

JNLR – October 2017

What's new?

Media Report

- The JNLR cross-media data (based on April to June '17 quarter) is the most recent update of this module. This report is archived under “Industry Reports” and data is also available on MediaStar for analysis purposes.

Executive Summary

- Remember, the Executive summary, archived under “Industry Reports”, is a handy document detailing the top-line reach and share for all stations and regions.

Platform data

- Platform / device data is available for analysis in MediaStar – data is available for ‘Any Radio’ and for individual stations (based on 12-months to September 2017).

MediaStar

- Total Audio - share of time spent on audio is available for analysis on MediaStar Advanced.
- Remember data for Media Central group as presented on MediaStar now includes Today FM and Newstalk.

<http://info.ipsosmrbi.com/jnlr>