



Welcome to GfK Radio
Ratings - Introduction to the
data

Want to be able to complete the GfK Radio Ratings training at a time that suits you?

Introducing our new e-learning course: GfK Radio Ratings - Introduction to the data

The GfK Radio Ratings e-learning course is free to current radio ratings subscribers, and provides participants with an overview of the basic statistics and Reach & Frequency used for the radio ratings.

The course is accredited by Commercial Radio Australia (CRA) and all participants will receive official joint CRA-GfK certification once they have completed the course.

On completion of the course participants will be able to use the four basic radio ratings statistics effectively, and understand the relationship between the statistics; as well as be able to understand and interpret Reach and Frequency

How long does the course take?

It should take approximately 45 mins to complete.

Who is this course for?

Any current employees of subscribers to the GfK radio ratings. It can be used for new-starters or as a refresher course for more experienced team members.

Prefer in-person training or need more advanced training?

Contact the team to arrange a session for your staff
(please note, minimum a minimum of 4 participants is required)

Want more information?

Contact your local GfK account representative:

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