

"WHEN LOVE AND SKILL WORK TOGETHER, EXPECT A MASTERPIECE"

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BROADCAST PROGRAMMING & RESEARCH

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SNAPHOTS

The European NAB will be held in London this year October 26 to 29 inclusive.

A session not to miss on Monday 27th October between 10.30am and 11.30am will be:

"Do you know that guy?"

The session will ask the question, "Radio is a one-to-many-communicator but are we doing enough?"

The session will focus on relationship marketing tools and techniques to value add both listening hours and revenue potential.

Speakers involved in the session will include Carsten Neitzel the General Manager of Radio Hamburg who will share his view on radio's future. Wayne Clouten from BP&R will offer his observations of best practice and case studies from around the World and Klaus Becker who will focus attention on the tools and capability currently available to broadcasters in Europe.

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Positioning Your Morning Show

By Peter Don

In this edition of the BP&R Newsletter we commence a 3 part series by Peter Don on developing your station's morning show (breakfast show).

... being a consumer is a funny thing. We have definite ideas on what we like about the things we want and the things that we ultimately buy, while most of the time we know virtually nothing about them. We buy a brand, whether it be

a car or a TV set, because of some indefinable belief that this is the 'right' one for me. It satisfies a few predetermined needs or expectations, while at the same time we might even (grudgingly) admit that it may not be technically or financially the best option.

Often our view on politics is a bit like that, we take what we think is (more or less) going to be the best of a bad lot. In an environment of relatively narrow choice,

the passion generated in this process is low, and often the choice is whoever remains after all of the undesirable aspects of the rest are eliminated.

So, how does all this have any relevance to morning radio? After all isn't making a successful morning show simply a matter of finding talented people and allowing them to do what they do?

"isn't making a successful morning show simply a matter of finding talented people?..."

If this is the case, someone forgot to tell the listeners. Like politics, radio listeners often remain with morning shows long after the magic has faded. Why? Usually because they don't see that there's a better or a more satisfying alternative available to them, or they stay with the original station because there are still things that continue to fulfil their listening needs.

A few years ago someone put forward the view that successful brands have three clearly identifiable characteristics:

- ◆ They are "expansive" rather than divisive:
- ◆ They generate a sense of "belonging"
- ◆ They bestow "status" on their customers.

Successful morning shows can be measured on the same criteria, but there's another consideration that has to be answered first:

"What is the position of this breakfast show?"

In marketing, **positioning** has come to mean the process by which marketers try to create an image or identity in the minds of their target market for its product, brand, or organization. It is the 'relative competitive comparison' their product occupies in a given market as perceived by the target market.



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

Email wayne.clouten@bprworld.com

Successful morning shows almost always have a clear identity!

New breakfast show 'challengers' need to build and establish their unique position. So what does that mean exactly?

First, It means understanding what your target market wants.

- ◆ A funny, comedy based show?
- ◆ An information rich show with lots of news, weather and traffic?
- ◆ A warm and friendly show with relatable, human interest content?
- ◆ A crazy show with unusual content and stunts?
- ◆ A lifestyle based show focussing on health, and the environment?

Second, it means assessing what's already available in the market. Can we be demonstrably better or do we have to be clearly different?

Third, What will make our show clearly different and special?, and why should a listener care?

These simple questions create a challenge that needs an answer every day. Shows that are successful have often forgotten what it was that made them successful in the first place. The biggest difference between these shows and the new challengers is that they have built a store of goodwill that takes a long time to dissipate.

What is clear is that successful shows have the attributes of successful brands. They attract, more than they divide, and that can often mean that the audience for a successful morning show is usually greater than the appeal of the music on the station during the remainder of the day. This composition has worked well for decades with successful top 40 station playing music for a young (contemporary) hit audience with a morning show that appeals to a much wider audience aged between 15 and 50.

These breakfast shows also generate a sense of belonging. Listeners become ambassadors for 'their' station and are more than willing to tell

others about it. Generating passion requires emotion, usually emotions shared among people who understand what's important to each other. Friends who talk about the things that interest them, like the show that throws out the pre-prepared material to talk to people (experts and others) about the baby whale separated from its mother near the coast (recent Sydney, Australia story) .

Successful morning shows also 'bestow status'. Listeners who are happy to belong to the club. Fans wear the colours of their favourite sports team, the cap with their (aspirational) logo on it, like the Ferrari colours and logo worn by someone who will never own a Ferrari. For example members of Terry Wogan's listener club on the BBC's Radio 2 call themselves 'TOG's' - 'Terry's old geezers'.

Ultimately it's just not enough for a morning show to just 'be there' even if the content of the show is good. Successful morning shows must ultimately stand out from their competitors, and how they do this is a question that needs to be asked every day!



Music Test Exclusive

This week we present a MMT exclusive!

The data comes from a recent online test conducted among Austrian radio listeners.

Completed between the end of August and 9th September 2008, the panel of 120 people is made up of equal numbers of men and women aged between 20 and 40.

Musically, the majority expressed a primary music preference for contemporary pop rock.

TEST DETAILS:

- ⇒25 current songs tested, these are now being played on one or more Austrian stations
- ⇒Many of the songs are newly released.
- ⇒While release dates will affect familiarity it is interesting to see have a look at the results (full list on next page).

THE RESULTS:

The two top testing songs were **Die Ärzte** – “*Lasse Redn*”, (a German Rock band), and **Duffy's** “*Mercy*”.



Using Duffy's song as a test example, the numbers highlight some important results:

- ⇒Favourites are powerful – around one-third rate it as a favourite song in a total of 52% positive.
- ⇒Burn is high – at 18% this is a warning on continued high rotation.
- ⇒Negatives are not high at 9%, but continued high rotation could result in high burn **and** higher negatives.

(A table of selected song scores on the next page illustrates the rich matrix of information available from this test).

Artist/Title	fav	Pos ac	neg	burn	neutral	song pot.	unknown	fav.unk	pos.unk.	neg.unk.	neutral unk.
Die Ärzte/Lasse redn	30.8	52.5	9.2	8.3	12.5	22.1	17.5	0.0	4.2	5.0	8.3
Duffy/Mercy	33.3	52.5	9.2	18.3	13.3	8.8	6.7	0.8	0.8	0.8	4.3
Amy Winehouse/Valerie	30.0	50.8	10.8	10.8	15.0	15.4	12.5	0.8	4.2	2.5	5.0
Kid Rock/All Summer long	32.5	49.2	9.2	16.7	14.2	13.9	10.8	0.0	3.3	1.7	5.8
Duffy/Warwick Avenue	13.3	39.2	3.3	4.2	10.8	30.3	42.5	6.7	10.8	8.3	16.7
Sugababes/Denial	17.5	35.0	3.3	14.2	22.5	19.3	25.0	0.8	4.2	8.3	11.7
Coldplay/Violet hill	6.7	33.3	5.0	1.7	13.3	23.0	46.7	0.0	8.3	9.2	29.2
Gavin Rossdale/Love remains the same	13.3	32.5	1.7	3.3	13.3	31.7	49.2	5.0	15.0	4.2	25.0
Madonna/4 minutes	11.7	29.2	10.0	5.8	21.7	19.1	33.3	0.0	3.3	11.7	18.3
Jennifer Kae/Little White lies	4.2	26.7	5.0	5.0	16.7	17.1	46.7	0.8	10.8	9.2	25.8
NeYo/Closer	4.2	25.0	8.3	0.8	19.7	16.3	46.7	0.0	8.3	16.7	21.7
Sugababes/Girls	0.8	5.8	5.0	0.0	5.0	6.6	84.2	0.0	11.7	30.8	41.7

EARLY INDICATORS

The tough part of music testing is identifying the new monster hits. Let's look at a couple of examples of new songs in the test:

Gavin Rossdale, "Love remains the same", NeYo's "Closer" and Duffy, "Warwick Avenue". All songs are still unfamiliar, but have high **Song Potential** this is the first indicator that they could become major hits.

To help confirm this result we've added some new features to the **my-musicstest.com** system.

On the right side of the results table at the top of the page you will see:

"Favourite unknown",
 "Positive unknown",
 "Negative unknown" and
 "Neutral unknown".

These numbers come from an additional set of questions that are available for those who have not heard the song before.

This is an optional feature within the latest version of mymusicstest.

So what does this tell us about these songs?

**Duffy, "Warwick Avenue"
 song potential 30%**

42.5% said that they didn't know this song - of these:

- * 6.7% scored it "I like it very much"
- * 10.8% overall positive.
- * 8.3% didn't like it. ... and
- * 16.7% had no opinion.

**Gavin Rossdale
 "Love remains the same"
 song potential 32%**

49% say they don't know the song – of these:

- * 5% scored I like it very much
- * 15% overall positive.
- * 4% didn't like it.

Based on these results these are two standouts for a 'rising hits' category.

**NeYo, "Closer"
 song potential 16%**

47% don't know it – of these:

- * 0 (zero) like it very much
- * 8% overall positive.
- * 17% negative (don't like it)

as we can see the 'first listen' scores suggest that this song is less likely to be a mass hit. Among those who know it the highest scores are 'neutral' (don't care either way).

While we also know that unfamiliar songs are more likely to be rated as negative, identifying new hits first is an important and powerful programming tool.

To see the complete test result summary or to find out more about mymusicstest.com for your market contact:

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mymusicstest.com is available in most languages.

