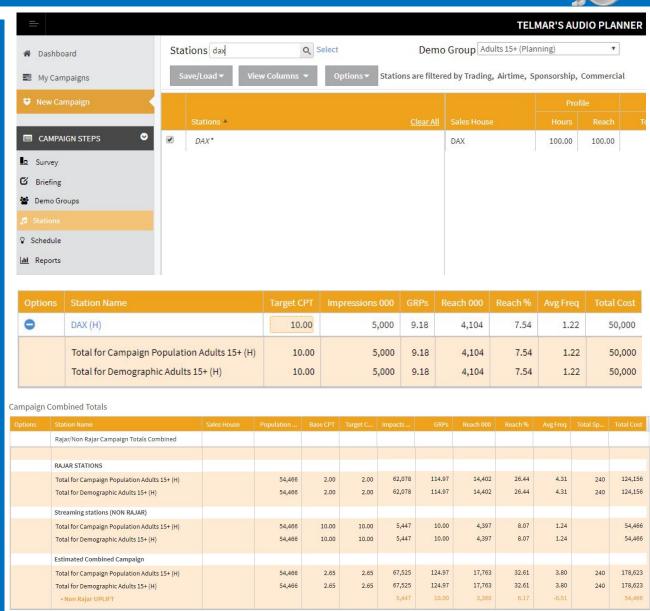5 mins

DAX – Digital Audio Exchange data has been modelled to sit alongside RAJAR within our **Audio Planner** app and facilitate planning across digital, programmatic and broadcast audio.

The model is based on data from RAJAR's MIDAS study of digital and platform listening behaviour in combination with DAX/Global server logs and is updated on a quarterly basis with each RAJAR release.

Adding DAX to the schedule is simple, follow these steps:

1. In the 'Stations' window search for and select DAX.

2. Moving to 'Schedule' DAX will appear in its own table separate to RAJAR stations

3. Input cells are Target CPT & Impressions OR GRPs

4. The output is reach and frequency for DAX plus a second table showing the combined results with the radio schedule

TELMAR'S AUDIO PLANNER

- Dashboard
- My Campaigns
- New Campaign

CAMPAIGN STEPS

- Survey
- Briefing
- Demo Groups
- Stations
- Schedule
- Reports

Stations: dax — Select — Demo Group: Adults 15+ (Planning)

Save/Load — View Columns — Options — Stations are filtered by Trading, Airtime, Sponsorship, Commercial

Stations ▲	Clear All	Sales House	Profile Hours	Reach	T...
☑ DAX*		DAX	100.00	100.00	

Options	Station Name	Target CPT	Impressions 000	GRPs	Reach 000	Reach %	Avg Freq	Total Cost
⊖	DAX (H)	10.00	5,000	9.18	4,104	7.54	1.22	50,000
	Total for Campaign Population Adults 15+ (H)	10.00	5,000	9.18	4,104	7.54	1.22	50,000
	Total for Demographic Adults 15+ (H)	10.00	5,000	9.18	4,104	7.54	1.22	50,000

Campaign Combined Totals

Options	Station Name	Sales House	Population ...	Base CPT	Target C...	Impacts ...	GRPs	Reach 000	Reach %	Avg Freq	Total Sp...	Total Cost
	Rajar/Non Rajar Campaign Totals Combined											
	RAJAR STATIONS											
	Total for Campaign Population Adults 15+ (H)		54,466	2.00	2.00	62,078	114.97	14,402	26.44	4.31	240	124,156
	Total for Demographic Adults 15+ (H)		54,466	2.00	2.00	62,078	114.97	14,402	26.44	4.31	240	124,156
	Streaming stations (NON RAJAR)											
	Total for Campaign Population Adults 15+ (H)		54,466	10.00	10.00	5,447	10.00	4,397	8.07	1.24		54,466
	Total for Demographic Adults 15+ (H)		54,466	10.00	10.00	5,447	10.00	4,397	8.07	1.24		54,466
	Estimated Combined Campaign											
	Total for Campaign Population Adults 15+ (H)		54,466	2.65	2.65	67,525	124.97	17,763	32.61	3.80	240	178,623
	Total for Demographic Adults 15+ (H)		54,466	2.65	2.65	67,525	124.97	17,763	32.61	3.80	240	178,623
	• Non Rajar UPLIFT					5,447	10.00	3,360	6.17	-0.51		54,466

DAX – additional functions

- **Planning by week –** clicking the station name text will pop-up a new planning window where impressions or GRPs can be entered on a week to week basis

Note: by default impressions entered in the Schedule screen are divided equally between the weeks of the schedule.

- **Impressions are allocated to the selected target audience ONLY.** There is no overlap with any other audience i.e. 1,000,000 impressions against 15-24 will gain no reach against people aged 35+.

- The **Costing Method** for DAX is Target Cost Per Thousand Only. The cost is set against the audience being targeted reflecting the programmatic nature of the delivery of Digital Audio.

- DAX **IS NOT** recorded/researched by RAJAR. DAX is a model generated by telmar and integrated with RAJAR data. Reach is calibrated using MIDAS data

DAX editor

	Total Impressions	Total GRPs	CPT	Target Adults 15+					Export XLS	Costing Method
Population	54,466									
Sample	48,226									

Week	Impressions	GRPs	Base CPT	Target CPT	Reach 000	Reach %	Avg Frequ...	Total Cost
Week 1	2,500	4.59	10.00	10.00	2,259	4.15	1.11	25,000
Week 2	2,500	4.59	10.00	10.00	2,259	4.15	1.11	25,000
Week 3	2,500	4.59	10.00	10.00	2,259	4.15	1.11	25,000
Week 4	2,500	4.59	10.00	10.00	2,259	4.15	1.11	25,000
Total	10,000	18.36	10.00	10.00	8,903	16.35	1.12	100,000

OK   Cancel

Reach Build Up — Campaign-Overall — Total Reach Build Up — Rajar Reach — DAX (non rajar) — Frequency