Subject: Re: Just in case you thought radio wasn't popular anymore
Posted by Jungle on Fri, 06 Apr 2018 05:51:26 GMT
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I had a little bit of a hard time believing those numbers when I first saw them. Khanman, if you're right about how they're tracking television, that would make a lot more sense. I wish there were more details about their methods for getting the information. I went to their site to see the full study. I tried to download it but there was a request form and I wasn't sure what they were looking for there. I read somewhere that they were monitoring television viewing outside of the home. I don't know if that's all they did though.