

Feedback Report – More Information

The purpose of this Feedback Report is to provide a reliable snapshot of newsroom download and broadcast activity for your Radio Release®.

It is provided as a value-added service and should ideally be viewed in conjunction with the activity reported by a conventional media monitoring service (e.g. [iSentia](#), [Medianet](#), [Stream](#)).

A typical Feedback Report is broken into two key sections, *Newsroom Downloads* and *Broadcast Samples*.

Newsroom Downloads will appear in the report first, followed by *Broadcast Samples* which are gradually added to the report after your audio grabs are broadcast on air.

It's important to note that *Newsroom Downloads* will appear automatically as they occur, while *Broadcast Samples* are processed retrospectively with availability dependent on several factors.

Newsroom Downloads

This section of the *Feedback Report* identifies all radio newsrooms and programs that have downloaded the audio grabs from your Radio Release® into their on-air system.

To appear in the download section, a radio news editor or program producer will typically preview all of the available audio first and then download their preferred grab(s).

When downloading each audio grab, radio newsrooms and program producers are required to go through a declaration and verification process which confirms their intention to broadcast the audio.

This process helps to ensure that newsrooms or programs that appear in the *Download Source* column are likely to broadcast that audio on some or all of their respective *Broadcast Stations & Syndicates*.

Newsrooms will commonly download (and subsequently broadcast) a number of audio grabs, so these will appear as multiple entries in the download section of the report.

Broadcast Samples

As the name suggests, *Broadcast Samples* represent only a limited selection of how the story was presented on air and do not represent all instances of coverage.

Even if there isn't a *Broadcast Sample* provided for every station listed in the *Broadcast Stations & Syndicates* column, that does not mean those stations have not broadcast the audio.

Conversely, there may be instances where a *Broadcast Sample* is provided for a newsroom or program that does not appear in the *Newsrooms Downloads* or *Broadcast Stations & Syndicates* column.

This is because radio newsrooms and their associated networks may share and broadcast the audio grabs via their own sharing and syndication platforms.

For these reasons, the *Feedback Report* should ideally be viewed in conjunction with conventional media monitoring to provide the most comprehensive indication of overall broadcast coverage.

Audience Information

As an additional courtesy, the Feedback Report contains links to the latest market profiles and audience data published by Commercial Radio & Audio Ltd.

In the absence of a commercial radio market profile, links are provided to the relevant Licence Area Plans from the Australian Communications and Media Authority.

If you wish to ascertain listener reach and audience insights beyond the data available via these links, we encourage you to engage the services of a media monitoring agency or specialist provider.

For further information about this report, please contact us on 1300 732 445.