

# MSc Project Report

Intelligent Radio listenership Monitoring Platform.

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## Abstract

The ability of the media to successfully shape public opinion is undeniable. Radio has always been widely considered as a part of the mainstream media in Sri Lanka.

It has been recommended to have a complete radio listenership monitoring platform to monitor the listenership of each channel in light of the intense competition among the various radio channels in Sri Lanka. Currently, a diary-based system is used to monitor the radio listenership in Sri Lanka. However, the time has come to develop an advanced intelligent radio listenership monitoring platform to cater to this requirement which will enable better comprehension of the requirements and preferences of the general public.

With the help of this research, machine learning technologies and other neural network technologies will be combined to create an intelligent radio listenership monitoring platform that is both reliable and accurate.

This research will present a fool-proof approach of monitoring the radio listenership, which will resolve many of the practical challenges that have been a part of the current diary-based system.

Radio channel heads advertisers and marketing businesses will find this important information supplied by the solution to be helpful in understanding the public interest and positioning their advertisements on appropriate segments.