomes aware of the incorrect use of data by a station or sales house, from now on, please alert the Committee following the procedure below. This will allow the Committee and the contractor to examine the promotional material and to determine if a breach of the regulations has been made.

1. Notify Karen Hall Ipsos MRBI of any breach – where possible provide a copy of the text – [karen.hall@ipsos.com](mailto:karen.hall@ipsos.com);
2. Karen will conduct a technical analysis of the press release/sales promotion in question and will then submit findings to the Technical Committee;

3. Where a breach in the guidelines around the use of JNLR data by a single station or group stations (as represented by a sales house) is identified the following process will begin:
- The JNLR Technical Committee will confirm that a breach has occurred and will issue a written warning.
  - The offending station will undertake to send a correction to all parties who received the original JNLR data to properly clarify the error.
  - Where the same national / regional / multi-city / local station or group of stations (as represented by a sales house) commits a further breach, the JNLR Technical Committee will confirm that a second breach has occurred, a second written warning will be issued and the offending station(s) will be required to send a correction to all parties who received the original JNLR data to properly clarify the error.
  - Where the same national / regional / multi-city / local station or group of stations (as represented by a sales house) commits a third breach relating to the use of JNLR data, then the JNLR Technical Committee will confirm (again in writing) that a third breach has occurred, will confirm to the offending station or group of stations that access to the JNLR data will be suspended indefinitely and a report, outlining the pattern of breaches, will be sent to the Broadcasting Authority of Ireland.

In the case of all other JNLR data breaches by any station:

- For the period of a year, the offending station will be obliged to submit all press releases/sales promotions for pre-clearance.
- Where a station continues to disregard the rules, further sanctions can be invoked. These include directive to publish apologies and/or corrections, monetary fines or exclusion from the JNLR report. Ignorance of the rules or of the data will not be an acceptable excuse.

### ***Combined Database***

The combined Mediastar database incorporates all data from JNLR subscribing stations and may be used for the commercial (ie., B2B) purposes. Thus Mediastar can be used to derive full cover and frequency analysis in order to allow all stations maximise their potential commercial revenue. The data derived from the combined database can form the basis and be used in communications with agencies and clients. Data from the combined database comparing national / regional / multi-city / local stations must not be used for general marketing, promotional or public relations unless such use is specifically agreed by the JNLR Management Committee at a future date.

In the event that any station becomes aware of the incorrect use of the Mediastar combined database by a station or sales house, the JNLR Committee will be alerted.

Incorrect use of the combined database includes where a national / regional / multi-city / local station or group of stations (as represented by a sales house) use data drawn from the combined database for the purposes of comparing national / regional / multi-city / local stations for general marketing, promotional or public relations.

For the avoidance of all doubt, the combined data will not be used for marketing, promotional or pr communications aimed at a general audience through open communication channels such as radio and television programming; newspapers and websites; advertising or on air promotion/advertising or press releases

Where such an activity has occurred, the JNLR Technical Committee will confirm (in writing) the immediate suspension of the availability of the combined database.

### ***Training and Support***

With the level of data provided within the JNLR, the use and interpretation of same can be confusing. It is the intention of JNLR/Ipsos MRBI to provide a regular training seminar for users – the aim being to promote a greater understanding of JNLR data.

If you need any clarification on any part of this memo please contact Karen Hall, Ipsos MRBI on 01-4808927 or at [karen.hall@ipsos.com](mailto:karen.hall@ipsos.com) .