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Talent Check

Great radio programming is not just about music. Personality, content and style are paramount in building long-term relationships between a station and its listeners.

Talent Check is an online survey tool designed to gauge listener's reactions and responses to personalities, content and marketing, and capable of giving programmers unique insights into what the audience likes.

Talent Check is capable of testing a wide range of on-air content from TV commercials to DJ features. It can be targeted at a station's potential audience, or be used to enhance current audience experience.

For any further enquiries, or to order a Talent Check contact us at <u>info@bprworld.com</u>