

The Impact of Spot Loads and Spot Placement on Station Performance



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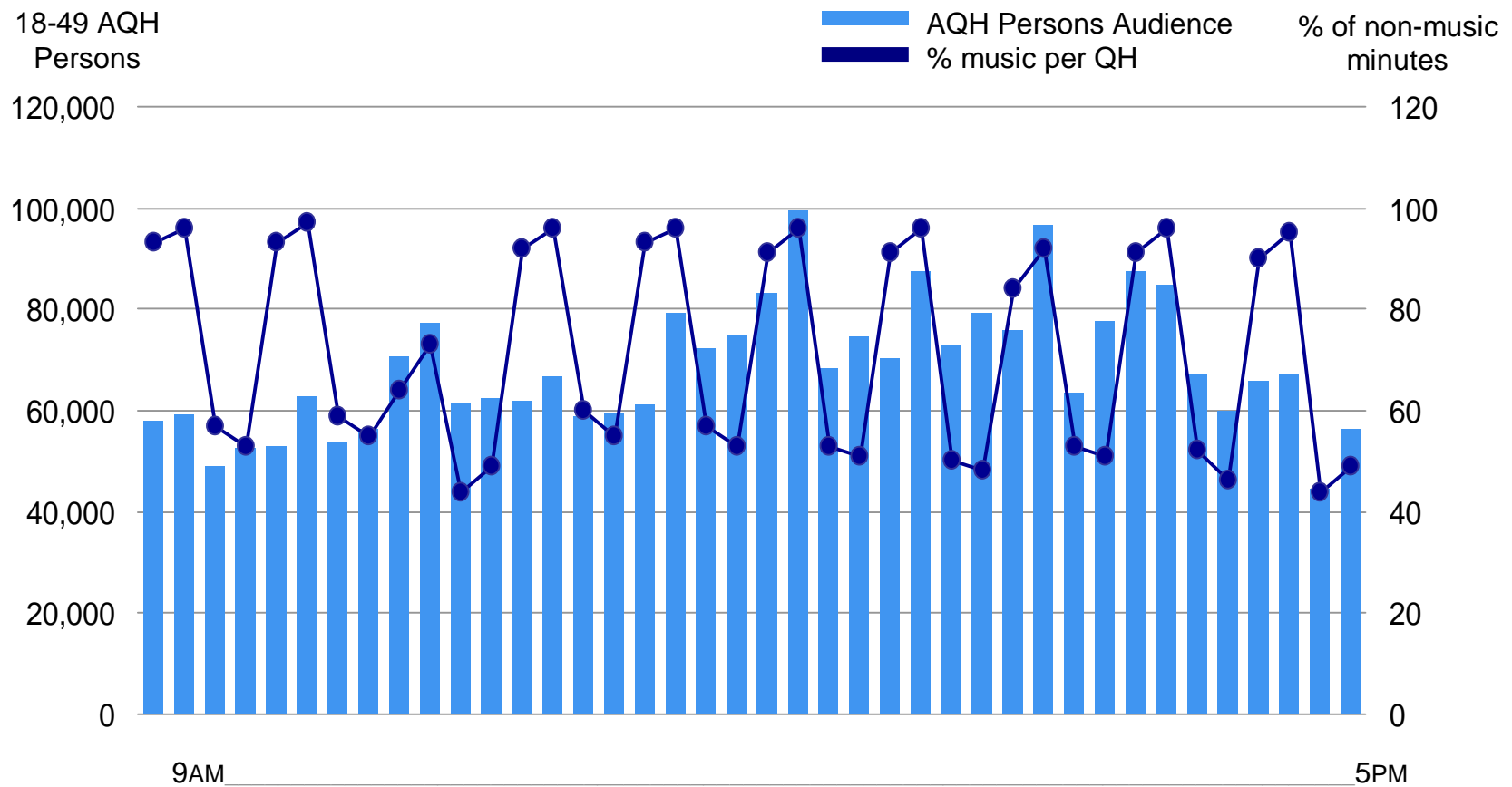
Critical Questions Regarding Spot Load and Placement

- » *Do spot breaks really impact my audience levels?*
- » *Does it really matter where my spots are placed?*
- » *Does it really matter how many times a station breaks per hour?*
- » *Does it really matter how many Commercial minutes and/or units a station runs? Are six :30s the same as three :60s?*

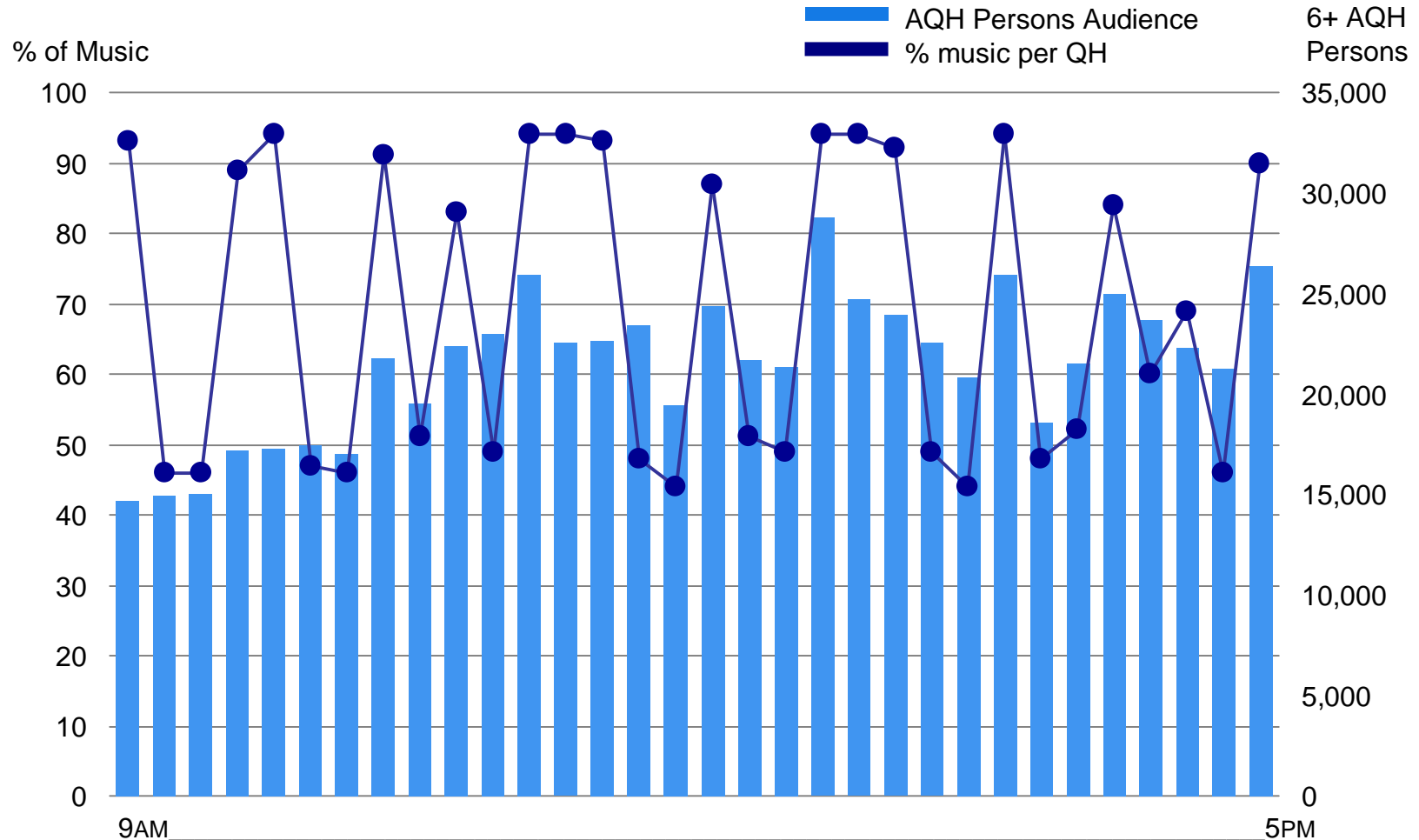
Do Spot Loads Really Impact Station Performance?

In PPM There Is a Relationship Between Audience and Content at the Quarter-Hour Level

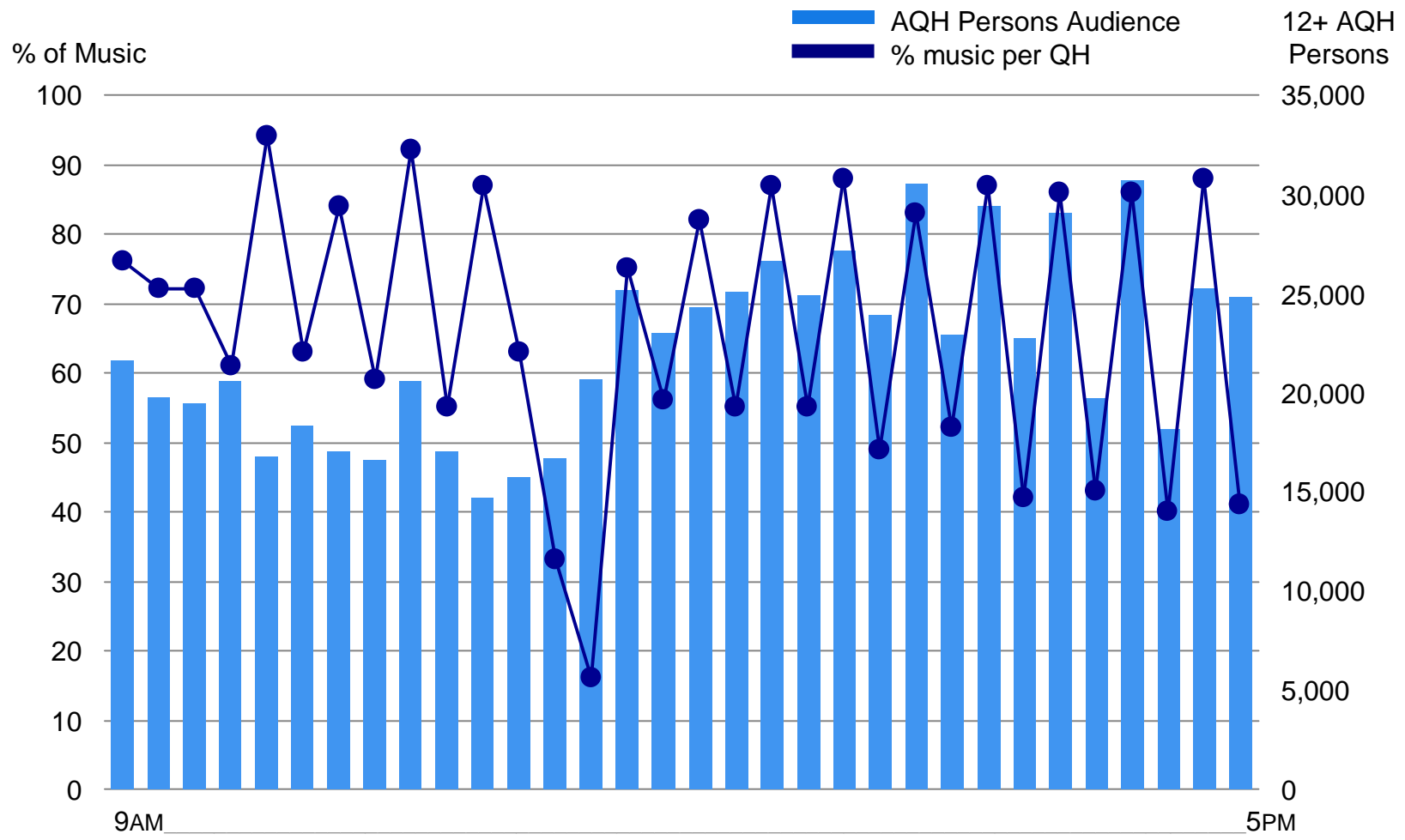
KIIS Los Angeles



Relationship Between AQH Persons and Commercial Minutes KILT-FM Persons 6+



Relationship Between AQH Persons and Commercial Minutes WGCI-FM Persons 12+



January 2009, Mon-Fri, 9AM-5PM

Do Spot Loads Matter?

- » The average* station could increase its AQH Persons by 35% by getting credit for all Quarter-Hours in which a listener** was present at some point during that quarter-hour.

**Top 10 markets, top 15 stations, Mon-Fri, 9AM-5PM, October 2009*

***A listener is defined as someone who spent at least one hour with the station Mon-Fri, 9AM-5PM, during the week*



How Do You Measure Spot Load Strategies?



Total Minutes for Oct Mon-Fri 9AM-5PM	Total Units for Oct Mon-Fri 9AM-5PM	Total Breaks for Oct Mon-Fri 9AM-5PM	Avg Minutes per Break	Avg Minutes per Hour	Avg Units per Break	Avg Units per Hour	Number of Breaks per Hour
1,657.9	2,170.6	363.6	4.7	10.4	6.2	13.6	2.3

% of Units in 1 st QH	% of Units in 2 nd QH	% of Units in 3 rd QH	% of Units in 4 th QH
9.3	31.4	23.0	36.3

% of QH Missed	AQHD
0.35	0.29

Numbers above are averages for all stations used in the study.

The Study

WSB-AM	News/Talk	WBBM-FM	Rhythmic-Chr	WLZL-FM	Tropical	KBUE-FM	Rgnl Mexican	WIOQ-FM	Chr
WHTA-FM	Urban Contmp.	WKQX-FM	Modern Rock	WTGB-FM	Adult Contmp.	KLVE-FM	Romantica	WRDW-FM	Rhythmic-Chr
WSRV-FM	Classic Hits	WGCI-FM	Urban Contmp.	WKYS-FM	Urban Contmp.	KRCD-FM	Spanish Adult Hit	WPHI-FM	Rhythmic-Chr
WBTS-FM	Rhythmic-Chr	WKSC-FM	Chr	WMMJ-FM	Urban Ac	KPWR-FM	Rhythmic-Chr	WOGF-FM	Classic Hits
WWWQ-FM	Chr	WOJO-FM	Rgnl Mexican	WASH-FM	Adult Contmp.	KIIS-FM	Chr	WUSL-FM	Urban Contmp.
WALR-FM	R&B Oldies	WLIT-FM	Adult Contmp.	WPGC-FM	Rhythmic-Chr	KHHT-FM	Urban Ac	WMGK-FM	Classic Rock
WFSH-FM	Contmp. Christia	WVAZ-FM	Urban Ac	WMZQ-FM	Country	KROQ-FM	Modern Rock	WIP-AM	Sports
WBZY-FM	Rgnl Mexican	WTMX-FM	Hot Ac	WRQX-FM	Hot Ac	KOST-FM	Adult Contmp.	WYSP-FM	Rock
WZGC-FM	Adult Alternative	WUSN-FM	Country	WIHT-FM	Chr	KAMP-FM	Chr	WXTU-FM	Country
WKLS-FM	Rock	WMVP-AM	Sports	WBIG-FM	Classic Hits	KSCA-FM	Rgnl Mexican	WBEB-FM	Adult Contmp.
WSB-FM	Adult Contmp.	WDRV-FM	Classic Hits	WWDC-FM	Rock	KRTH-FM	Classic Hits	WMMR-FM	Rock
WKHX-FM	Country	WSCR-AM	Sports	WTOP-FM	News	KBIG-FM	Hot Ac	WDAS-FM	Urban Ac
WAMJ-FM	Urban Ac	WILV-FM	Adult Contmp.	WHUR-FM	Urban Ac	KLOS-FM	Classic Rock	WBEN-FM	Adult Hits
WUBL-FM	Country	WXRT-FM	Adult Alternative	WAMU-FM	News/Talk	KLAX-FM	Rgnl Mexican	WISX-FM	Rhythmic Ac
WVEE-FM	Urban Contmp.	WJMK-FM	Adult Hits	WJFK-FM	Sports	KCBS-FM	Adult Hits	WRFF-FM	Modern Rock
WTKK-FM	Talk	KTCY-FM	Spanish Hits	KTRH-AM	News/Talk	WPLJ-FM	Hot Ac	KNBR-AM	Sports
WRKO-AM	Talk	KVIL-FM	Adult Contmp.	KKHH-FM	Chr	WWPR-FM	Urban Contmp.	KLLC-FM	Hot Ac
WODS-FM	Oldies	KLNO-FM	Rgnl Mexican	KKBQ-FM	Country	WQHT-FM	Rhythmic-Chr	KISQ-FM	R&B Oldies
WBOS-FM	Modern Rock	KBFB-FM	Rhythmic-Chr	KGLK-FM	Classic Hits	WXRK-FM	Chr	KCBS-AM	News
WXKS-FM	Chr	KDGE-FM	Rock	KRBE-FM	Chr	WSKQ-FM	Tropical	KBAY-FM	Adult Contmp.
WBZ-FM	Sports	KKDA-FM	Urban Contmp.	KTBZ-FM	Modern Rock	WRKS-FM	Urban Ac	KBLX-FM	Urban Ac
WBMX-FM	Hot Ac	KDMX-FM	Hot Ac	KTJM-FM	Rgnl Mexican	WCBS-FM	Classic Hits	KIOI-FM	Hot Ac
WKLB-FM	Country	KJJK-FM	Adult Hits	KSBJ-FM	Contmp. Christia	WAXQ-FM	Classic Rock	KYLD-FM	Rhythmic-Chr
WROR-FM	Classic Hits	KPLX-FM	Country	KODA-FM	Soft Ac	WBLS-FM	Urban Ac	KMVQ-FM	Rhythmic Ac
WAAF-FM	Rock	KLUV-FM	Classic Hits	KHMX-FM	Hot Ac	WWFS-FM	Adult Contmp.	KMEL-FM	Urban Contmp.
WJMN-FM	Rhythmic-Chr	KEGL-FM	Rock	KHPT-FM	80's Hits	WPAT-FM	Spanish Hits	KOIT-FM	Adult Contmp.
WEEI-AM	Sports	KMVK-FM	Spanish Chr	KAMA-FM	Spanish Hits	WFAN-AM	Sports	KFOG-FM	Adult Alternative
WMJX-FM	Adult Contmp.	KHKS-FM	Chr	KLTN-FM	Rgnl Mexican	WKTU-FM	Rhythmic Ac	KEZR-FM	Hot Ac
WMKK-FM	Adult Hits	KTCK-AM	Sports	KMJQ-FM	Urban Ac	WHTZ-FM	Chr	KSOL-FM	Rgnl Mexican
WZLX-FM	Classic Rock	KZPS-FM	Classic Rock	KBXX-FM	Rhythmic-Chr	WLTW-FM	Adult Contmp.	KRZZ-FM	Rgnl Mexican

The Study

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WALR-FM	R&B Oldies							K-FM	Classic Rock
WFSH-FM	Contmp. Cl							M	Sports
WBZY-FM	Rgnl Mexican							-FM	Rock
WZGC-FM	Adult Altern							-FM	Country
WKLS-FM	Rock							-FM	Adult Contmp.
WSB-FM	Adult Contr							R-FM	Rock
WKHX-FM	Country							-FM	Urban Ac
WAMJ-FM	Urban Ac							-FM	Adult Hits
WUBL-FM	Country							FM	Rhythmic Ac
WVEE-FM	Urban Cont							-FM	Modern Rock
WTKK-FM	Talk							AM	Sports
WRKO-AM	Talk							FM	Hot Ac
WODS-FM	Oldies							FM	R&B Oldies
WBOS-FM	Modern Ro							AM	News
WXKS-FM	Chr							FM	Adult Contmp.
WBZ-FM	Sports							FM	Urban Ac
WBMX-FM	Hot Ac							FM	Hot Ac
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- Top 10 Markets
- Top 15 stations, Persons 18-49, October 2009
- Daypart of Monday-Friday 9AM-5PM
- Calculated rank for 18-34 and 25-54 AQH Persons
- Commercial time and units provided by Media Monitors
- Format designator MStreet

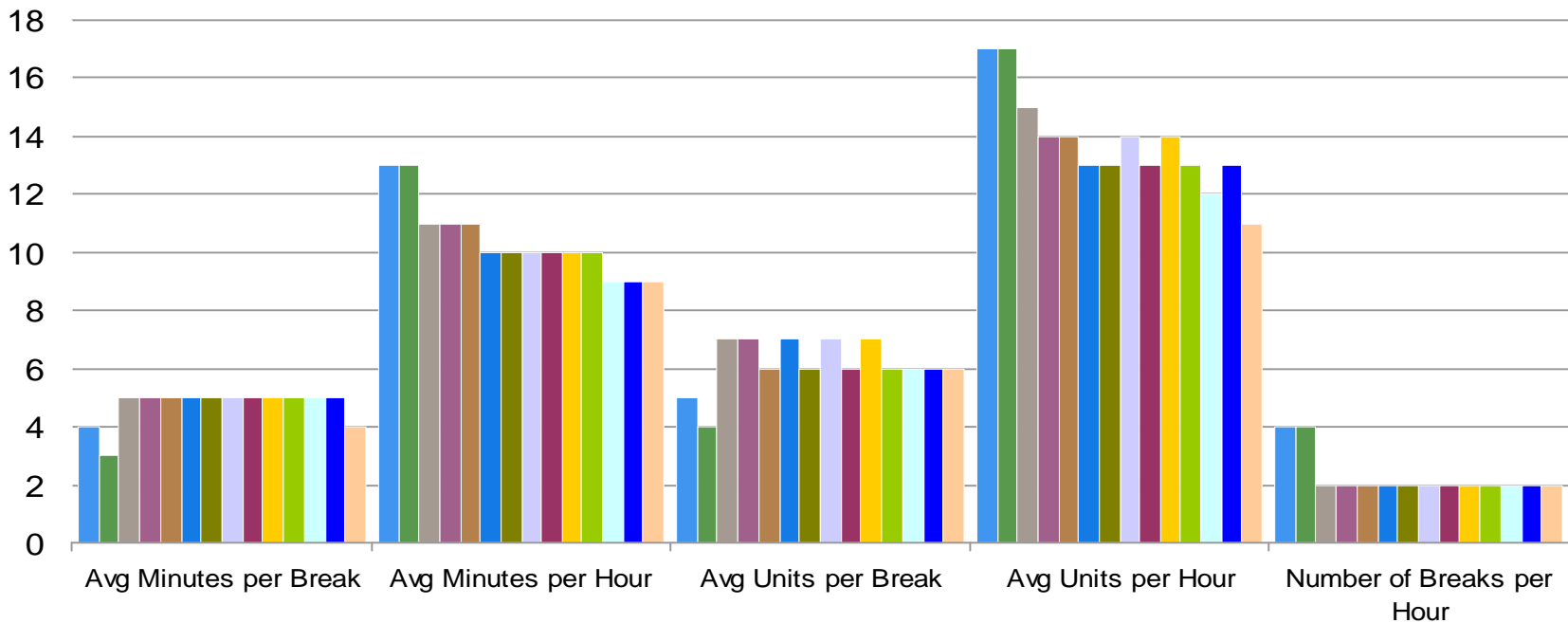
Format Comparison

- Urban Contemporary
- Urban AC
- All Sports
- Spanish Adult Hits
- Rock
- Rhythmic AC
- Mexican Regional
- N/T/I
- Modern Rock
- Hot AC
- Country
- Classic Hits/Classic Rock
- CHR
- Adult Contemporary

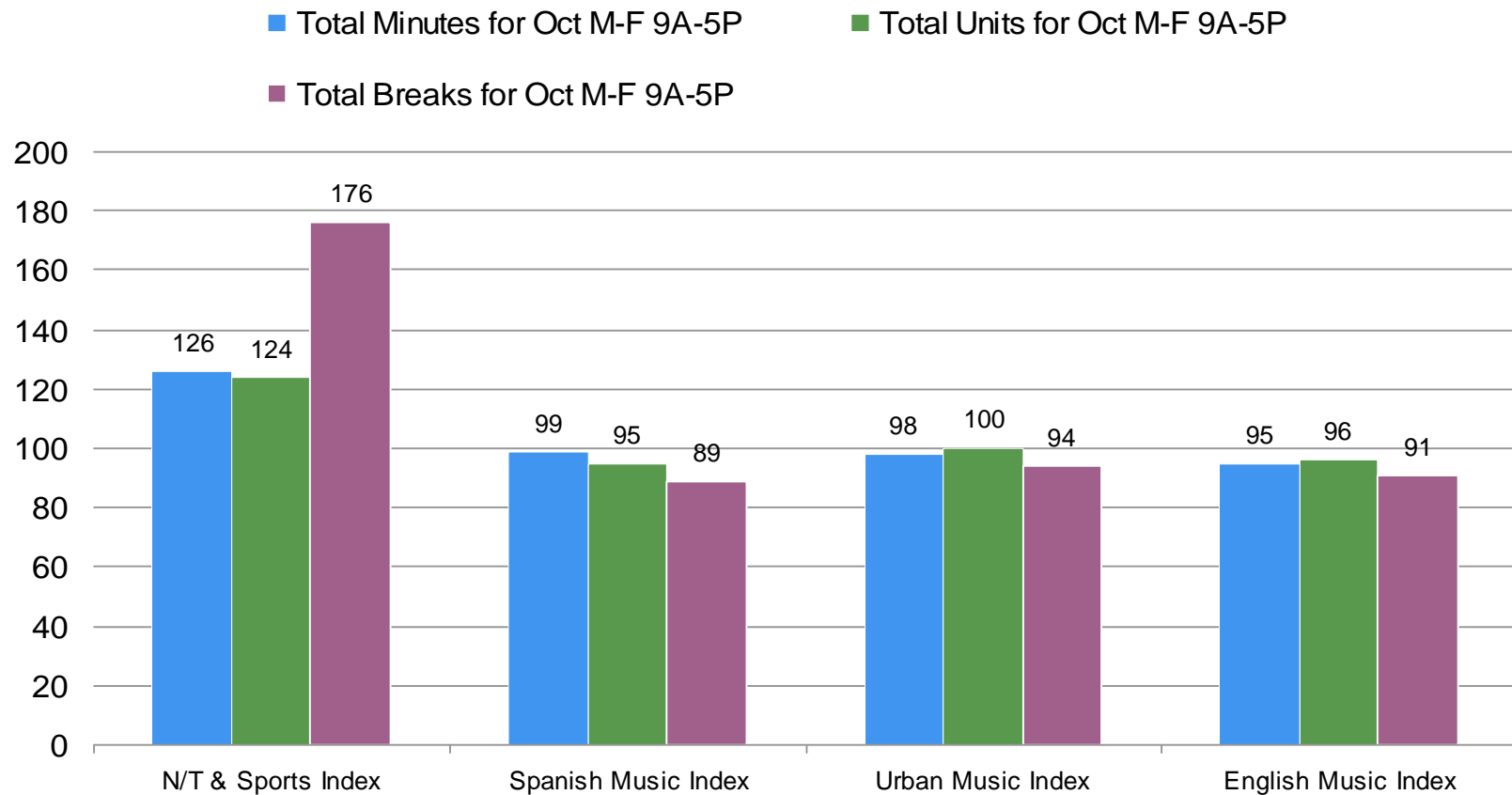
Core Metrics Comparison

Out of Music Formats, Country, Regional Mexican and Urban AC Run the Most Commercial Minutes

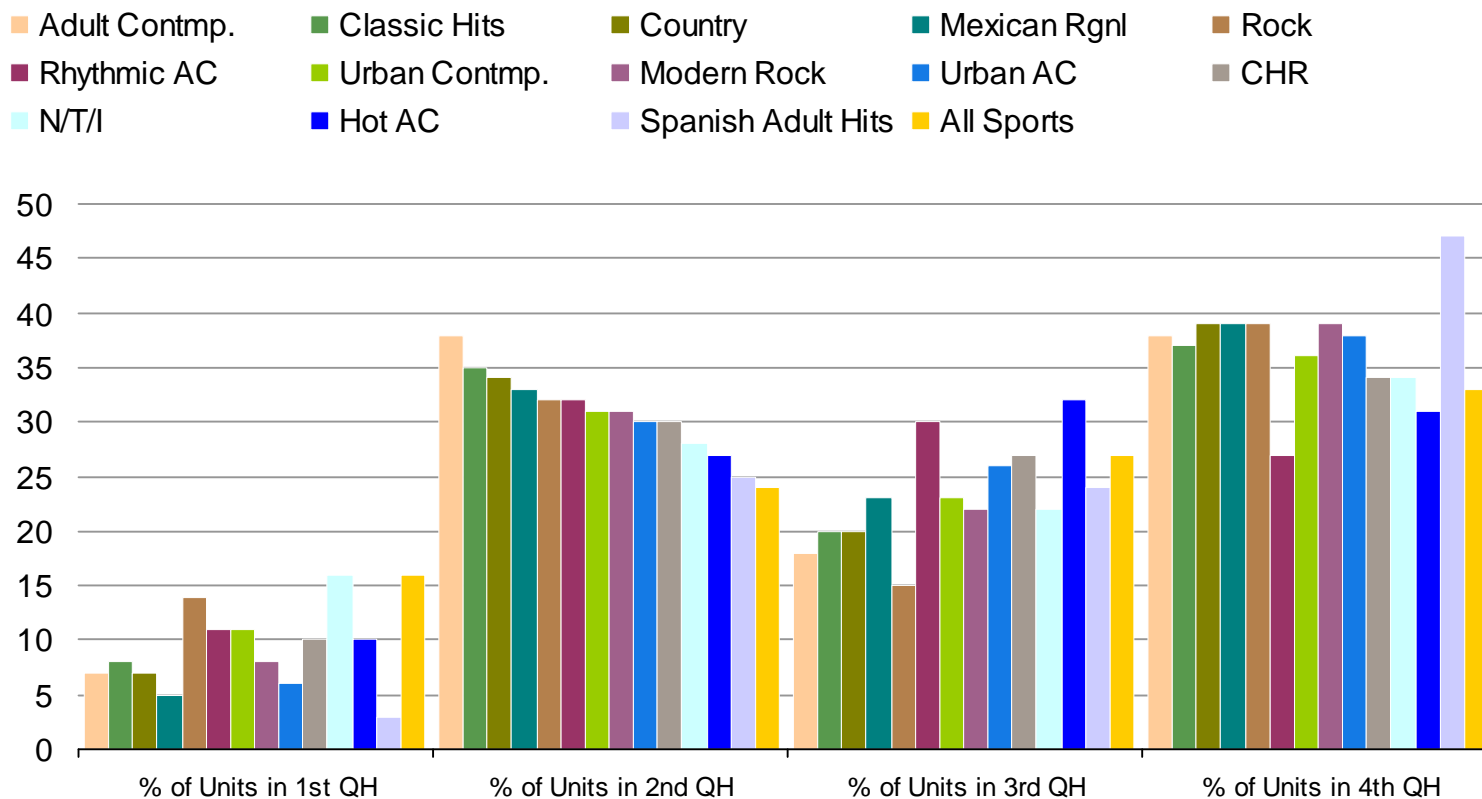
- All Sports
- Urban Contmp.
- Adult Contmp.
- N/T/I
- Rock
- Spanish Adult Hits
- Urban AC
- Hot AC
- Rhythmic AC
- Mexican Rgnl
- Classic Hits
- Modern Rock
- Country
- CHR



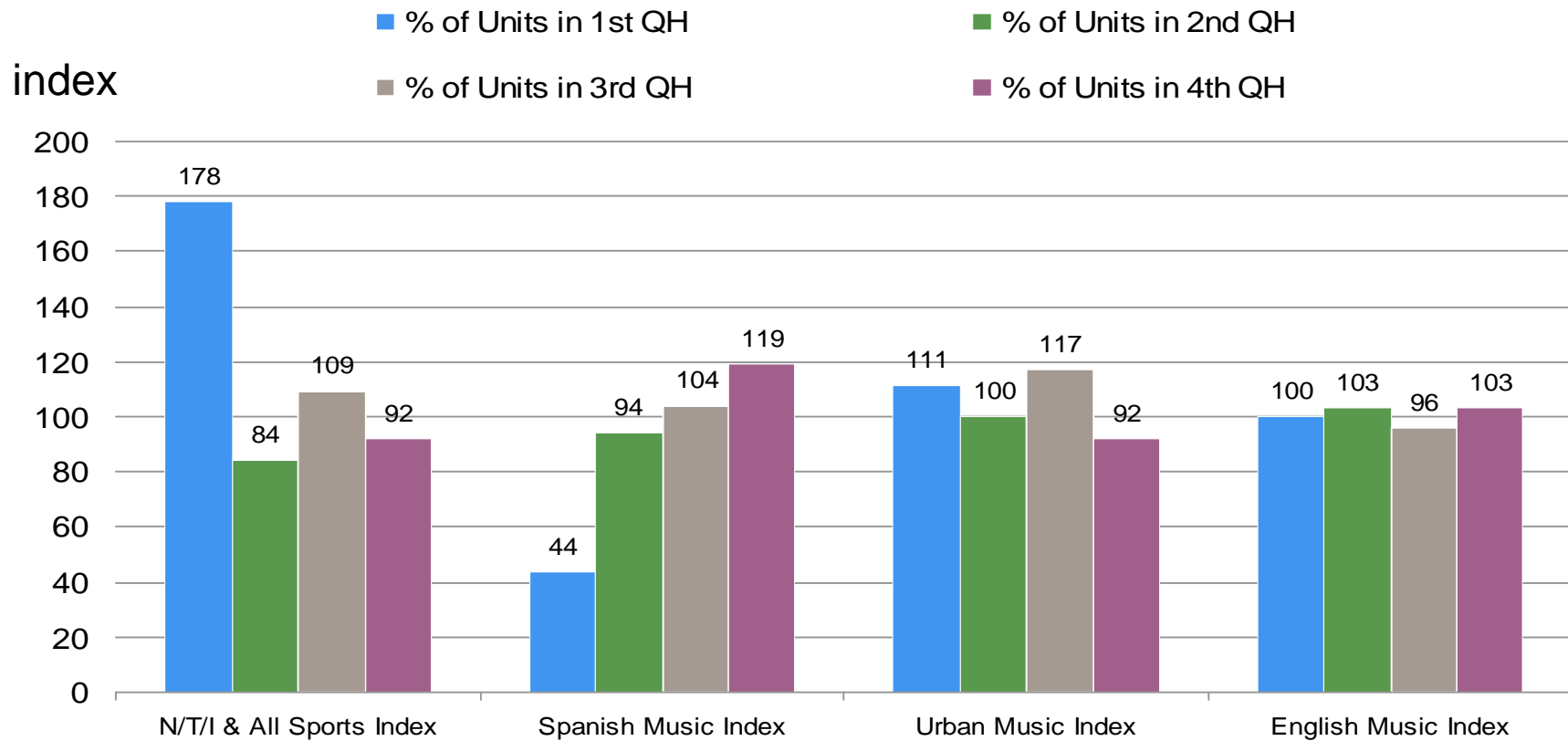
How Does Spot Placement Differ by Format Category?



Which Quarter-Hour Do Spots Run?



How Does Spot Placement Differ by Format Category?



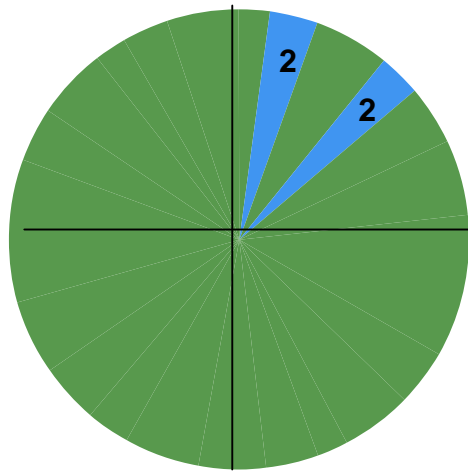
% of Units in 1 st QH	% of Units in 2 nd QH	% of Units in 3 rd QH	% of Units in 4 th QH
9.3	31.4	23.0	36.3



How Do You Measure Spot Load Strategies? Two New Metrics

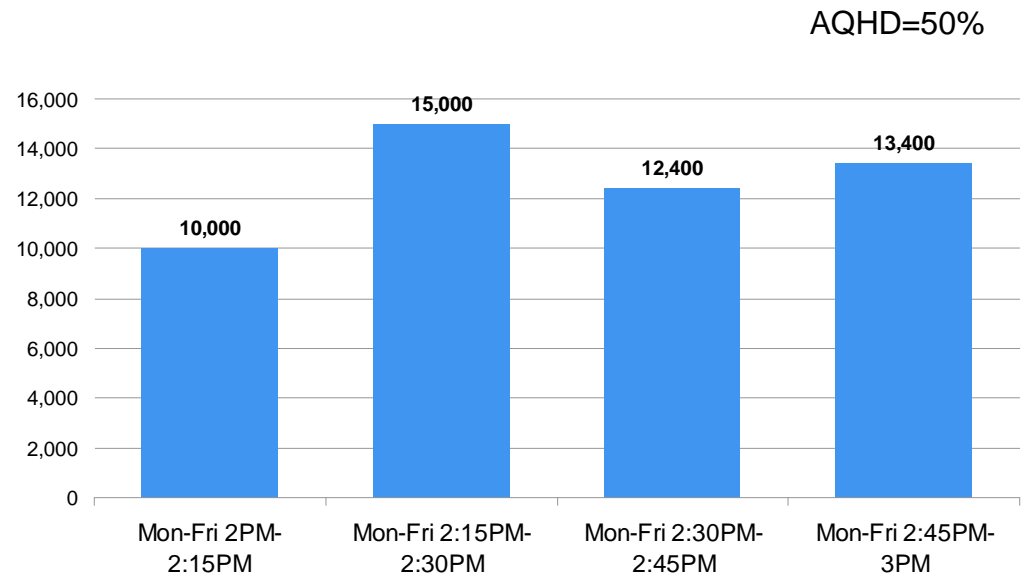
% of QH Missed	AQHD
0.35	0.29

Missed Quarter-Hour



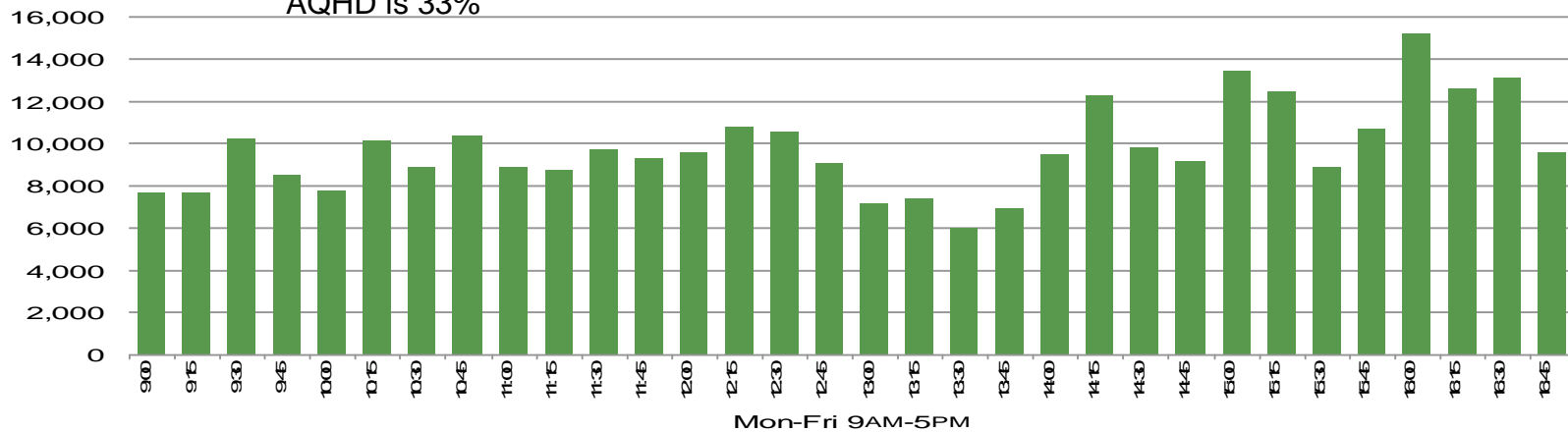
Must listen to the station for at least one hour a week to be included.

Average Quarter-Hour Differential

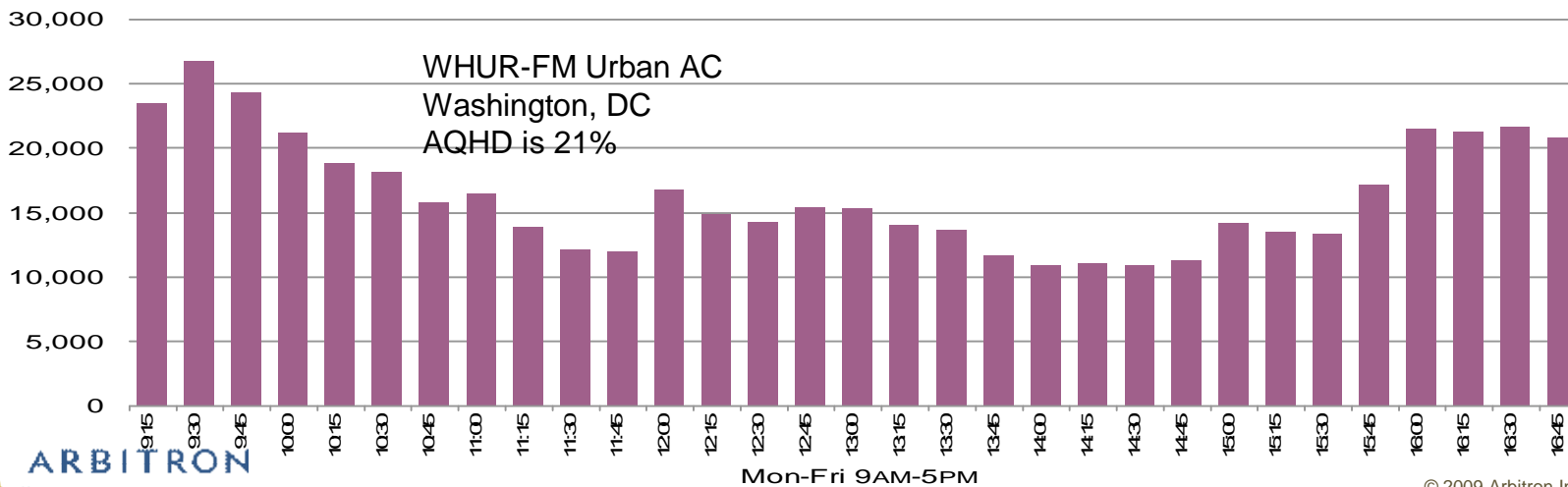


Does Average Quarter-Hour Differential Impact Ratings?

WMMJ-FM Urban AC
Washington, DC
AQHD is 33%

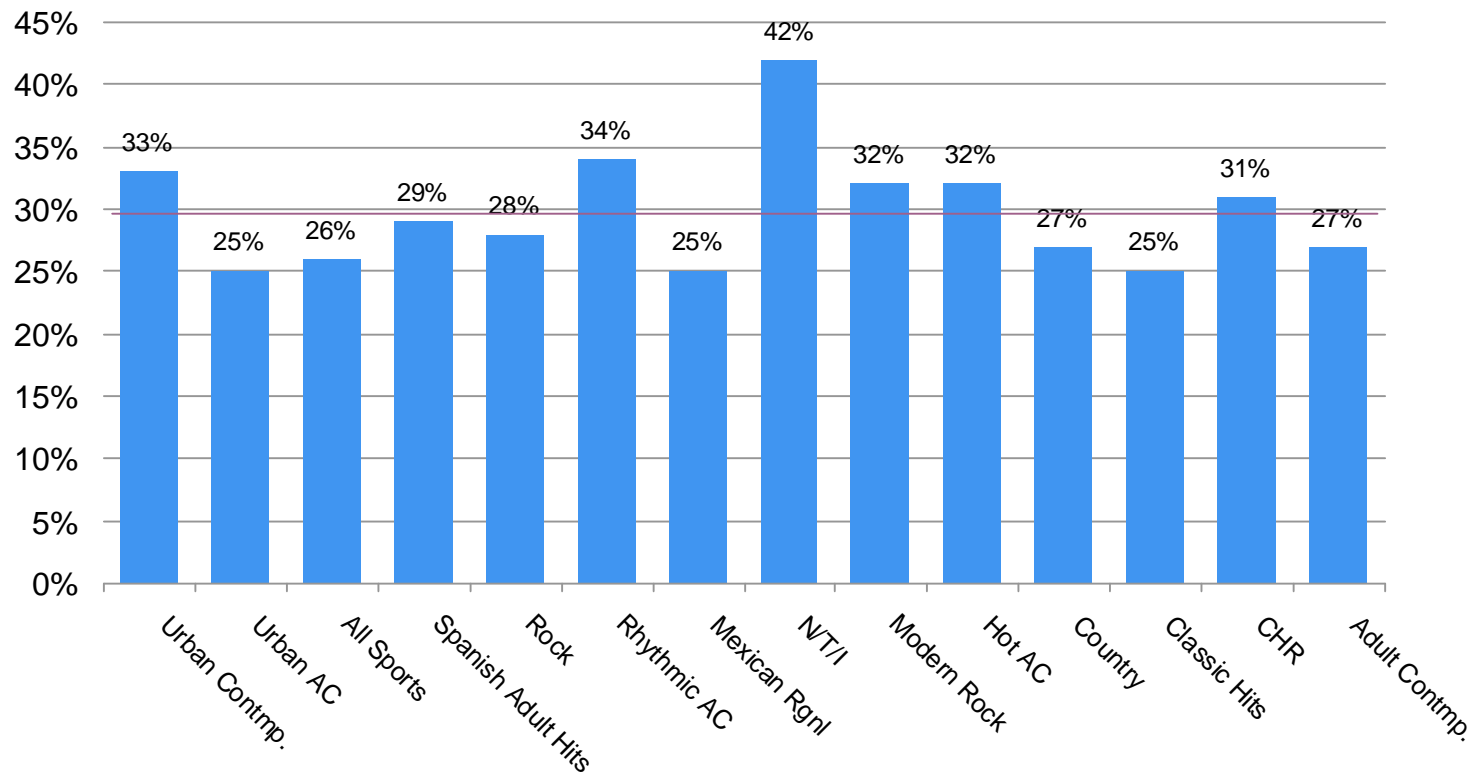


WHUR-FM Urban AC
Washington, DC
AQHD is 21%



How Much Bounce Do Formats Have During the Average Hour?

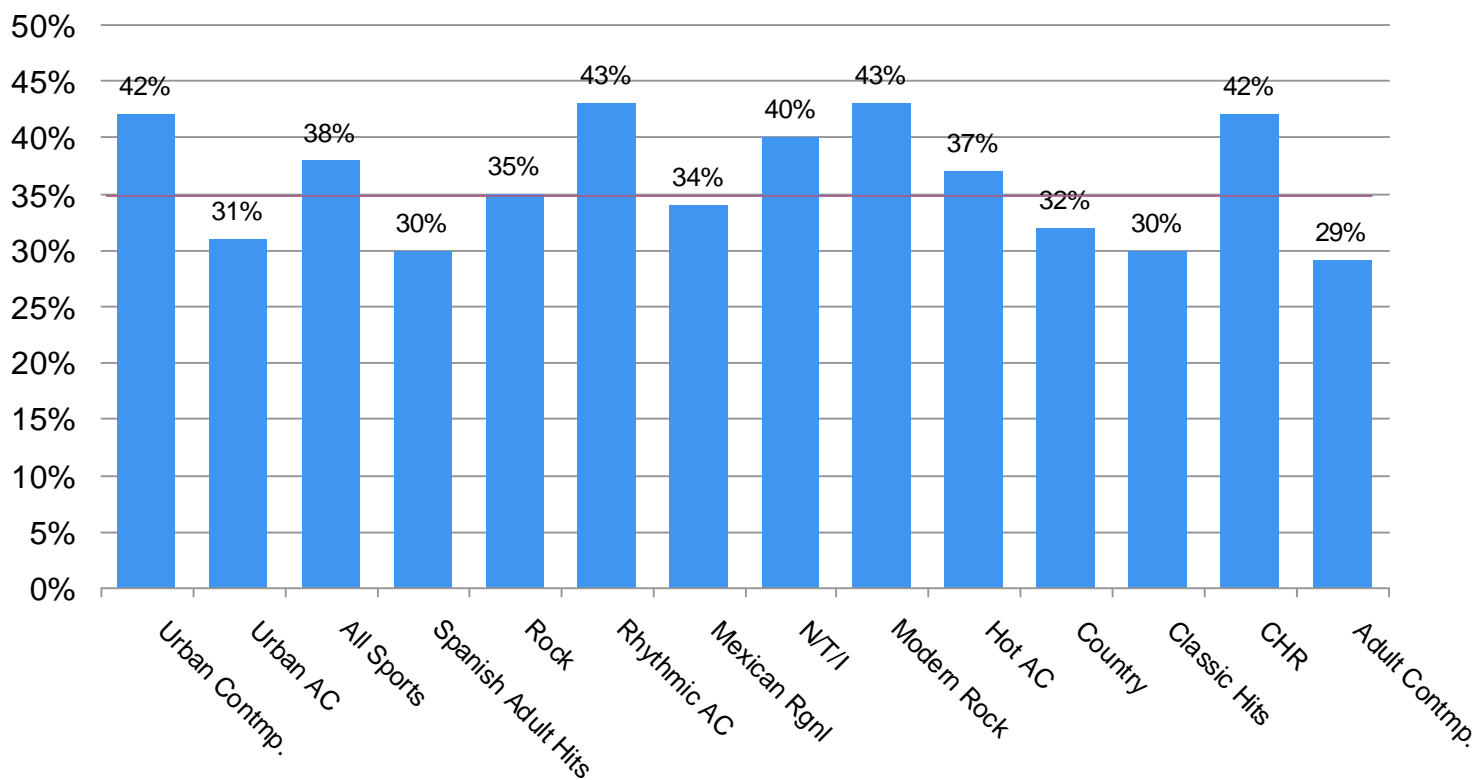
Average Quarter-Hour Differential



How To Read: For the Urban Contemporary. The average difference between the highest quarter-hour and the lowest quarter-hour, during the average hour 9AM-5PM, is 35%.

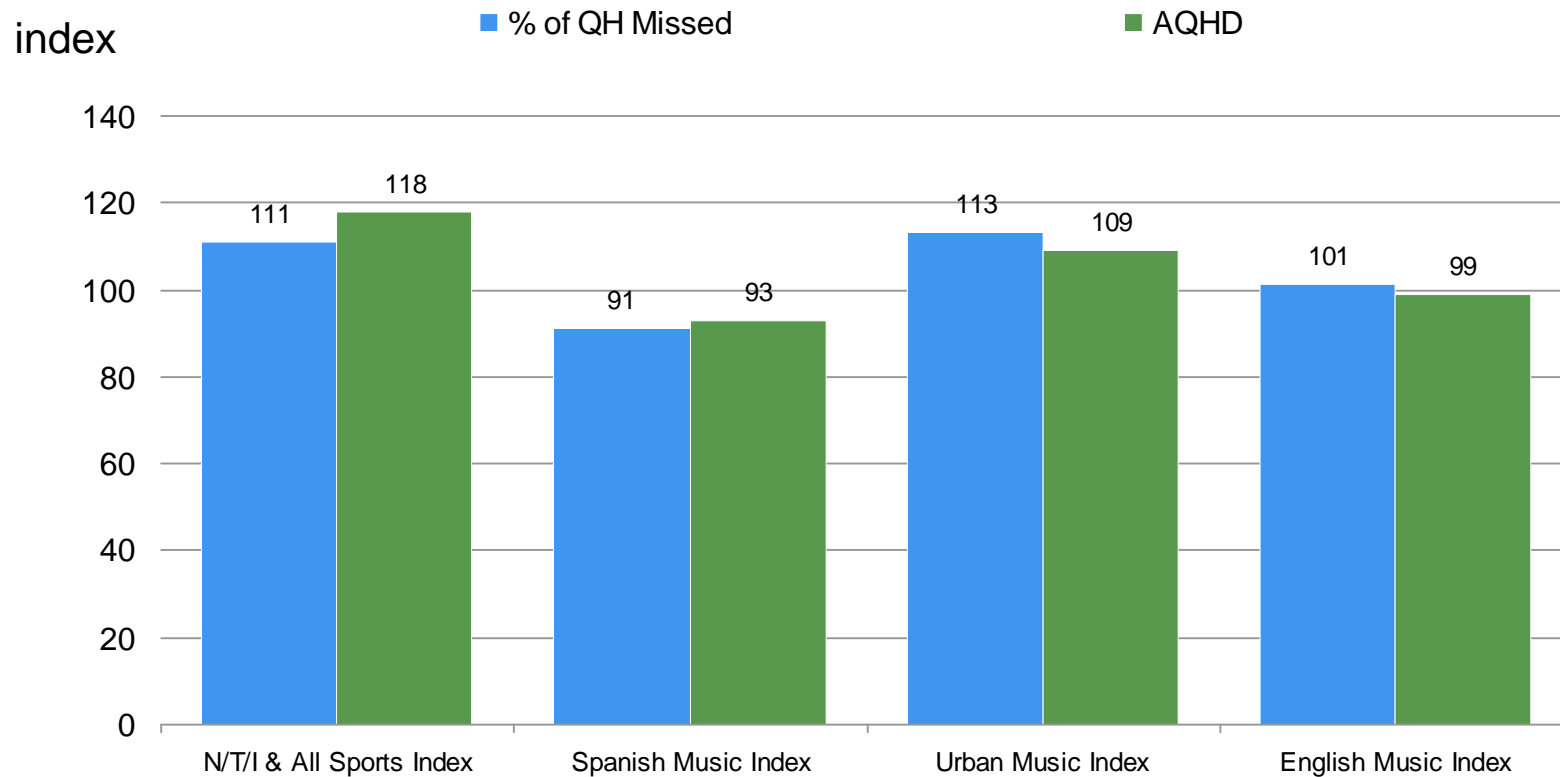
What Percent of AQH's Are Not Converted Into Cume or AQH?

Average Quarter-Hour Missed



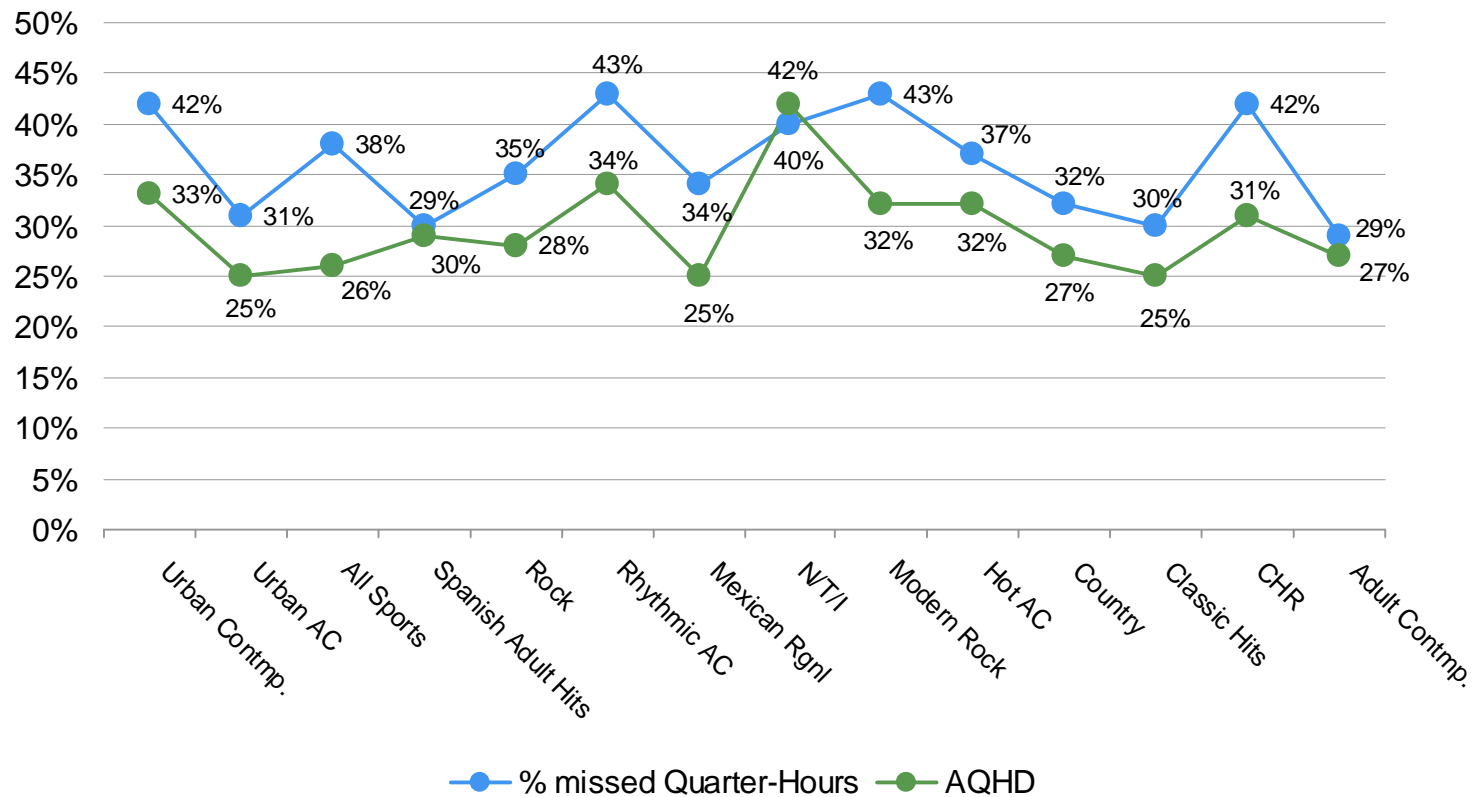
How to Read: During the average quarter-hour, Adult Contemporary fails to convert 29% of its listeners into the Cume or quarter-hour.

How Do Commercial Minutes Differ by Format Category?



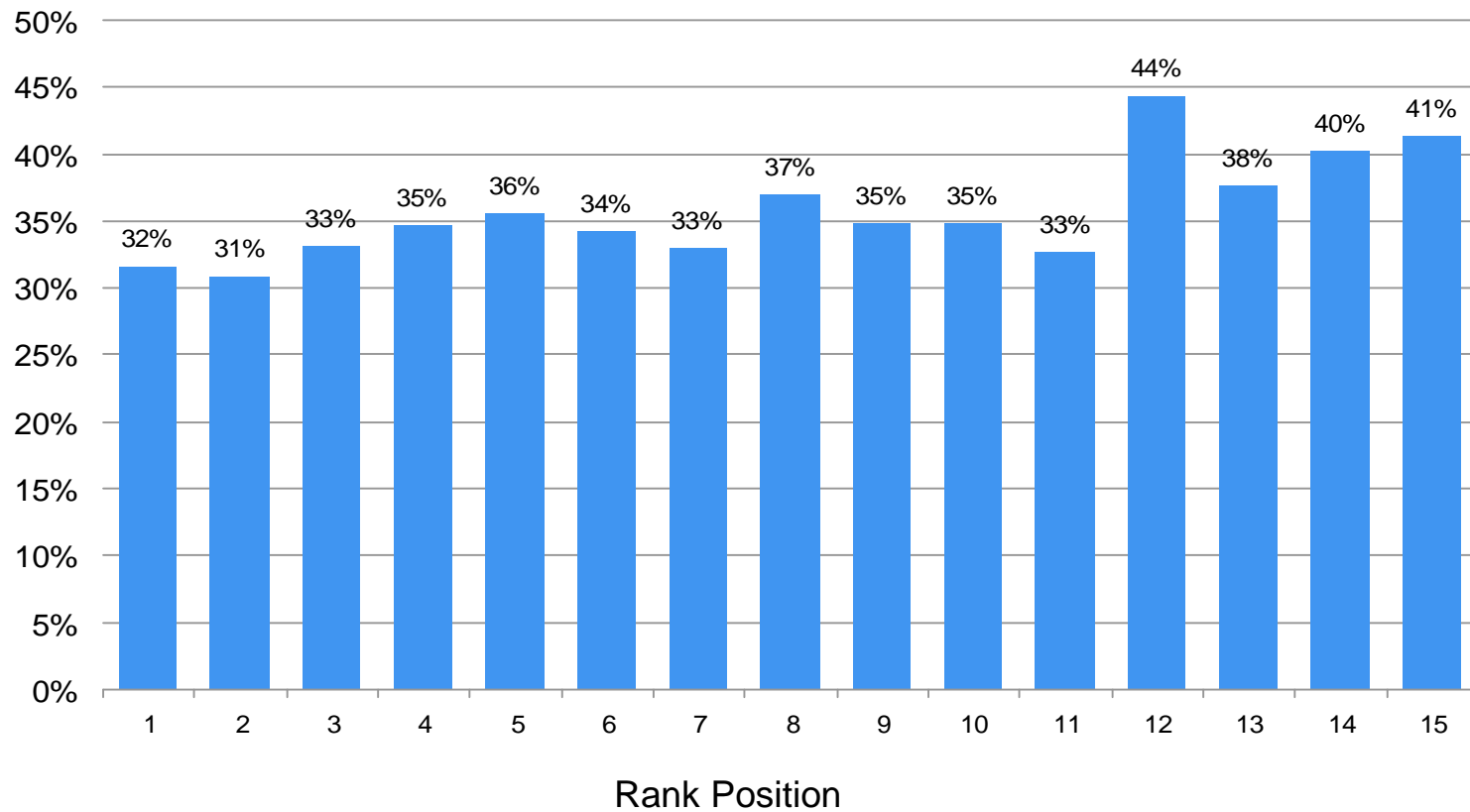
% of QH Missed	AQHD
0.35	0.29

There Is a Connection Between Average Quarter-Hours Missed and Average Quarter-Hour Differential

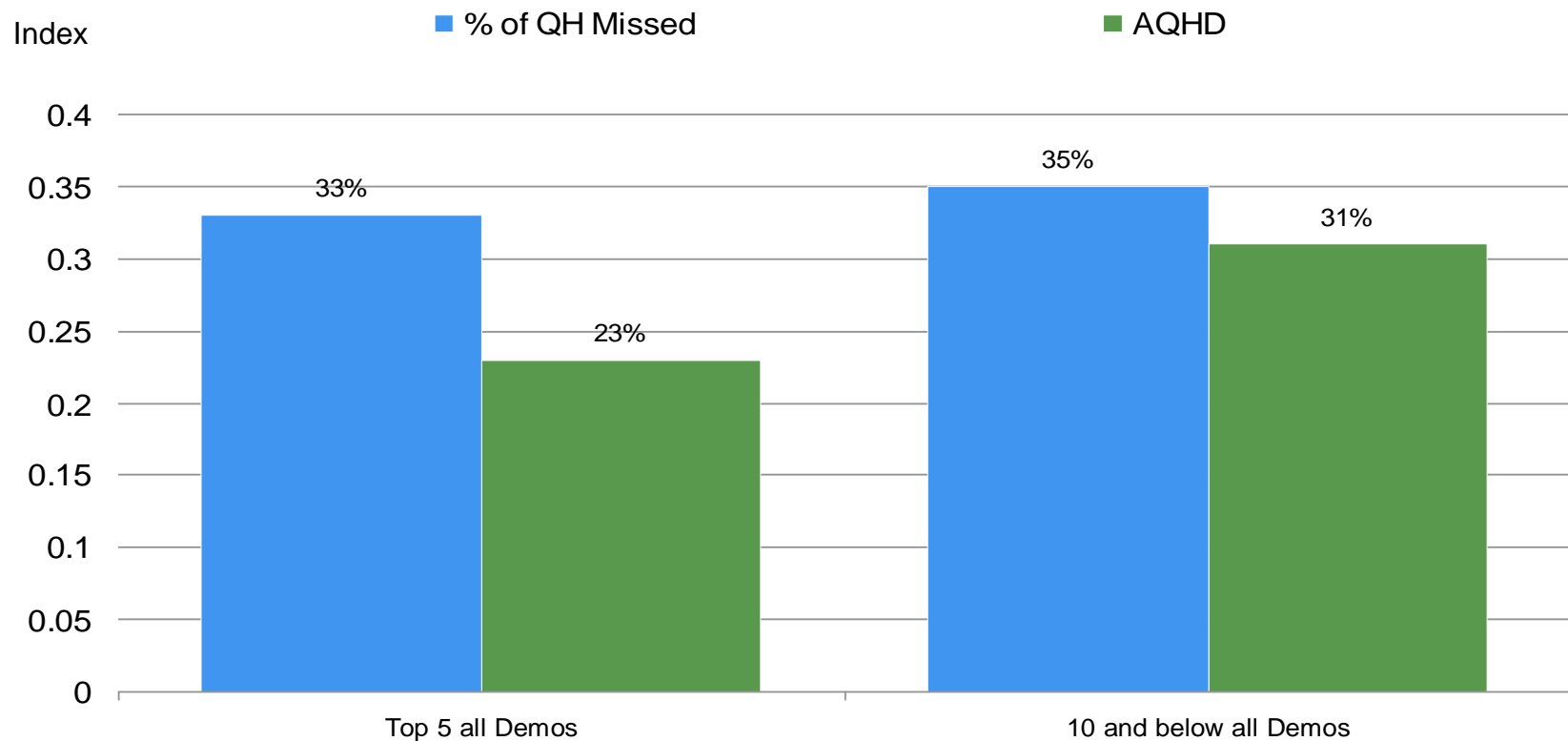


What Do Top Ranked Stations Have in Common?

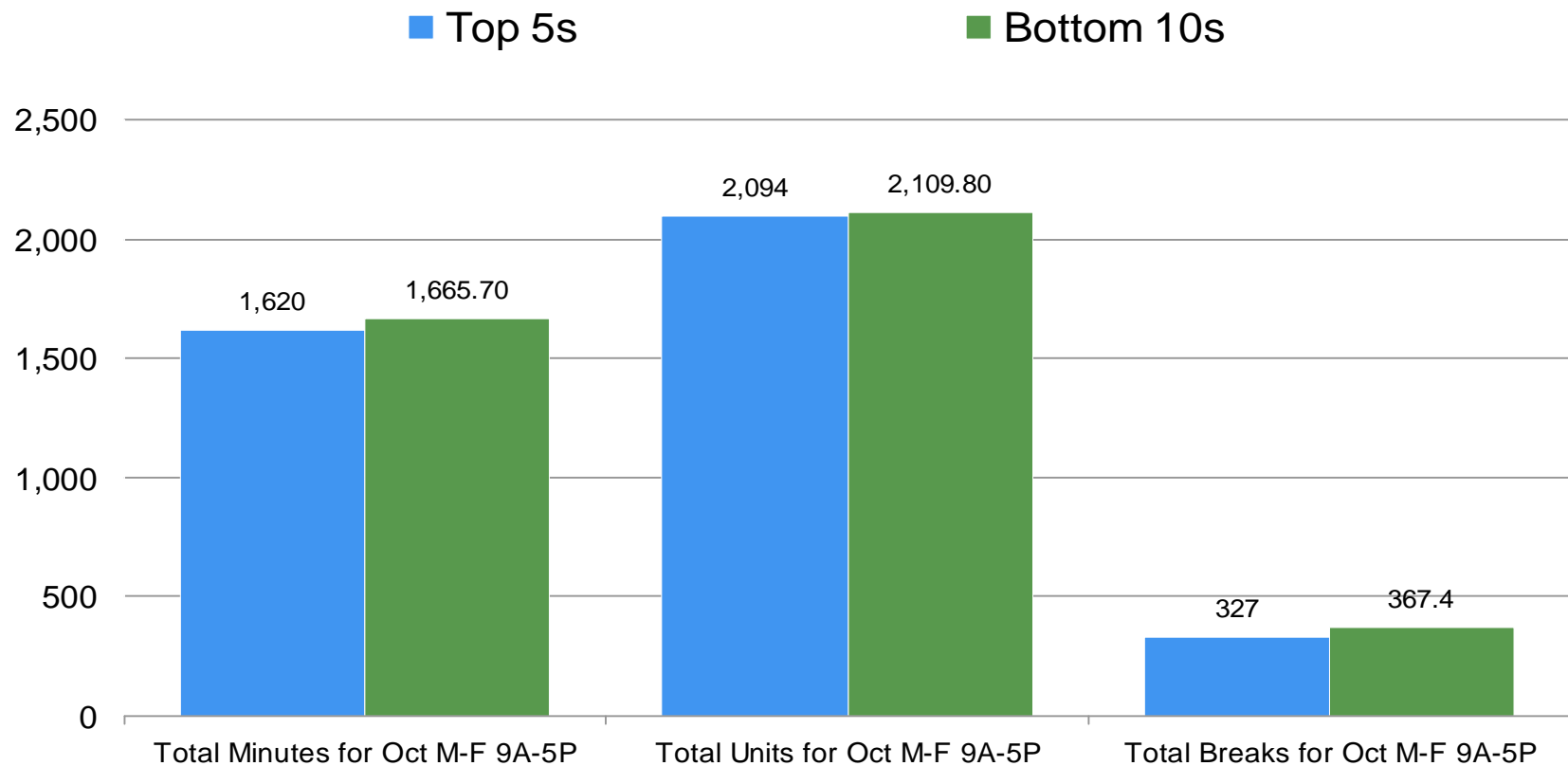
Rank Position by Quarter-Hours Missed



How Do Commercial Minutes Differ by Rank Position?

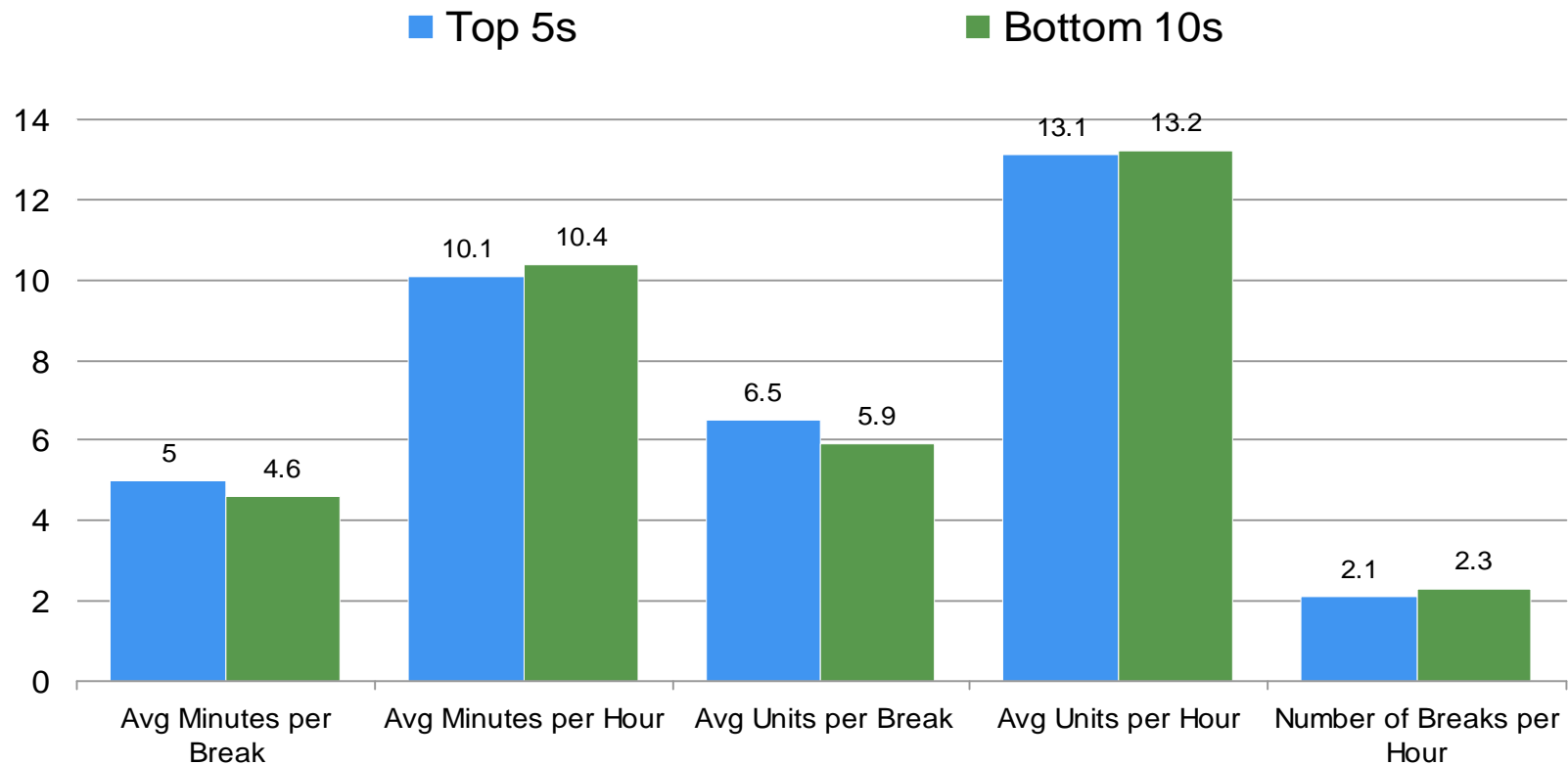


How Do Commercial Minutes and Units Differ by Rank Position?



Top 5s – rank top 5 in 18-34, 18-49 and 25-54
Bottom 10s – rank 10 and below in 18-34, 18-49 and 25-54

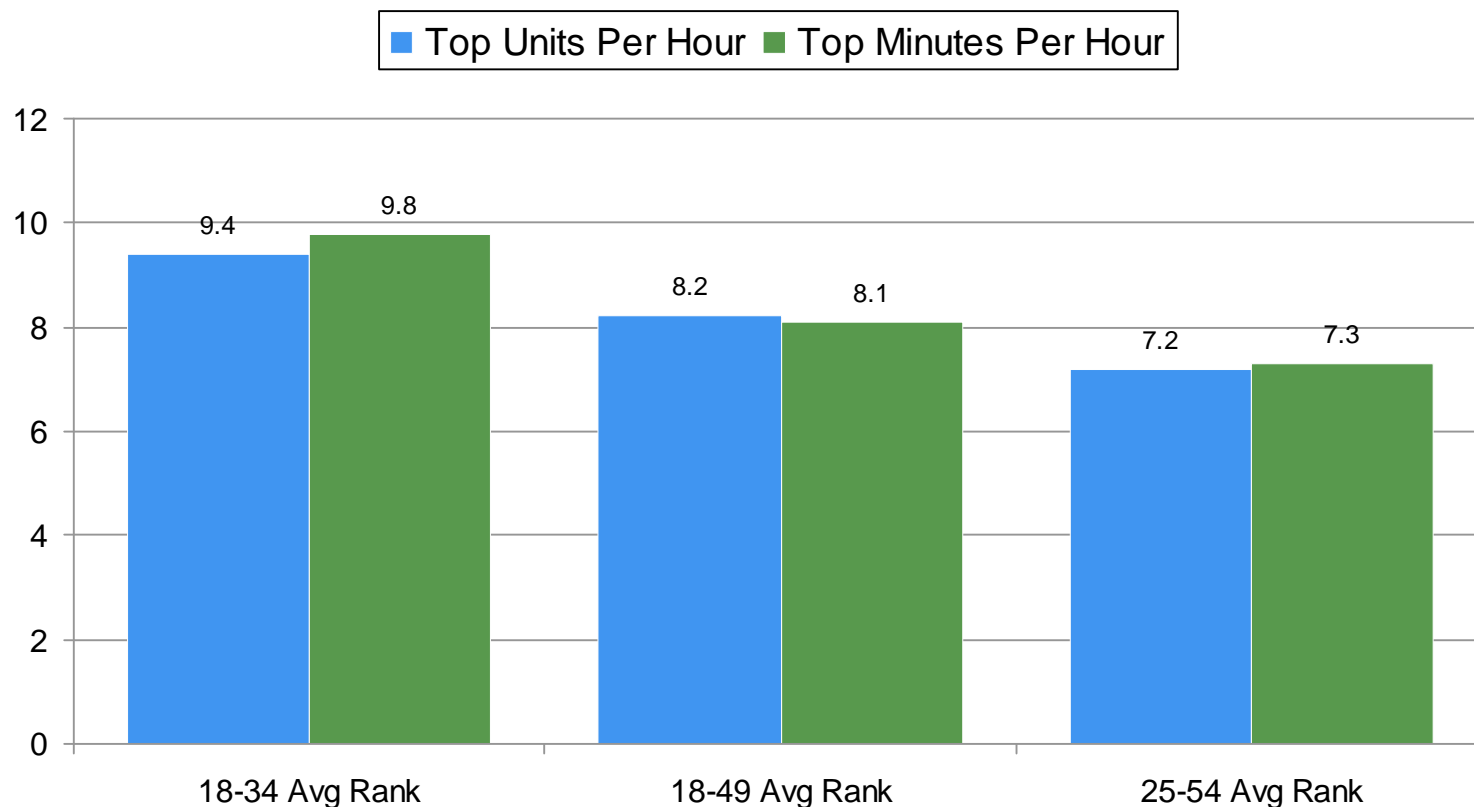
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Bottom 10s – rank 10 and below in 18-34, 18-49 and 25-54

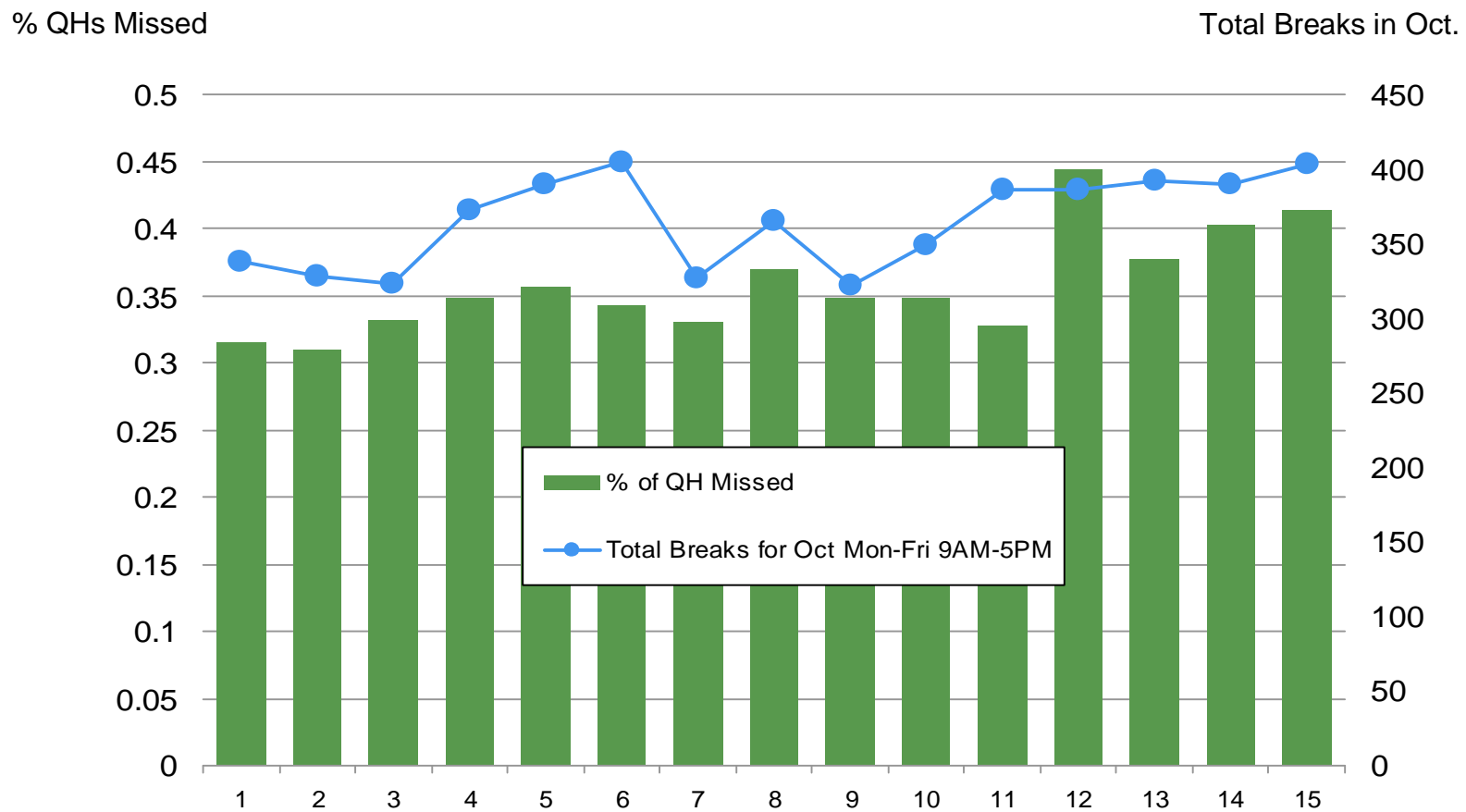
Units vs. Commercial Minutes

There doesn't appear to be a difference between stations that run higher spot levels vs. those that run higher units

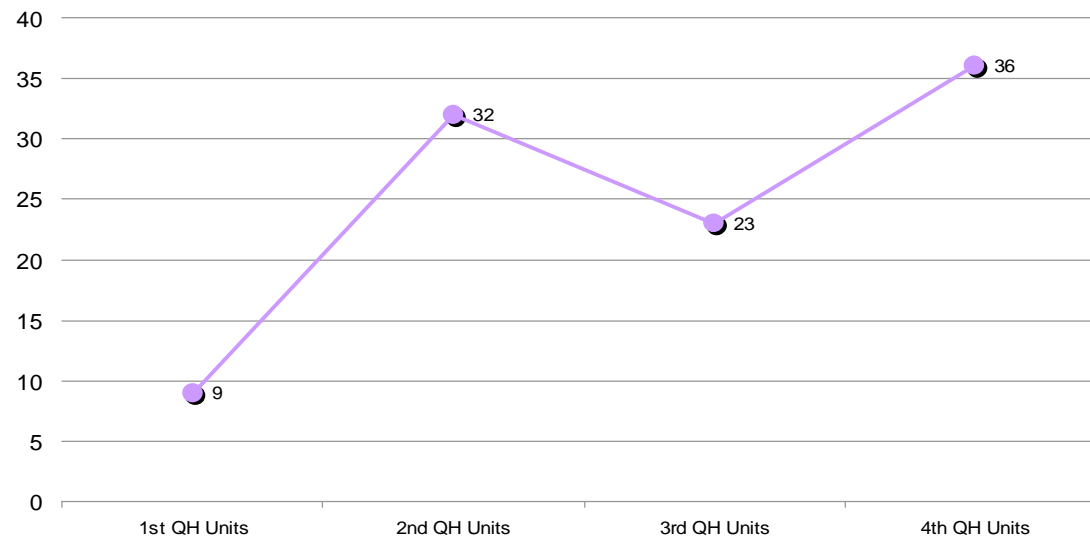


Top 3rd of stations with the most commercial units vs. Top 3rd of stations with commercial minutes

Total Breaks Trends Vary Closely With Missed Quarter-Hours



Spot Placement and Rank

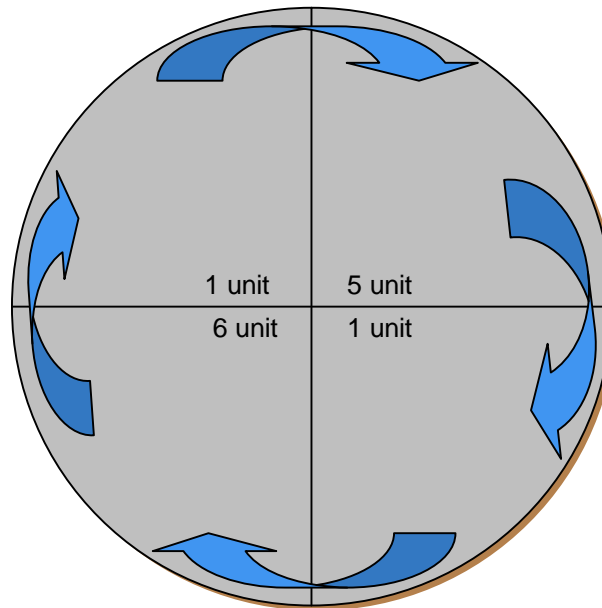


Measuring Spot Placement

Example

4th to 1st Quarter Hour
%400

3rd to 4th Quarter Hour
-83%



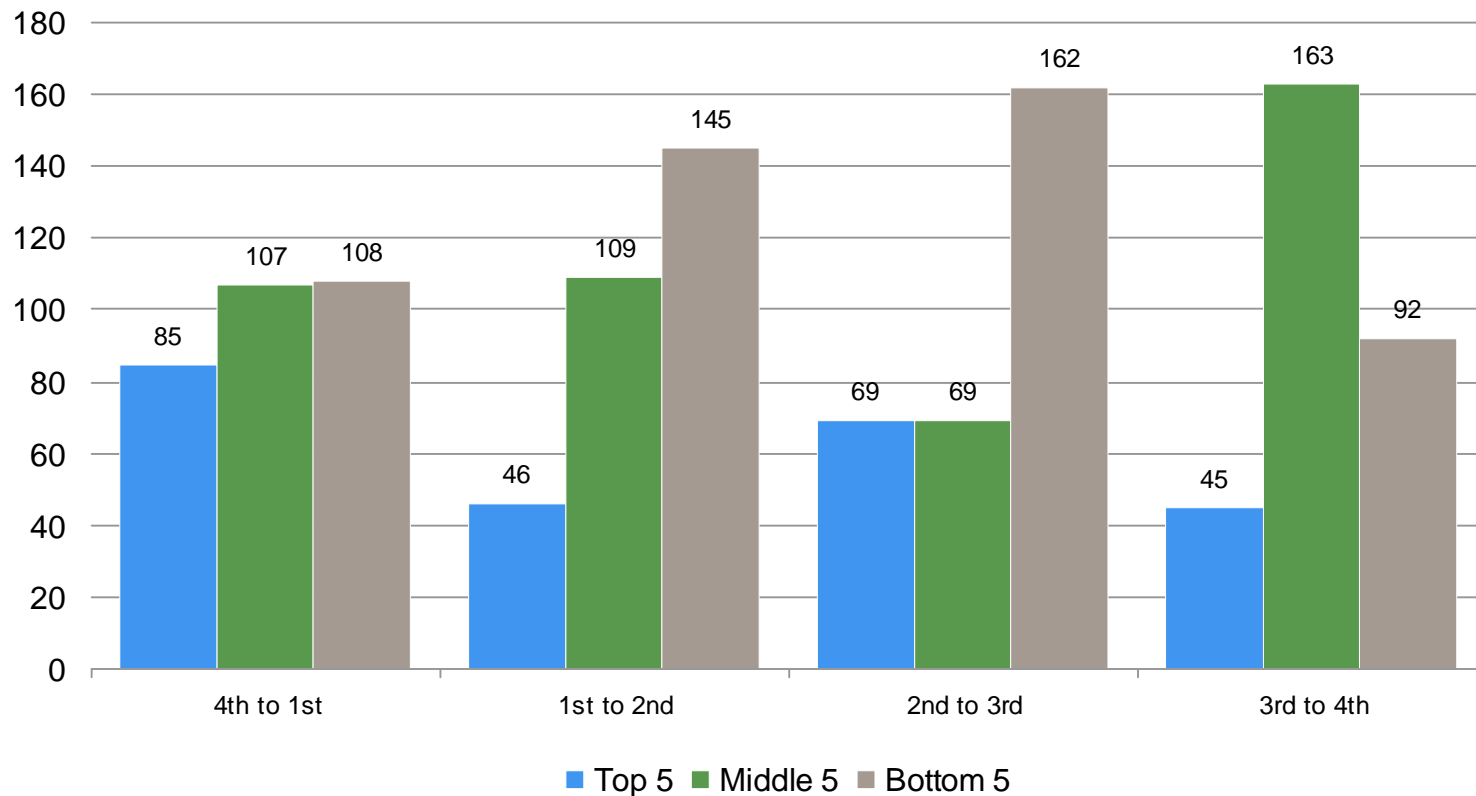
1st to 2nd Quarter Hour
-80%

2nd to 3rd Quarter Hour
500%

Music Station Commercial Change From Quarter-Hour to Quarter-Hour

Persons 18-34
Index

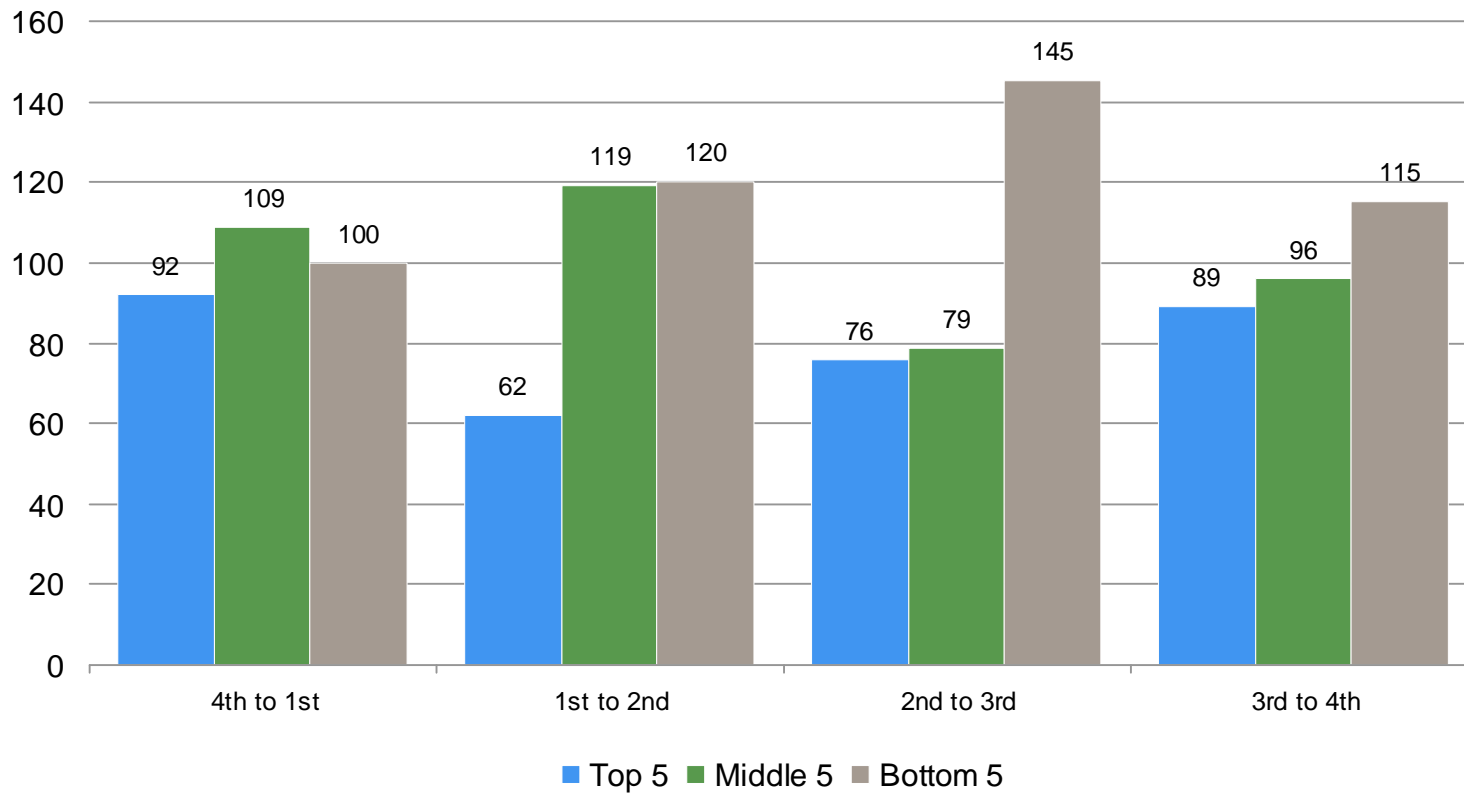
Top Stations Tend to Spread Units



Music Station Commercial Change From Quarter-Hour to Quarter-Hour

Persons 18-49

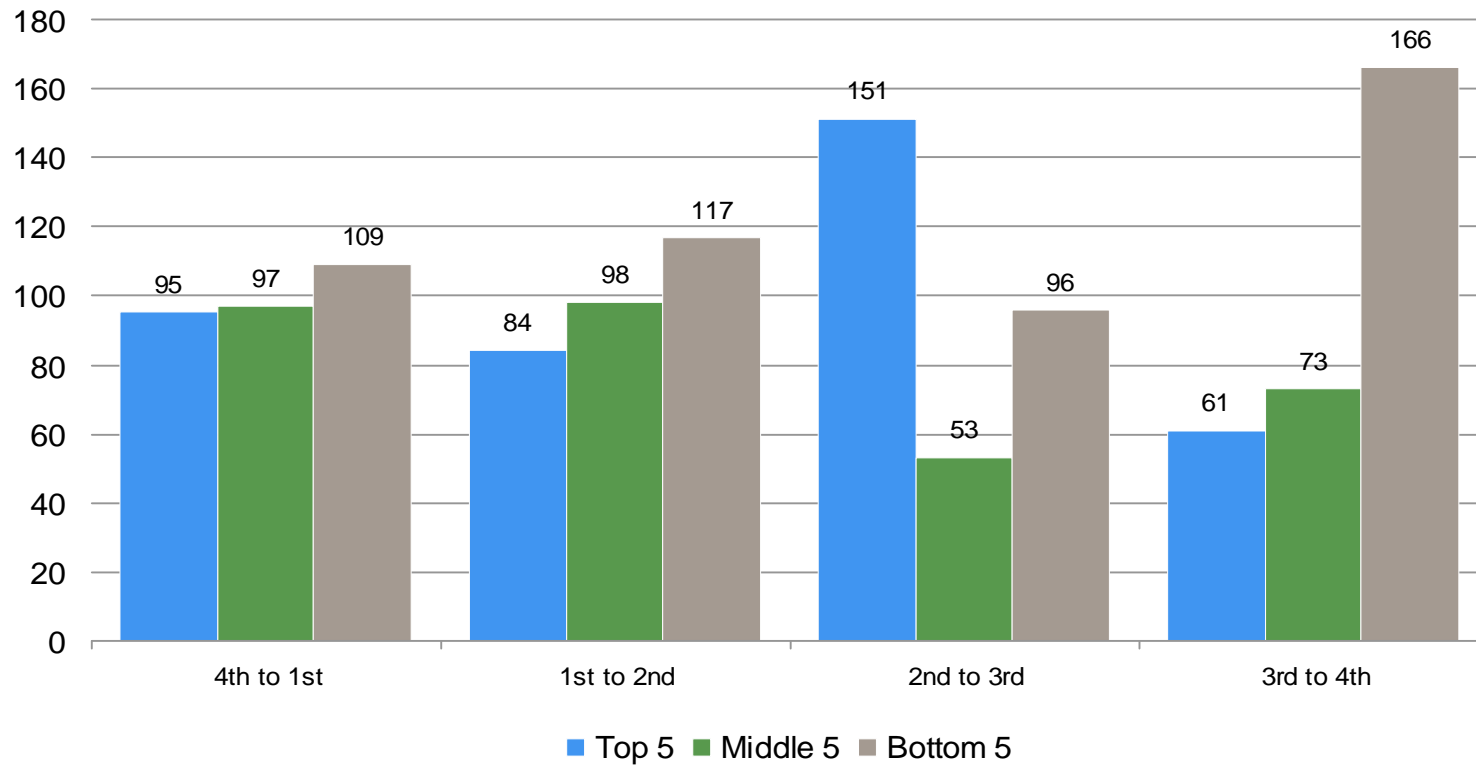
Index



Music Station Commercial Change From Quarter-Hour to Quarter-Hour

Persons 25-54

Index



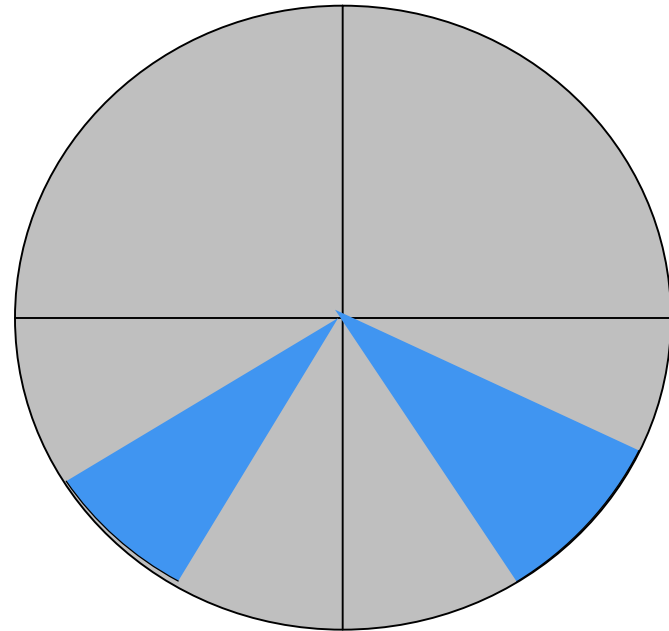
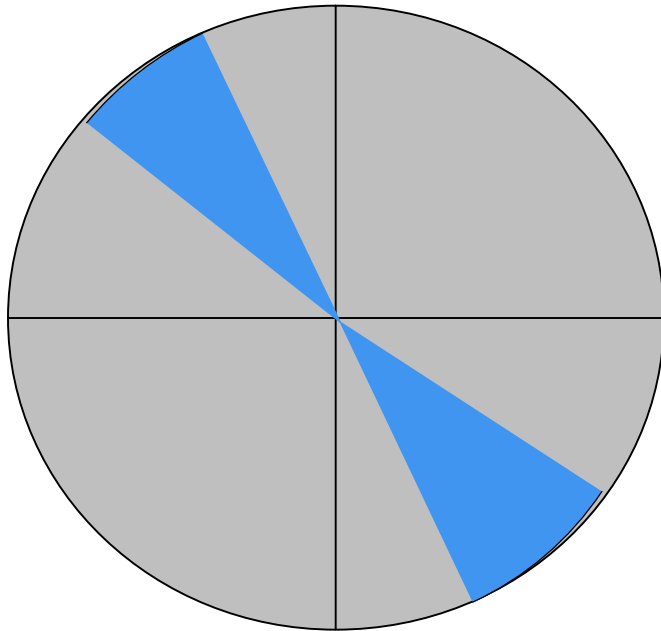
Loading Up the Quarter-Hour vs. Spreading the Minutes Out

- » On average, stations place about 68% of their units in the 2nd and 4th QH...
- » The average rank is higher for stations that put between 25% and 50% of their Units in the 2nd and 4th QH (i.e., those who spread the units more evenly between the QHs).

% of Units in 2 nd and 4 th QH	Total of 25-54 Rank	Total of 18-34 Rank	Total of 18-49 Rank
25-50%	6.5	5.3	7.1
51-75%	7.3	7.2	7.3
75% or more	7.3	7.5	7.9

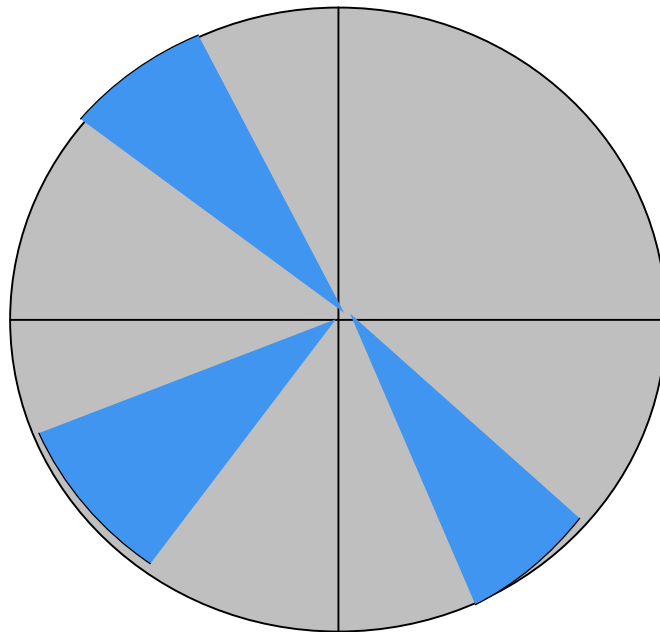
What Might Be Going On

2 different situations which would show up with high percentage change



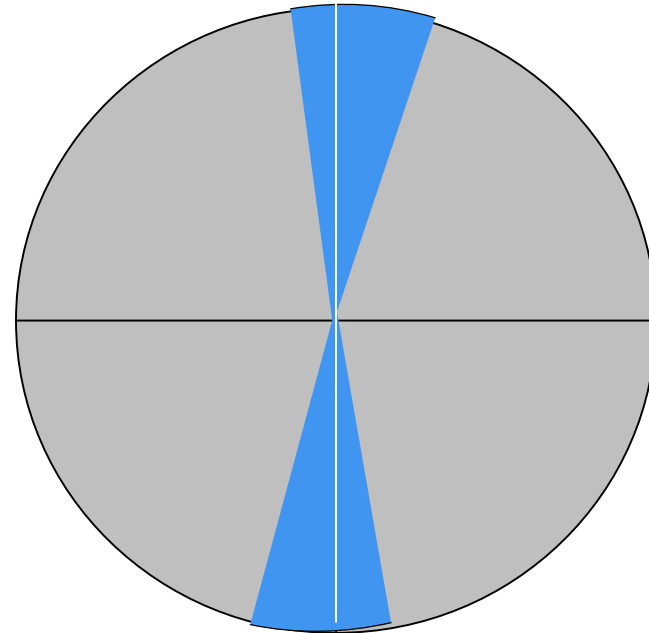
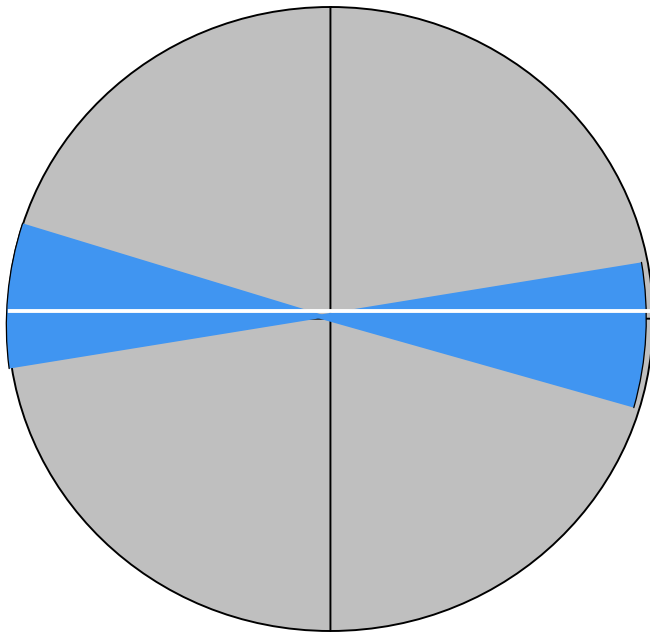
What Might Be Going On

Less bounce quarter-hour to quarter-hour
but could more breaks lead to better rank?



What Might Be Going On

Less bounce and less breaks



Conclusions/Suggestions

- » There is a measurable impact to station performance from commercials.
- » There are no absolutes. Track quarter-hours and AQHD. AQHD tends to track with missed quarter-hours.
- » AQH missed and AQHD appear to be better indicators of rank position than commercial minutes or units.
- » It would appear that spot placement can have an impact on rank position.
- » With music stations, spreading the spots and utilizing the first quarter-hour improves rank position. Having stop sets which straddle a quarter-hour might be an effective strategy
- » Don't assume that commercial time can be increased without impacting AQH. This is the tip of the iceberg, there is much more to be learned

Special Thanks

- » Media Monitors
- » Chris Heider
- » Michelle Barker
- » Jenny Tsao
- » Alex Bishop
- » Gary Marince