

BRC unable to provide radio data for Q2, Q3 and Q4 of 2020

Due to the impact of the global pandemic and the introduction of level 5 lockdown in South Africa, the Broadcast Research Council of South Africa was not able to provide radio data for Q2, Q3 and Q4 of 2020. Shifts in routes led to big changes in media which translated to more radio listenership and this data was not captured during the lockdown.

The BRC has introduced an interim data for Radio Audience Measurement (RAMS) to supplement RAMS Q1 data. The main purpose of the interim data is to do away with face to face methods and manual seven-day diaries of listenership measurements. More information is available on the BRC's [website](#).

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