# SIMULATION OF **RADIO LISTENING**

THESIS PROJECT

## ABOUT POINTLOGIC

**Pointlogic, A Nielsen Company** helps customers with decision making in the area of media and marketing. Our main assets are Nielsen data and advanced analytics capabilities. Pointlogic's head office from Rotterdam has a data science team of about 20 people with backgrounds in econometrics, computer science and mathematics. We offer **data science students** the possibility to either to work solely on internal projects, or as a thesis project (as part of their MSc curriculum).

## YOUR PROFILE

- Currently enrolled in a Master in Computer science, Econometrics, Mathematics;
- Good social and communication skills;
- Good command in spoken and written English;
- Available for at least 20 hours per week;
- Available for a period of at least 6 months.

## CONTACT INFORMATION

If you are interested in this project or other projects, feel free to contact us at **careers@pointlogic.com.** We would like to find out if you are up for this challenge, so please include your CV and motivation letter, explaining why did you choose this assignment, what related courses you've been enrolled in and what similar work you've done around this specific topic during your education.

## ABOUT THE PROJECT

The goal of this project is to develop a simulation model of radio listening. The model should reflect realistic listening behavior of consumers and specify by quarter hour: (i) whether or not the consumer is listening to radio and (ii) if the consumer is listening to a station, to what station they are listening.

The simulation will have to respect a number of constrains, such as quarter hour ratings by station. One areas of interest is to understand how the heterogeneity of preferences of radio listeners results in 'emergent' properties, such as reach curves for each of the radio stations and overlap between the audiences of stations.

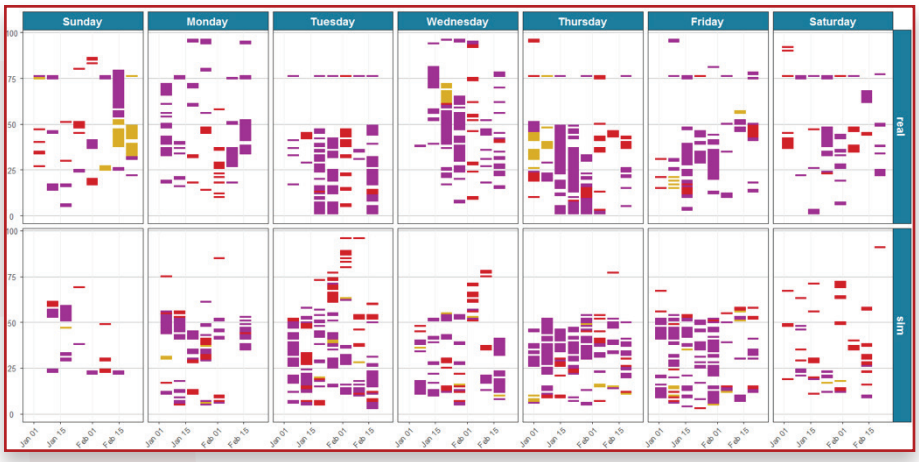


*Figure 1. Listening patterns of a real person and a simulated person*

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