

"THE BEST WAY
TO PREDICT THE
FUTURE IS TO
INVENT IT" ...
ALAN KAY



BROADCAST PROGRAMMING & RESEARCH

BP&R E-NEWSLETTER

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SNAPSHOTS

We've known it for years but now the stats are in. It's official, Microphone Feedback is the 2nd most hated sound in the world...well at least according to a study of 1 million people by Salford University in England.

The participants were asked to rate a series of 37 sounds deemed to be most hated by people. Good taste prevents BP&R from dwelling too long what was rated at No 1.

On page 2 of this month's newsletter BP&R's Oliver Meyer provides some sound advice on creating cross-tabulations in our Xplorer Market Research Software system plus we reveal a new face in the BP&R team.

**In our next
Newsletter:
"Are you
getting the
best from
Xplorer?
Quick tips for
PD's"**

www.bpr.com.au

Adapting To New Realities

A contribution by Greg Worthington from Austereo.

Foreword by Wayne Clouten

We received quite a lot of feedback from Peter Don's article in the March edition relating to the need to adapt to new realities in order for radio to grow and prosper. In this edition we publish the feedback of Greg Worthington from Austereo where he details how Australia's Austereo Radio Network has adapted. Austereo is recognized as one of the most successful radio networks in the World with a reputation for innovation in both programming and sales and promotion. In this article Greg tells us how Austereo strives to set new benchmarks in developing integrated marketing solutions for their clients...

Greg Worthington writes...

The scope for NTR (non traditional revenue) and NSR (non spot revenue) is only limited by creativity and the internal business practices of the station/network in delivering and executing multi platform initiatives for radio.

One thing is certain - the demand for integration concepts from major advertisers and agencies is growing faster than the current delivery practices and capabilities of many radio stations and networks. This expectation by advertisers to drive results on strategic campaigns makes client integration

concepts delivered across multiple platforms a key tool in procuring larger expenditures from major advertisers. It is also allowing radio to gain revenues from non traditional radio users.

Telco's & FMCG's (Telephone companies and Fast Moving Consumer Goods) are just 2 product category examples that Austereo has been able to deliver excellent campaign results by applying creative concepts across multiple platforms, all coordinated to enhance the brand image and programming philosophies across both our Today & Triple M networks.

"from these 3 examples , approximately \$1 Million was achieved"

In one case, a traditional FMCG (energy drink) client which had consistently used television as its primary medium was approached with a creative concept that incorporated 3 key platforms - on air, website and multi media (SMS) for campaign delivery.

Another FMCG case study saw a major portable battery brand integrated thru on air, web, street furniture and sms on the 'Today' network to deliver a highly creative campaign executed across 6 weeks.

The Triple M network saw

a highly successful interactive campaign across two weeks from a Telco that had never utilised Austereo stations previously. Just from these 3 examples, approximately \$1 million dollars (600,000 Euro) in NTR was achieved!...cont.

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

Email wayne-clouten@compuserve.com

“ No other mainstream medium can deliver like radio”

The end result was clearly attributed to a combination of highly creative integration concepts delivered seamlessly across multiple platforms on the appropriate stations/ network. However, the results would not have been possible had the internal sales & marketing processes (including communication initiatives with programming) not been put in place.

Using multiple platforms can only be maximised if the right systems are in place so that creative application, execution and accountability can be delivered. It's all about sustainable long term growth of revenue that

enables great integration ideas to be delivered for clients across multiple platforms – which in itself a unique opportunity no other ‘mainstream medium’ can deliver like radio...

Greg Worthington.

BP&R would like to thank Greg for sharing what Austereo has been able to achieve “down-under”

If readers would like to know more about that Austereo has done and see 3 different client integration examples, simply visit the Austereo

corporate website which you will find at www.austereo.com.au Then click on ‘Advertising’ at the top, then ‘Case Studies’ in the left hand column. If you have a story about innovation at your radio station email Wayne Clouten..we’re listening!



The Art of the Crosstab.

By Oliver Meyer

We notice from time to time that users of the Tracking and/or Music History modules in BPR Xplorer only employ a limited number of cross-tabulations. There is the possibility to create up to 250 different crosstabs in each Bin Facility within Xplorer Tracking History and up to 73 different crosstabs in the Music module. These new parameters have been available since Version 6.03B. Theoretically you could create up to 24.500 different crosstabs

in Tracking History for each survey, not that we suggest that many but developing new crosstabs on a regular basis to enable different perspectives is essential, particularly if you add questions to or change your questionnaire. Seeing threats or opportunities your competitors cannot is called a Competitive Advantage!

Beside the “Standard” cross-tabulations in Tracking History like Demographic Groups, Core Listeners, Station Cume, Morning Show Listeners and Regions you should also think about creating crosstabs of the fans of the single music

styles, types of content importance (or not important) plus fans of program features and heavy or at work listeners. How many of your morning show P1’s listen to another station at work and if so, what is their music preference? Think about what you need or would like to know about the audience then consider a cross-tabulation that delivers the answer.

In the latest version of Music History you are able to create 36 user defined crosstabs beside the Standard ones like Clusters, Core Stations, Demographic Groups, Listening Spans and Day parts.

“think about what you need or would like to know about the audience”

Please make a careful decision about what cross-tabulations you really need and take care that the sample size is not too small. Obviously sample size is also determined by the period of time you want to process. In this respect the cross tabs you might be able to confidently create in your 8 week rolling tracking can be more defined than the crosstabs for your 4 week review or dare I say, weekly tracking.

If you would further information about creating cross-tabulations in BP&R Xplorer don’t hesitate in contacting us....*Oliver Meyer, BP&R Berlin*

New Appointment for Online Research Division

BP&R is delighted to announce the appointment of Martin Kopp (Austria) as the Manager of our on-line research division. Martin’s experience as a programme director combined with his knowledge of databases, on-line systems and relationship marketing is an ideal fit and extends the scope of the research solutions BP&R can offer to clients. Martin will be based in

central Europe co-ordinating online research services for BP&R’s clients around the globe. A key focus of Martin’s work will be the management and continued development of mymusicstest.com, BP&R’s internet research portal.

