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INDUSTRY STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

GY/T 436-2026

Indicators and calculation methods for radio and television viewing big data

广播电视收视大数据指标及计算方法

(English Translation)

Issued on: October 29, 2026 **Implemented on: October 29, 2026**

Issued by: National Radio and Television Administration

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1 Foreword

GY/T 436-2026 was issued by National Radio and Television Administration on 29 October 2026 and took effect the same day.

The GY/T prefix marks a recommended standard. It is not law in itself: it becomes binding when a contract names it, when a regulation or a mandatory standard refers to it, or when a producer declares conformity with it.

2 Scope Preview

GY/T 436-2026 carries no ICS number and no Chinese Standard Classification code.

This catalogue holds 413 other GY/T standards.

Of the 58 GY/T standards that do carry an ICS number, 58 (100%) fall under ICS 33, in the field of telecommunications.

3 About this standard

Issued by: National Radio and Television Administration

4 Classification and status

Prefix GY/T: recommended standard.

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