

"LESS IS MORE"

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ROHE -
ARCHITECT (1886
TO 1969)



BROADCAST PROGRAMMING & RESEARCH

B P & R E - N E W S L E T T E R

J U N E 2 0 0 7

SNAPSHOTS

BP&R welcomes Legion Telecommunication GmbH Dusseldorf to the BP&R family.

Congratulations to Radio Nova on their 10th anniversary as a broadcasting station, founded May 12 1997. The station celebrated with a free music concert attended by over 60,000 people a few weeks ago.

We have had a lot of requests for best practice tips on the use and implementation of research, particularly with respect to our Xplorer market research software. In this issue we commence what will be an on-going series on the subject headed by Bill Clemens

*In our next
Newsletter:
"Building the
listener value
proposition"*

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Getting The Best From BPR Xplorer

First of a series on the subject by Bill Clemens

As BPR travels around on client visits we are sometimes surprised at how little of the great information available in the perceptual research makes it to the PD or Managers desk. Or, if it does, how often this still involves lots of time-consuming tables and charts.

There can be several reasons for this lack of information, the most common being:

1. The tracking/ perceptual research has been reduced to "snapshot surveys." Continuous tracking has given way to quarterly or irregular 'snapshots' of the market and there is no need to check the data

The Key Indicator facility in Tracking History of BPR Xplorer is designed to present on a single screen the "numbers that matter."

BPR uses this facility to present a range of station trends that quickly identifies what is driving rises and falls in the station's cume or share. It may be

regularly

2. BPR consultants are heavily involved in the reporting and, as a result, there is no apparent need to personally investigate the numbers

3. As PD's are often creative people; research is, well, a grind. Love the information, hate the process of finding out what I need or (to be honest) I'm not sure what I need.

There's no doubt that research is more widely used in-station when there's a weekly tracking process. This is the preferred BPR approach in AC battles when stations can and do go through

possible, for example, that the station is rising but the music share is not – hmmm, what then is driving the station? Incidentally try using graphing feature in the "collections" button found on the main Key Indicator display for a quick glance at the long term trend.

highs and lows generated by the week to week activity (or lack of it)

If your station is one of those doing snapshots, you probably have an in-house research person or BPR consultant analysing these numbers for you. Even so, BPR strongly encourages programming people to use the powerful analytical tools available to you in BPR Xplorer to get yourself closer to the market.

This is the first in a series of articles about simple approaches to the data. Let's call this first one "if you do nothing else, make sure you use Key Indicators"

However in this article we want to deal with the benchmarking capability of Key Indicators. Without the need to 'dig' into the numbers you can see what areas of station performance are rising above the historical 'norm' and which ones are falling. It's as close to "paint by numbers" as we can get.

Do you have some news, a tip, suggestion or question?

Email wayne-clouten@compuserve.com

The following screen shot shows the Key Indicator table with 'benchmarks' switched 'on' (activated by clicking the on/ off button top left). The idea here is that those areas of performance that are rising above the station's historical norm will colour green and those that are falling will colour red. Those Indicators that are in a normal range (irrespective of the most recent trend) will have no highlight. It's a useful way of knowing what area of station performance is on the move both by question (such as Best Music) and by demographic crosstab.

	TOTAL (2400)	20-34 Male (364)	20-34 Female (367)	30-39 Male (284)	30-39 Female (312)	40-49 Male (302)	40-49 Female (324)	45-59 (744)	Heavy Listener (1308)
CUME SHARE	24.3 (24.2)	24.4 (25.1)	25.9 (27.6)	29.5 (29.8)	34.6 (36.9)	25.8 (23.2)	29.5 (27.0)	21.7 (21.6)	25.7 (26.2)
STATION LISTENDTO MOST	10.6 (10.0)	9.3 (10.1)	11.6 (12.2)	14.0 (14.6)	17.9 (16.0)	11.9 (9.9)	11.6 (10.1)	9.1 (8.6)	10.3 (9.8)
DAYPART GENERATED SHARE	10.8 (10.4)	8.3 (8.4)	10.7 (11.7)	11.6 (12.6)	18.1 (17.5)	11.0 (10.8)	13.6 (11.5)	9.9 (9.5)	10.9 (10.7)
Morning Show Share	11.4 (10.7)	11.2 (8.7)	11.6 (12.5)	15.0 (11.9)	18.4 (19.3)	10.0 (9.9)	13.4 (12.1)	10.3 (9.8)	11.7 (11.2)
WORK PLACE SHARE	8.4 (8.1)	4.7 (1.9)	14.7 (16.3)	6.7 (2.8)	20.1 (25.0)	8.1 (7.7)	10.5 (13.8)	7.3 (6.6)	7.6 (8.8)
BEST MUSIC	10.0 (10.3)	6.0 (7.1)	10.7 (12.2)	11.2 (14.3)	17.2 (17.9)	12.2 (11.2)	11.7 (9.5)	9.8 (9.2)	10.1 (10.0)
Station: Mix of Old_New	15.4 (15.0)	14.5 (11.2)	17.3 (20.2)	17.6 (20.0)	21.4 (24.3)	18.5 (16.5)	16.3 (14.4)	12.8 (11.9)	15.4 (15.2)
STATION: BEST MUSIC FROM 80S	17.4 (17.7)	14.3 (16.1)	25.4 (25.5)	18.9 (19.9)	22.8 (21.7)	16.5 (15.9)	20.0 (19.2)	13.9 (13.8)	18.2 (18.6)
STATION: FUN MORNING SHOW	11.9 (11.5)	10.1 (9.1)	10.8 (12.7)	14.0 (10.5)	16.9 (16.5)	12.9 (11.9)	13.8 (13.1)	11.2 (11.0)	12.1 (11.2)
STATION: MOSHOW REGIONAL IN	11.1 (10.1)	11.1 (9.6)	10.8 (12.2)	13.7 (12.0)	16.2 (14.6)	10.2 (8.6)	13.2 (12.5)	7.9 (8.0)	11.7 (10.4)

In this simple example we have restricted the view to the 'bare essentials.' We can see the station's morning show and music scores are rising above the historical norm, whereas 40-49 female performance is falling despite rising 80's images. Ignore the immediate result – this is looking at the trends going back over the year (up to a range of 30 historical results in fact).

The steps needed to get to this point:

1. Decide on those questions and crosstabs that are essential to the station. Normally, this would involve crosstab targets beyond the demographics and the question range would be more extensive to reflect the station strategy.
2. These questions and crosstabs are setup in easy to populate boxes on entry to the Key Indicator system
3. Display the results and then click the modify/display button.

4. On the first use all the results will display yellow and this is because there is no calculation of the normal range for all of these cells. This can be either done visually, but more likely automatically using the auto-generate facility. Auto-Generate will calculate over a chosen range of dates what the normal performance for the station has been (we suggest choosing the number of dates to equate to around 6 months (weekly tracking) or 5 dates if the processing is less regular.

“on one screen you see all the important stuff”

Your BPR consultant can assist in the setup if required. Once set, the facility stores the historical norms for future comparisons and doesn't need further intervention (unless you change your mind).

BPR is so excited about the ability of this simple view of sometimes complex tracking that we're going to have this screen automatically appear when you enter the tracking history system. Naturally this can be switched 'off' if Key indicators have no interest for you.

Key Indicators are a quick snapshot of 'where we are'.



On one screen you see 'all the important stuff' and the graph icon can be dragged over any of the cells to present a graphed trend of that question/ crosstab combination. If you look at nothing else, make sure Key Indicators are on your research watch list! #

Bill Clemens has been actively involved in radio since the beginning of the 1970's and is best known as the "research expert" within BP&R. Bill's radio experience has involved programming and producing for many formats and markets, before branching into a more specialized focus on research applications for radio and television. Bill led the development of PC based research software applications for radio during the 1980's. This software became the basis for BPR Xplorer, which is now one of the most widely used radio research and programming software applications throughout Australasia and Europe.