What Does It Take To Be A Top Performer in PPM?

An analysis of top ranked stations in 33 PPM markets

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The PPM Hardware

Radio Station

Encoder: Encodes the audio signal every five seconds with station information and time stamp.

Home

PPM: Device worn by panelist, aged 6+, to capture the codes.

Recharger: PPM is “docked” at night for charging; sends information to data collector.

Data collector: Sends data to Arbitron nightly.

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How PPM Differs From the Diary

	Diary	PPM
Information Gathering	**Participants write down what they heard**	**Meter device records all encoded audio automatically**
Participants	**12-week surveys, each week different participants**	**Same panelists every day for up to 24 months**
Books	**Released quarterly—Winter, Spring, Summer, Fall**	**Released monthly (13x)**

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What is a Top Performer?

- 33 PPM Metro Markets
- A “Top Performer” is defined by number one (#1) ranking.
  - Each grouping will be defined by 33 stations from the existing PPM markets.
- An average of Top 3 ranked stations will also be used for analysis.
- AQH Share was used for ranking the stations.
- Each format that is represented is a grouping of stations based off that rank position.
- Data based on Jan-Feb-Mar 2010 PPM surveys
- Demos used:
  - P18-34
  - P25-54

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Collapsing of Formats

- 1,361 different stations were used for analysis.
- Stations were collapsed into more general format groups. These included:
  - Modern Adult Contemporary and Soft Adult Contemporary moved to Adult Contemporary
  - Classical, Adult Standards, Variety and World Ethnic were combined to “Other”
  - Spanish Religious, Gospel, Contemporary Inspirational and Religious were collapsed into “Religious”
  - Classic Country was included with Country
  - Spanish Sports was included with All Sports
  - Adult Hits was included with Classic Hits
  - Alternative was combined with Album Adult Alternative to become Alternative/AAA
- Largest number of stations represented per format included:
  - Adult Contemporary – 127 stations
  - News Talk Info -127
  - Country - 120
  - All Sports – 106
  - Classic Hits – 88
  - Pop Contemporary Hit Radio – 69
  - Mexican Regional - 68
- Formats with less than 5 stations represented in the 33 PPM markets were not included in the analysis.

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Overall Findings for Top Performers

- **Not all Cume is the same.** Cume is still an integral part to a station's success with Top Performers. With PPM, introduction of new Cume shows light listening to these stations.
  - Programmers should focus on Cume with 1+ Hour of listening.
- **TSL impact comes from Number of Occasions.** Although there are two components to the TSL estimate, the number of times someone visits the station drives this number. Top Performers (#1s) have more repeat visitors.
  - 18-34 Top Performers (#1s) tend to have lower TSL since they are more likely to leave the station if they don't like what they are hearing.

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Not All Cume is the Same

The importance of the 1+ Hour Daily Cume

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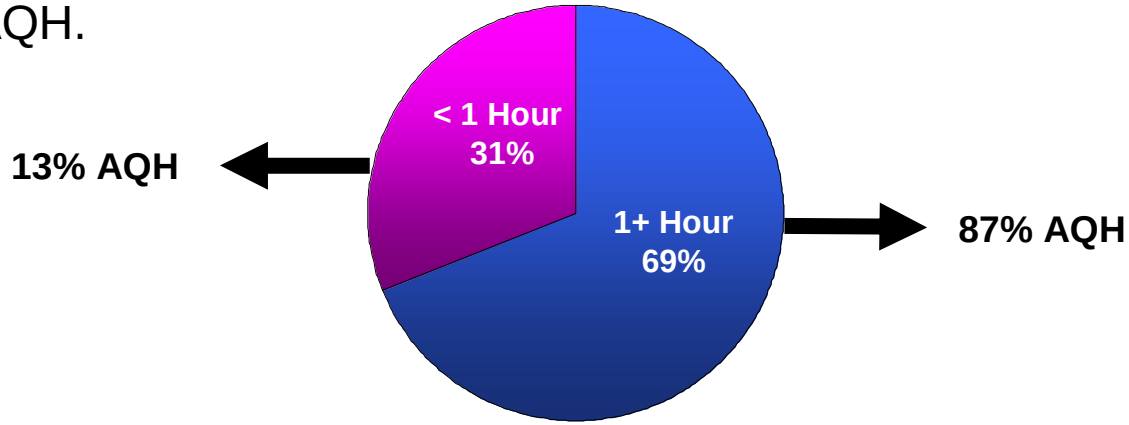
The Power of the 1+ Hour Cume

- Every Top Performing format gained Daily Cume in the transition to PPM. However, not all cume contributes to AQH listening in the same way.
- While all Cume is integral to stations, Top Performers (#1s) not only have high levels of cume but also have higher 1+ Hour Daily Cume.
- By looking at Cume that represents more than 1+ hour of listening per week, we can see their effect on the station's AQH.
- Top Performers (#1s) on average have 69% of the Cume generating 87% of their AQH.



Avg Daily Cume Persons

Source: PPM Markets, Jan-Feb-Mar 2010, Avg Daily Cume & AQH, M-Su 6a-Mid, P12+

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The Importance of Cume

- Different formats can have different levels of concentrated cumes.
- The Top Performers (#1s) that are Mexican Regional format, 84% of the 1+ Hour Cumes generate 94% of the station's AQH.
- Meanwhile, Adult Contemporary, which typically has a large Cume audience, only 60% of it's Cume is 1+ Hour. Nevertheless, that Cume still provides 84% of the station's AQH.

Format	Avg Daily Cume (1+ Hour)	% of AQH
Mexican Regional (18-34)	84%	94%
Adult Contemporary (25-54)	60%	84%

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Source: PPM Markets, Jan-Feb-Mar 2010, Avg Daily Cume & AQH, M-Su 6a-Mid
* Other formats available in the Appendix

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Two Components of TSL

Occasions & Time Spent Per Occasion

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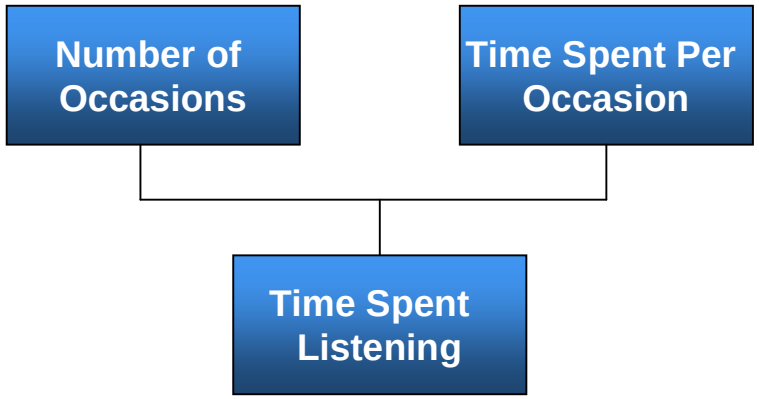
Time Spent Listening Grows with Occasions

- Number of Occasions and Time Spent per Occasions are the two primary components for TSL. However, how it is calculated in PPM has slightly changed.
  - Each Occasion is represented by a distinct minute level.
  - Time Spent Per Occasion is rounded to the closest minute level.
- When their TSL grows, it is attributed to the listener returning more frequently. Typically listeners don't tune-in longer. Often, they leave when they have/want to leave.
- The P1's for Top Performers have higher levels of Occasions while their Time Spent Per Occasion remains flat.



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A Look at Top Performers for the Persons 18-34 Demo

» How do top ranked stations compare to their peers?
» What formats become most popular for this younger demographic group?
» What are key elements that determine success for these formats?
» How do ethnic formats standout this arena?

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Findings of the Top Performers (#1s) for 18-34

- For the 18-34 demo, Pop CHR is the most common format by representing almost half across the 33 PPM markets.
- Active Rock and Urban Adult Contemporary stations that are #1 are the most successful at balancing above-average cume and TSL levels.
- The 18-34 #1s typically rely on Cume for their top ranking. This compensates for a lower TSL which is being driven by the less Occasions to the typical format.
- Additionally, that cume is generally represents 70% of the 1+ hour cume for the 18-34 Top Performers.
- Top ethnic format success relies on high TSL levels since Cume tends to be smaller compared to general market formats.
  - These formats have a higher concentration of 1+ hour cume listening.
- Minimal difference is seen amongst #1s for TS per Occasions across all formats.

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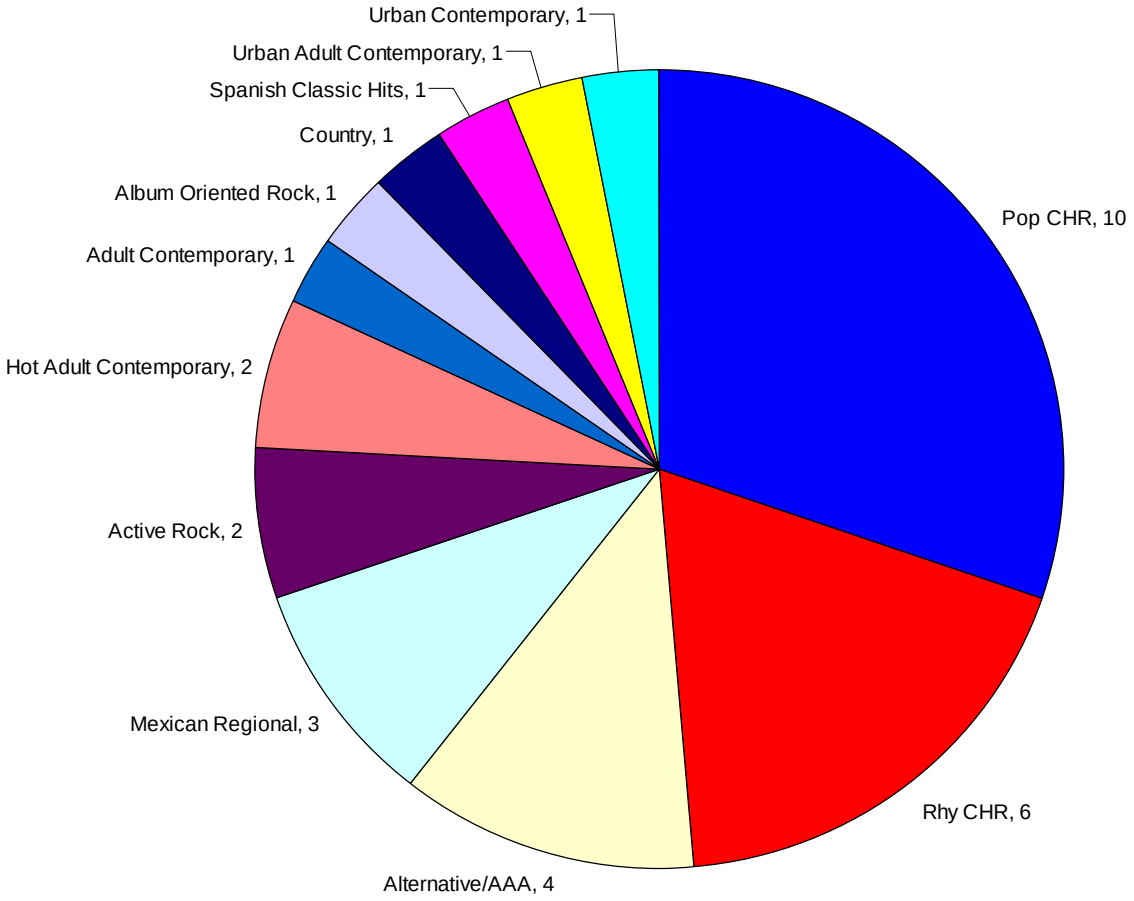
Who are the #1s?

CHR format represents 48% of the Top Performers for the 18-34 demo



Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, #1 ranked stations based on AQH Share, P18-34

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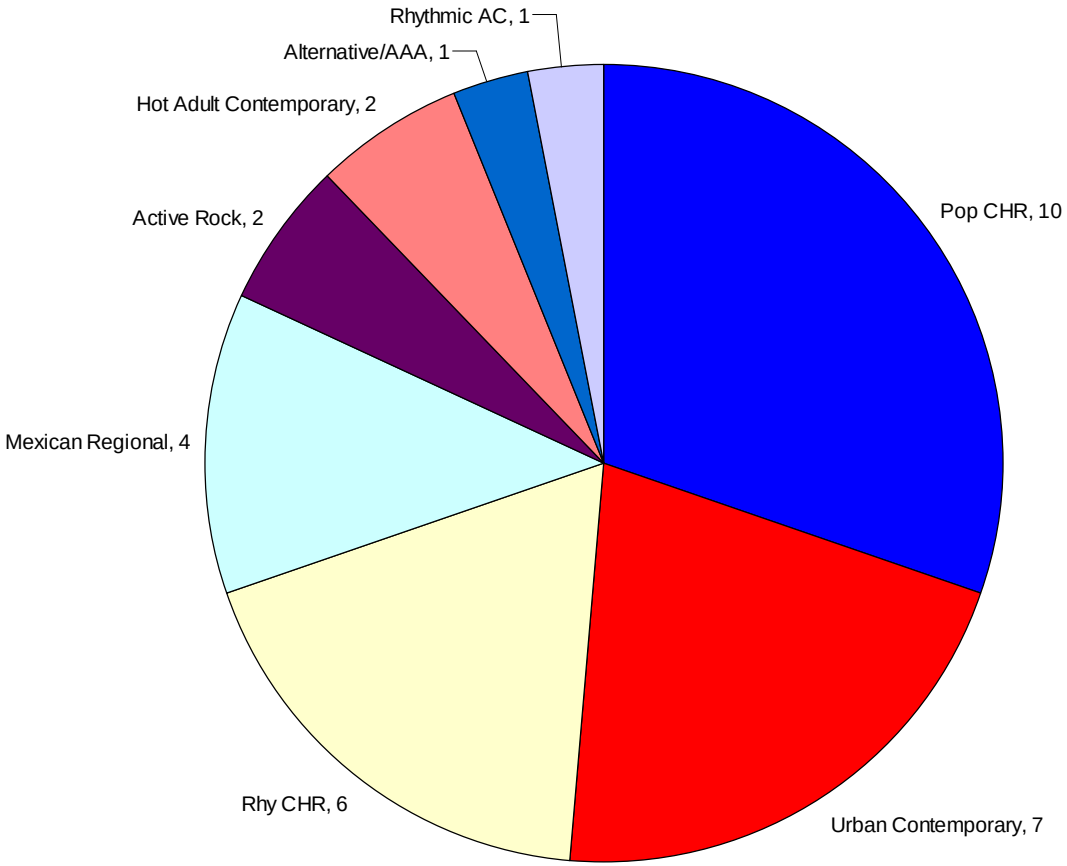
Who are the #2s?

While CHRs still remain popular in the #2 position, Urban Contemporary grows to represent 21% of this group.



Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, #2 ranked stations based on AQH Share, P18-34

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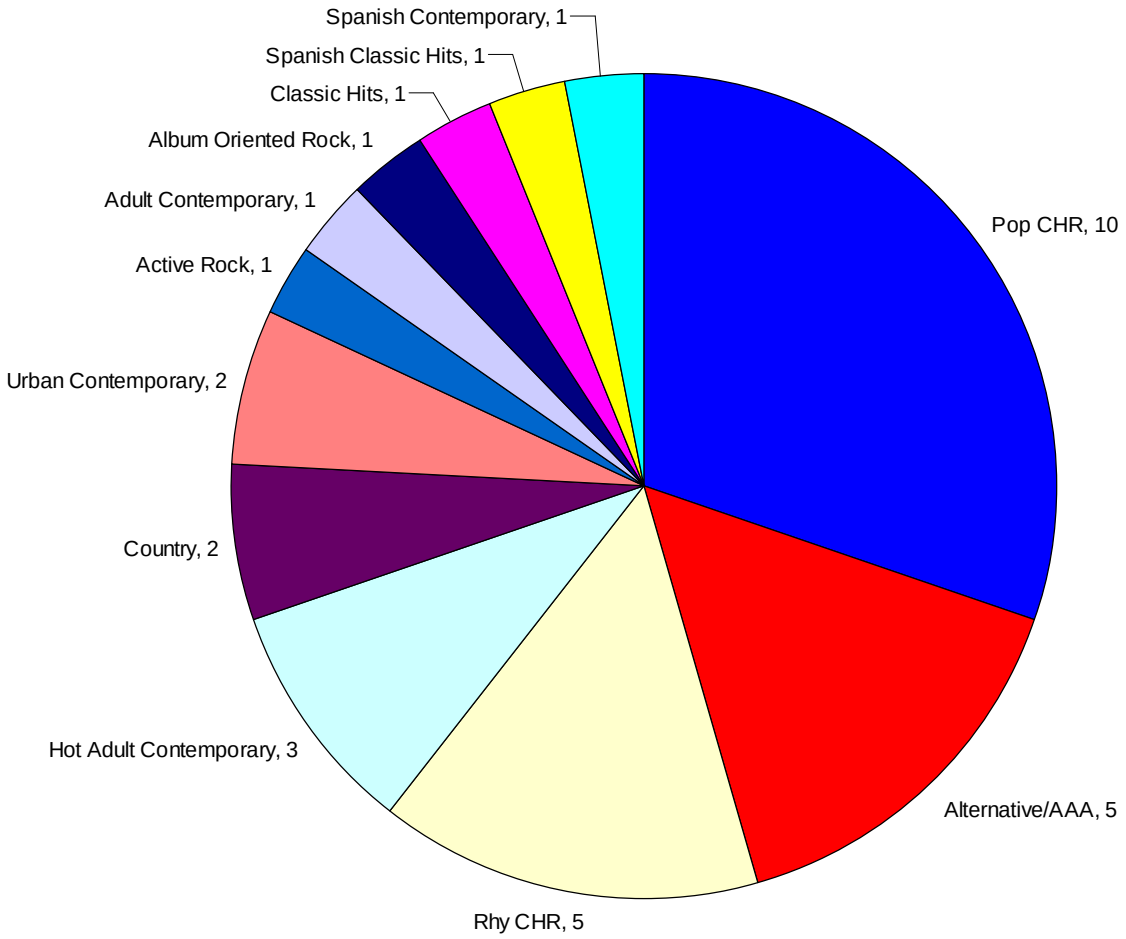
Who are the #3s?

CHRs still remain top performers by commanding 45% of the formats but Alternative/AAA finds its way in



Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, #3 ranked stations based on AQH Share, P18-34

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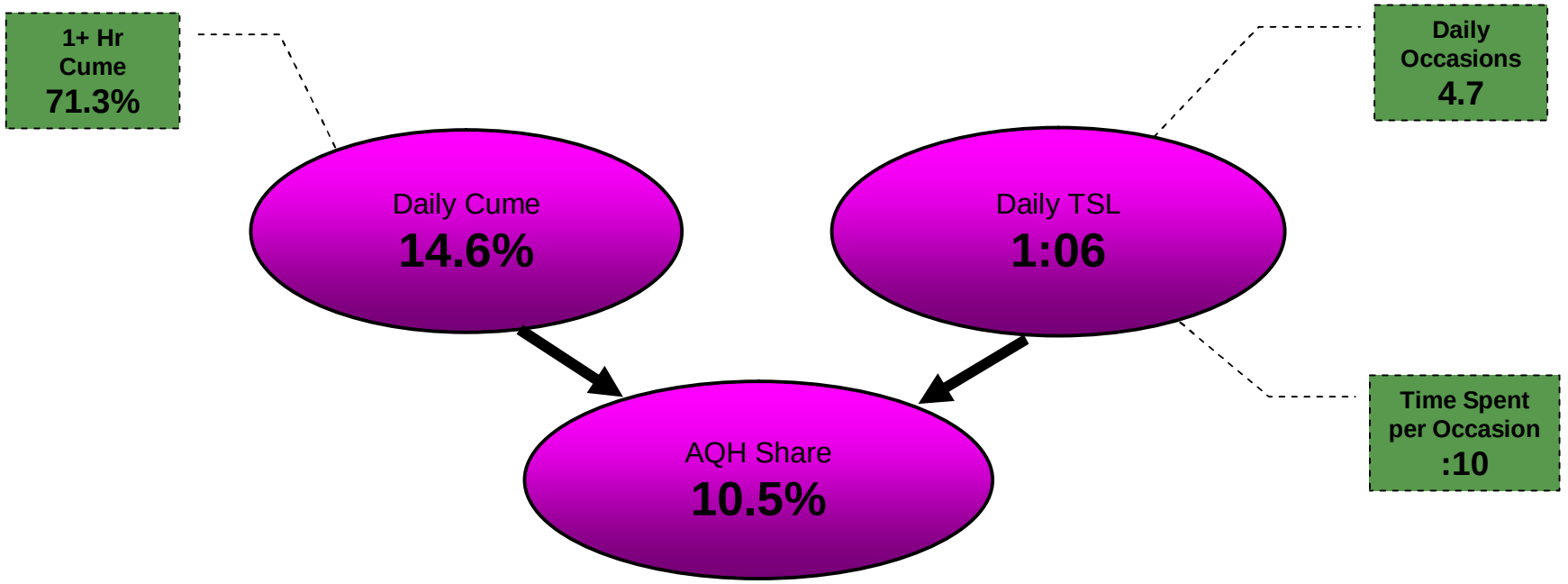
Who are the #1s?
Successful 18-34 stations are driven by Average Daily Cume



How to read: On average, #1 ranked formats have 14.6% of the market tuning into their station each day.

Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, #1 ranked stations based on AQH Share, P18-34

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How Do the Performers Compare?

18-34	AQH Share	Daily Cume Rtg	1+ Hour Cume Rtg	Daily TSL (ATE)	Daily Occasions	Daily Time Spent per Occasion (minutes)
#1s	10.5%	14.6%	71.3%	1:06	4.7	:10
#2s	8.8%	13.1%	72.7%	1:03	4.6	:10
#3s	7.6%	12.5%	66.6%	0:55	4.1	:09

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Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, Stations based on AQH Share, P18-34

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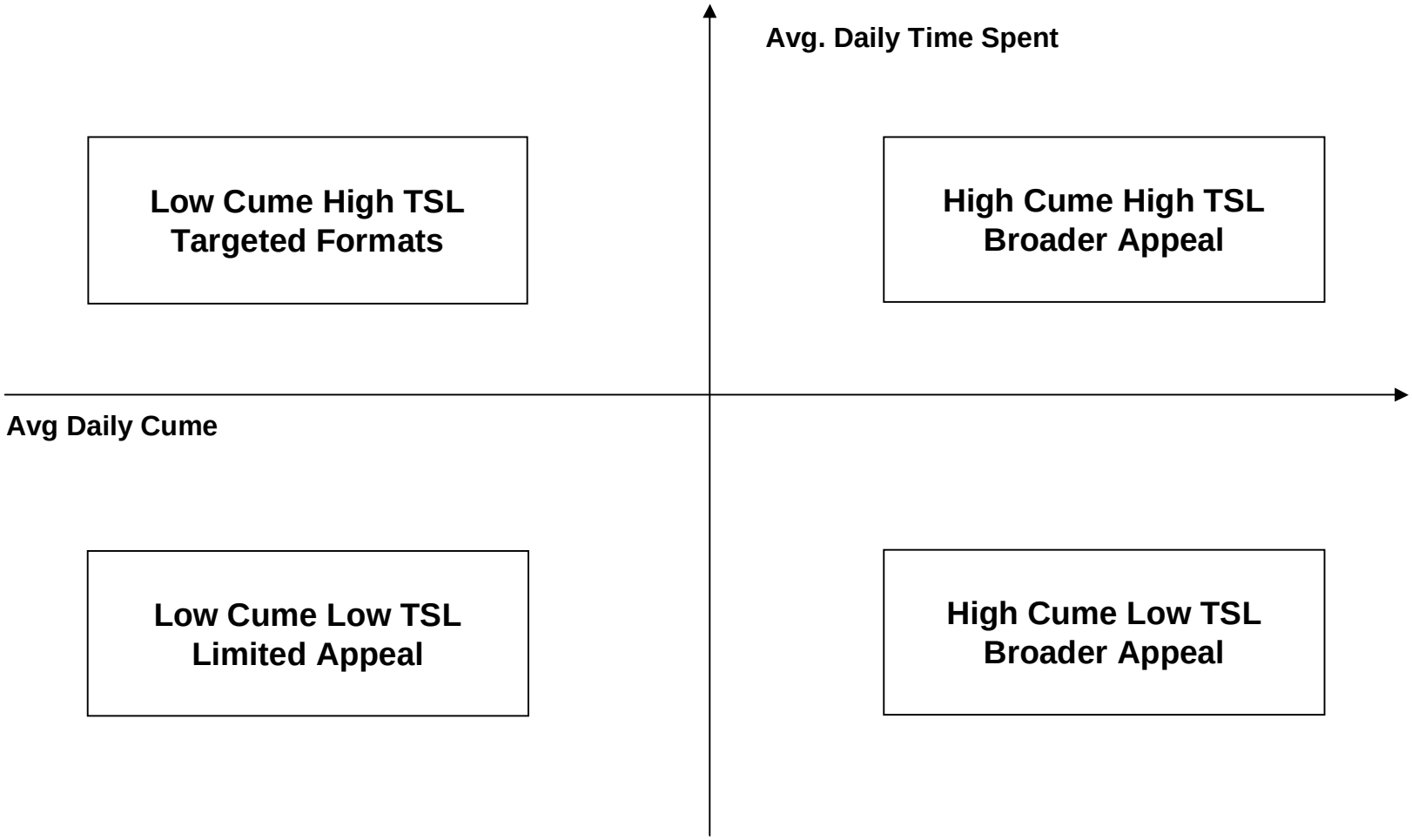
Where Daily Cume and Daily TSL Meet



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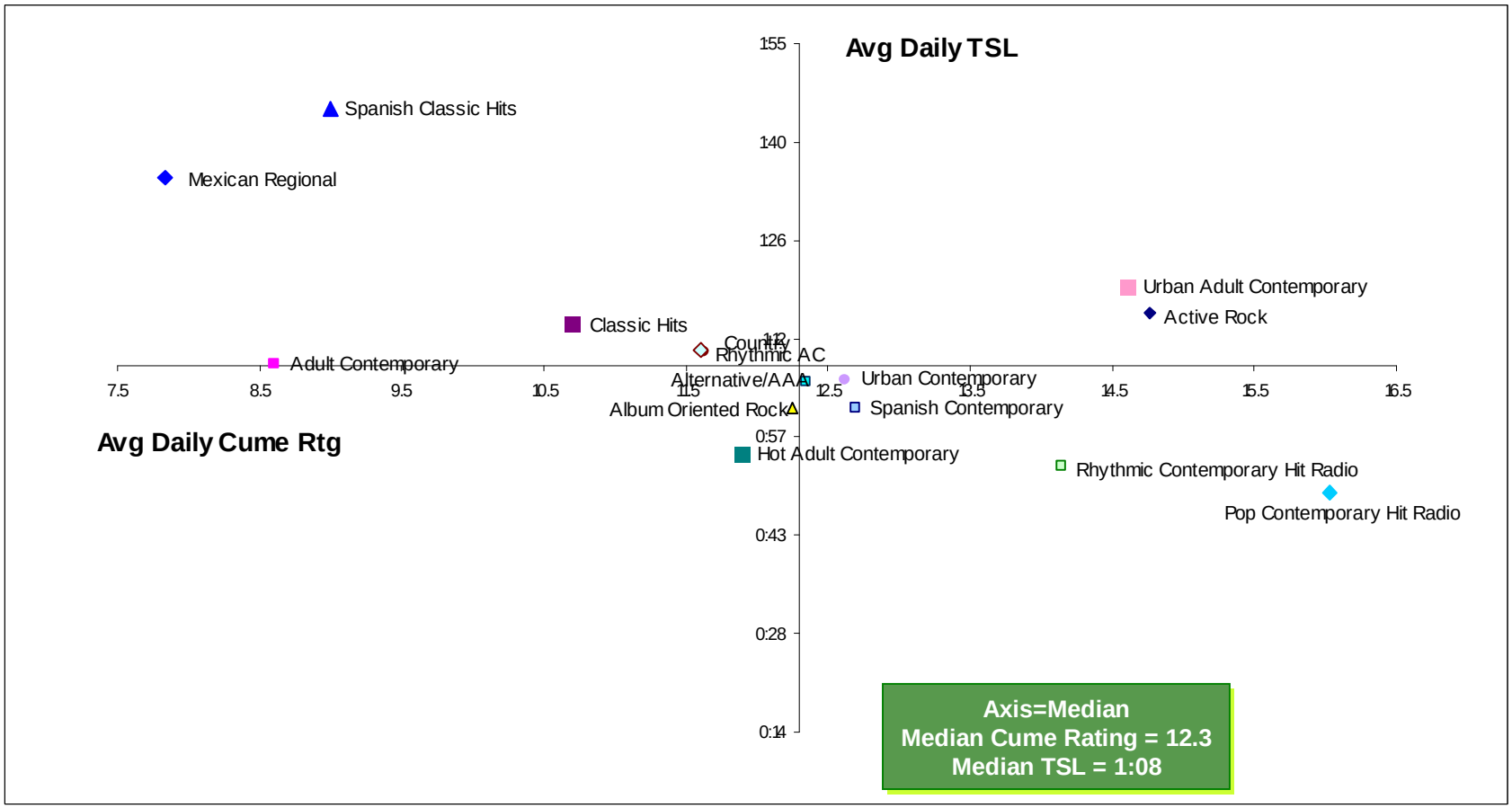
Where Daily Cume and Daily TSL Meet

Average of Top 3 Ranked Stations for P18-34



Source: 33 PPM Metro Markets, Jan-Feb-Mar2010, M-Su 6a-Mid, P18-34
Average of Top 3 stations by format across 33 markets sorted by AQH Share

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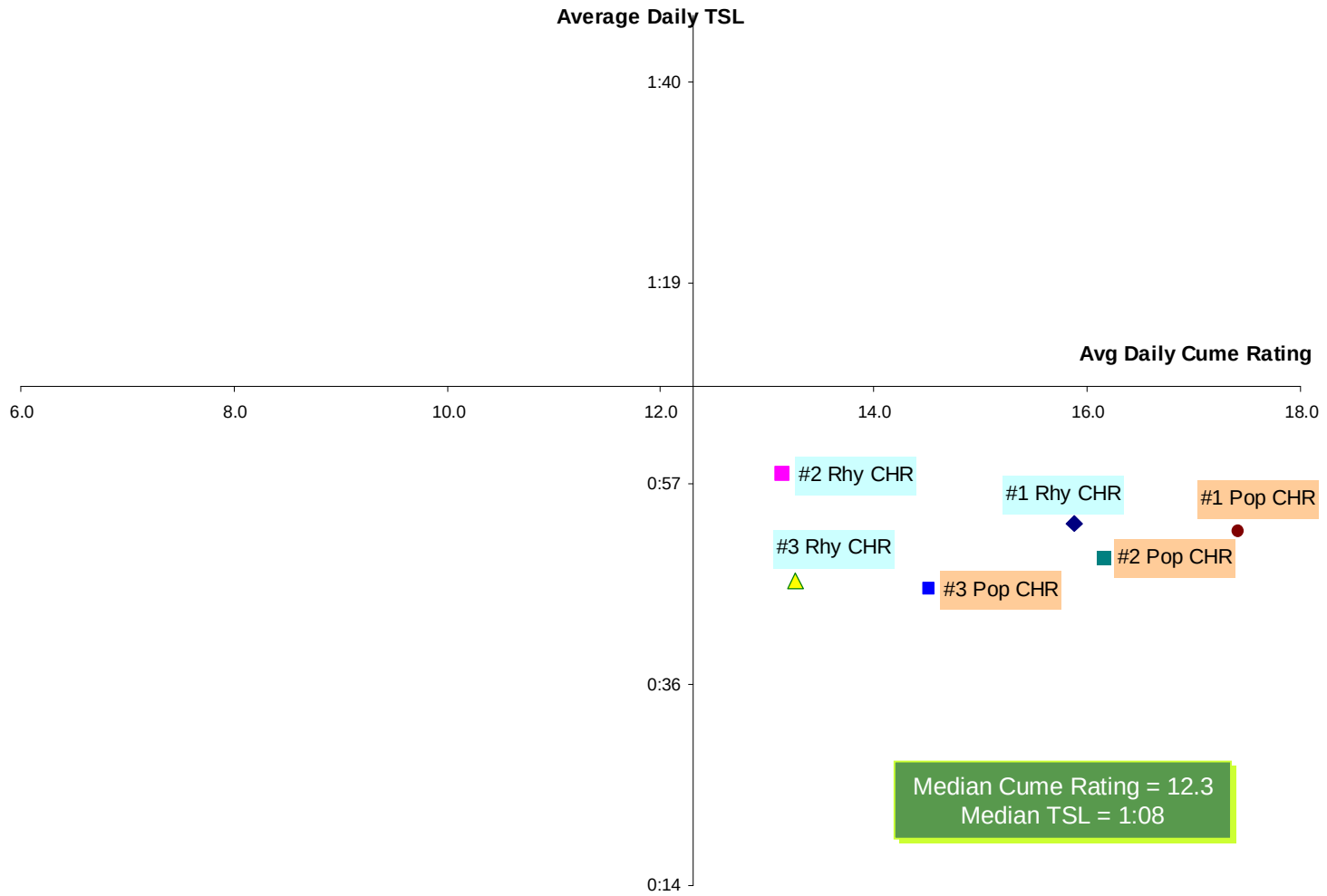
Contemporary Hit Radio Formats P18-34
Comparison of the Ranked Format by Cume and TSL



* Based on a Top 3 rank position

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A Look at Top Performers for the Persons 25-54 Demo

- How will the formats differ by demo?
- How does this demographic differ compared to the younger targeted audience?
- Is the landscape tougher to compete with in this broader demographic?

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Findings of the Top Performers for 25-54

- For the 25-54 demo, Adult Contemporary formats dominates the #1 rank position.
- Similar to Active Rock and Urban AC in 18-34, the Adult Oriented Rock high ranking is a balance between the high Cume and high TSL.
- Unlike the 18-34 demo, TSL is the difference maker in being a Top Performer.
  - Both Number of Occasions and Time Spent per Occasion grow compared to the younger demo, but # of occasions remain the key factor for TSL.
  - Top Performers (#1s) have higher repeat visitors to the station compared to the #2 and #3 ranked stations.

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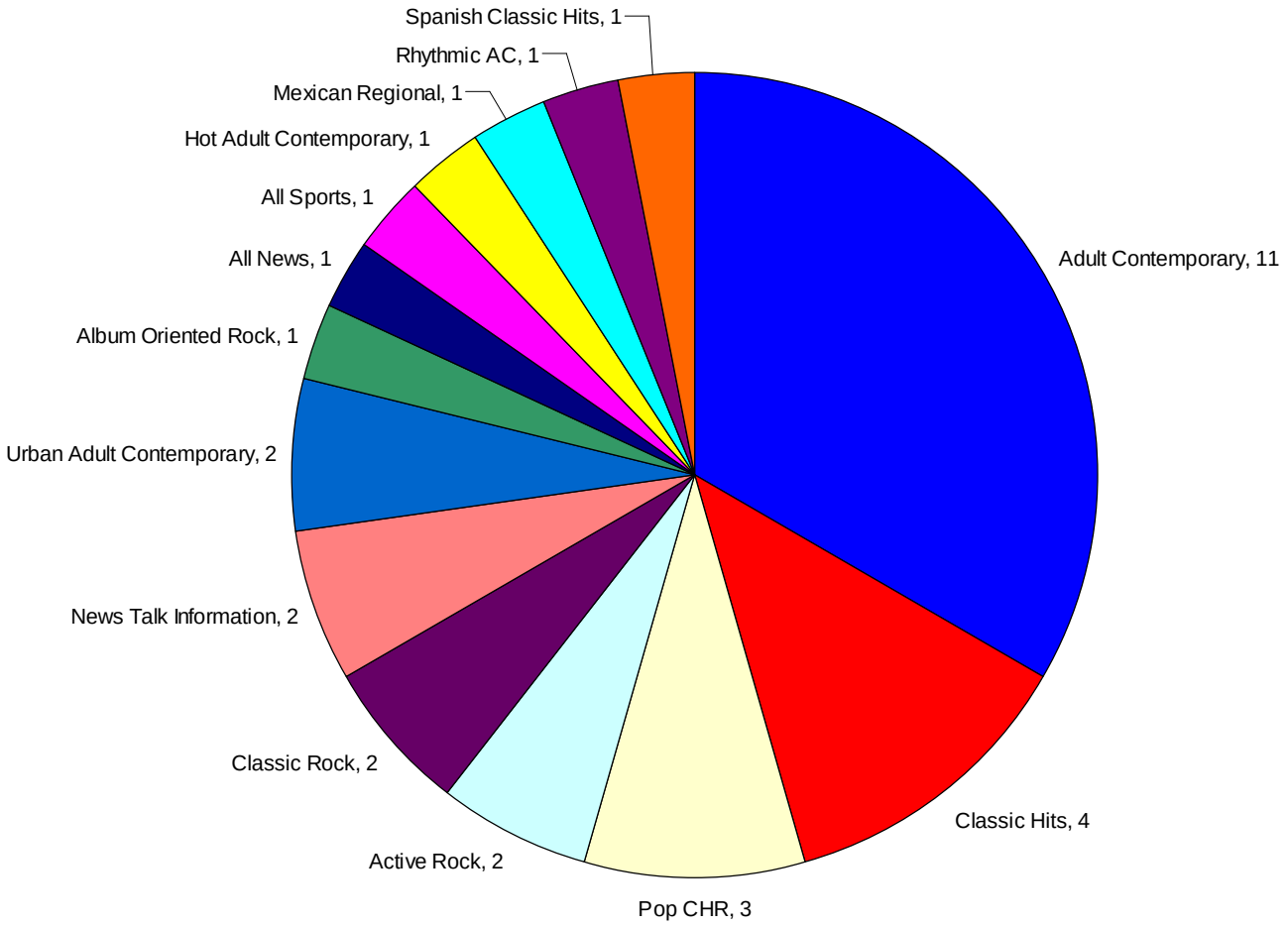
Who are the #1s?
Adult Contemporary represents 33% of the Top Performing formats



Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, Count of Stations by format, P25-54

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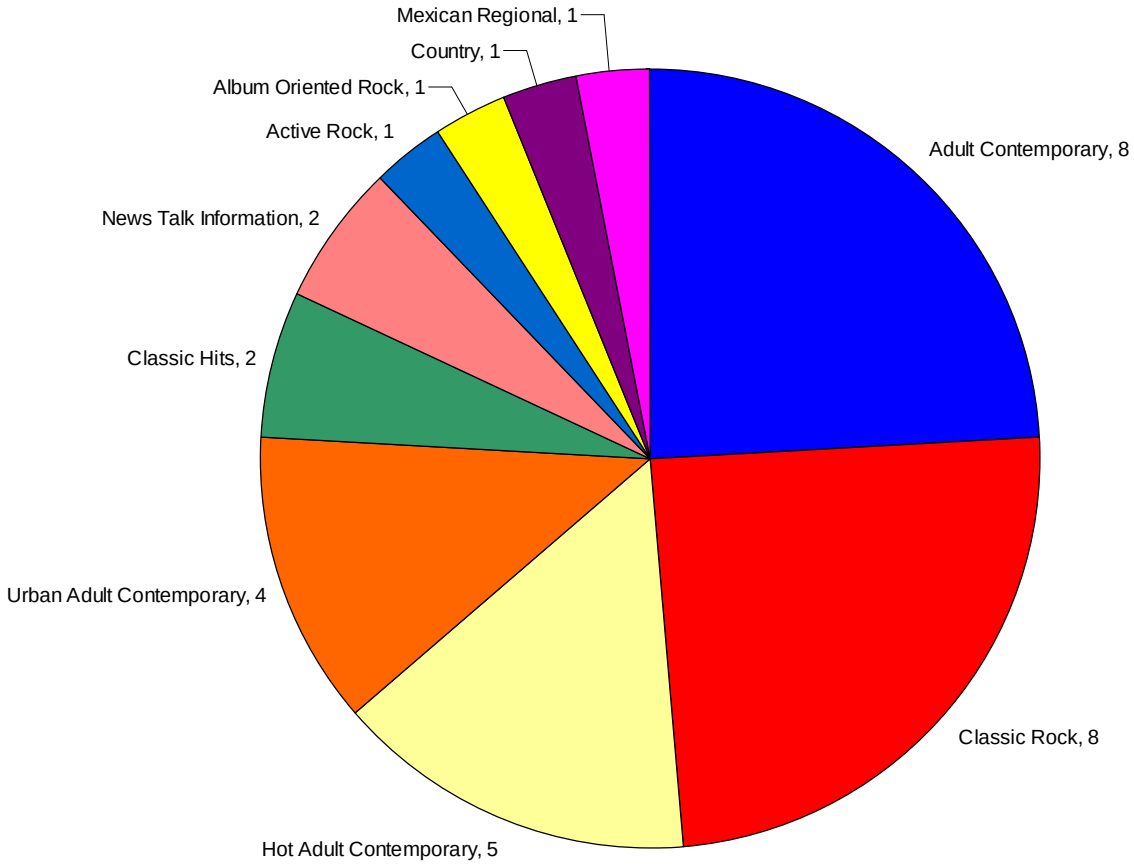
Who are the #2s?
ACs represent more than half of the formats



Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, Count of Stations by format, P25-54

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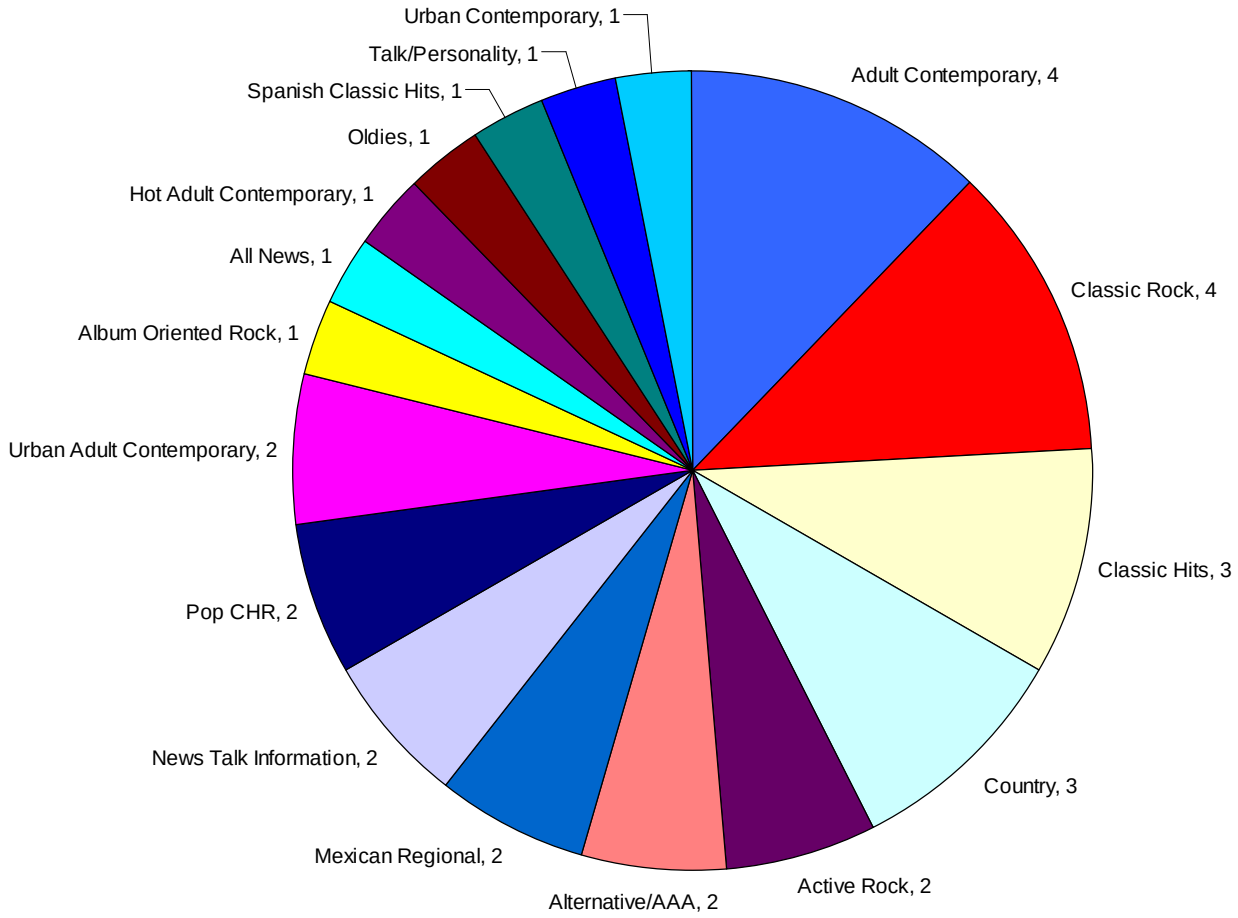
Who are the #3s?
More diverse list of formats for #3s



Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, Count of Stations by format, P25-54

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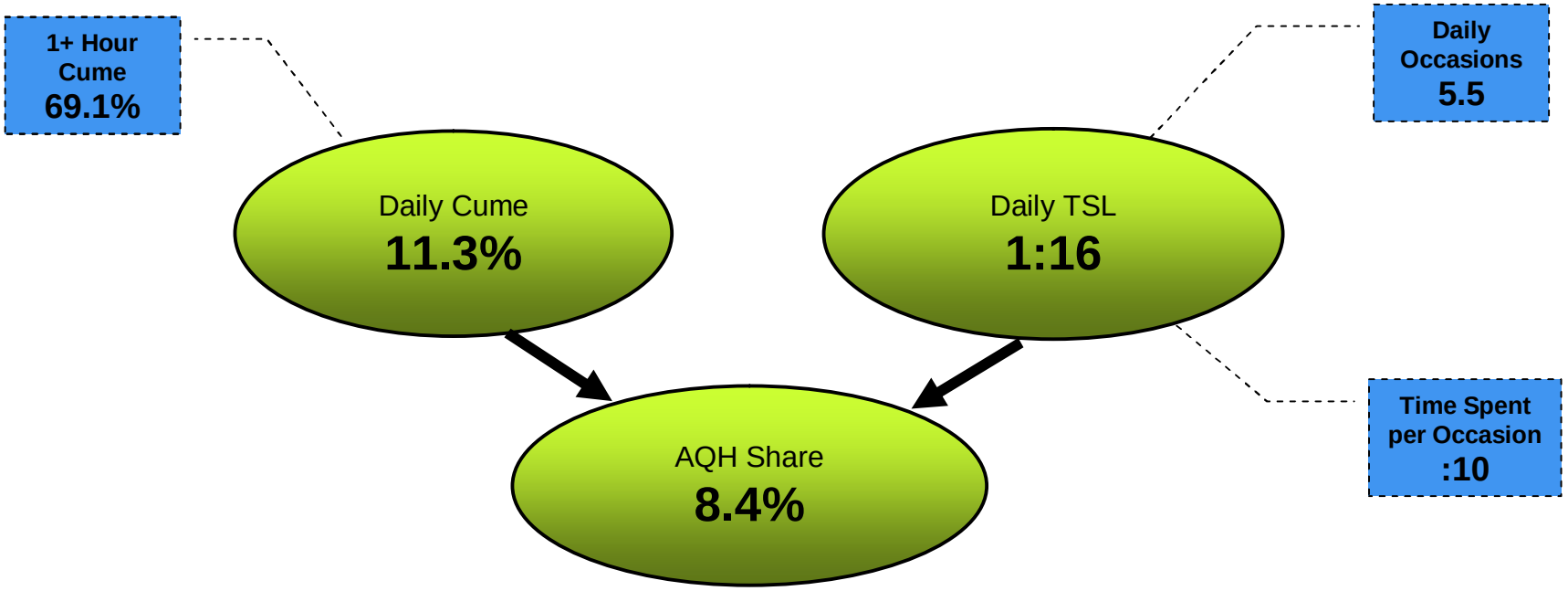
Who are the #1s?

These 25-54s spend more time listening to their stations. They tune in more often but have similar Time Spent per Occasion.



P18-34	AQH Share	Daily Cume Rtg	1+ Hour Cume Rtg	Daily TSL (ATE)	Daily Occasions	Daily TS per Occasion (minutes)
#1s	10.5%	14.6%	71.3%	1:06	4.7	:10

Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, Count of Stations by format, P25-54

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How Do the Performers Compare?

25-54	AQH Share	Daily Cume Rtg	1+ Hour Cume Rtg	Daily TSL (ATE)	Daily Occasions	Daily Time Spent per Occasion (minutes)
#1s	8.4%	11.3%	69.1%	1:16	5.5	:10
#2s	6.7%	9.4%	67.9%	1:15	5.5	:10
#3s	6.2%	9.1%	69.1%	1:11	5.2	:10

Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, Top Ranked Performers based on AQH Share, P25-54

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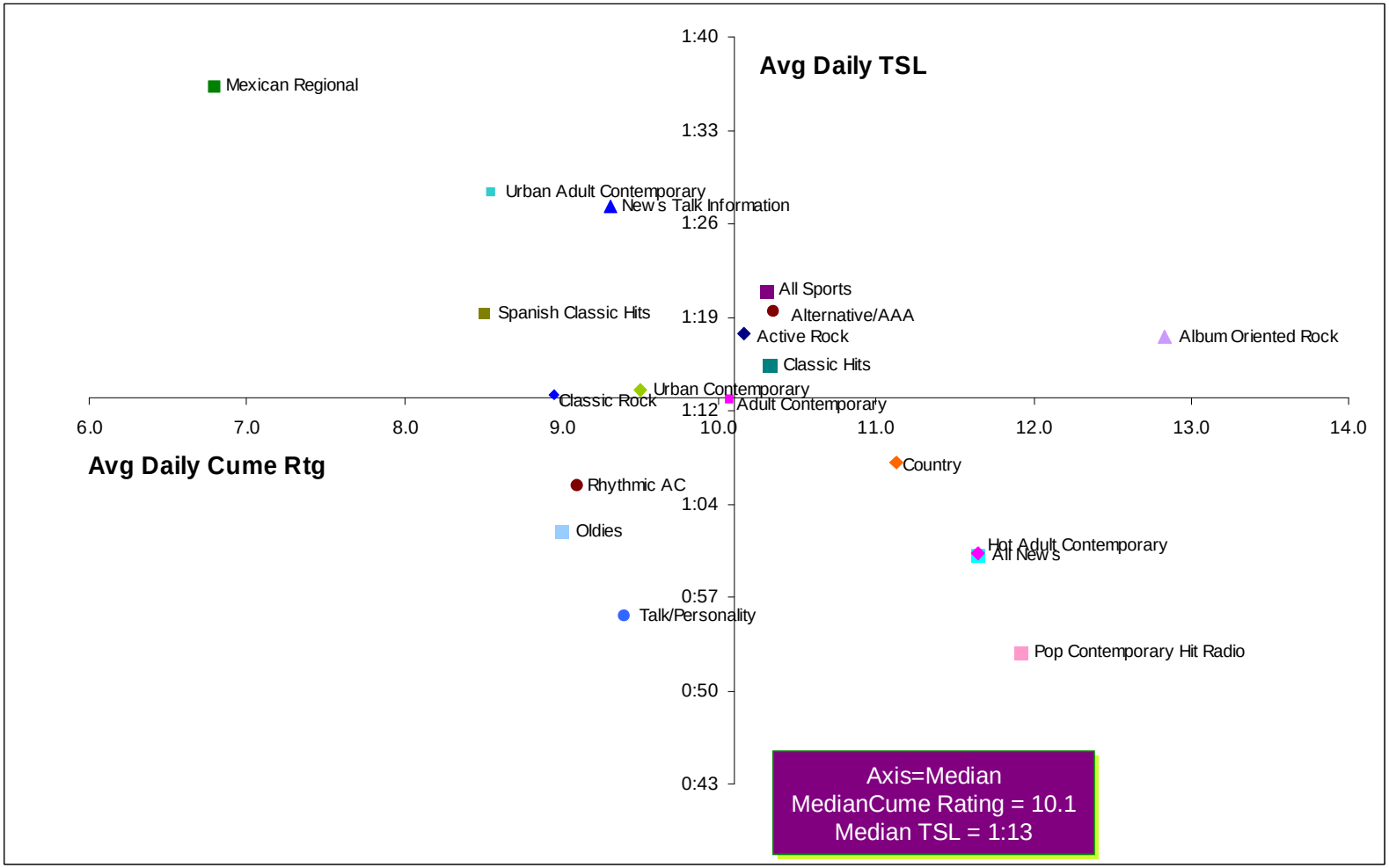
Where Daily Cume and Daily TSL Meet
Average of Top 3 Ranked Stations per Format for P25-54



Source: 33 PPM Metro Markets, Jan-Feb-Mar2010, M-Su 6a- Mid, P25-54
Average of Top 3 Ranked Stations per Format by AQH Share

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Rock Formats P25-54
Comparison of the Ranked Format by Cume and TSL

* Based on a Top 3 rank position

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In Conclusion

- **PPM brings a deeper analysis with Cumes that were not visible with the Diary.**
  - Cumes, still significant, tend to be higher and the difference maker for Top Performers.
  - 1+ Hour Cume listening which contributes to the bulk of the station's AQH.
  - Niche formats, which have lower overall Cumes, have highly concentrated 1+ hour Cumes that allow them to generate high AQH results.
- **TSL impact comes from Number of Occasions.**
  - Top Performers (#1s) have higher Number of Occasions compared to their competitors.

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Appendix

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1+ Hour Cume Listening by #1s - 18-34

Format	1+ Hour Daily Cume	1+ Hour AQH
Active Rock	78.6%	92.1%
Adult Contemporary	51.4%	82.4%
Album Oriented Rock	67.9%	88.2%
Alternative/AAA	72.5%	89.4%
Country	70.3%	87.0%
Hot Adult Contemporary	53.5%	75.7%
Mexican Regional	84.1%	94.4%
Pop CHR	69.0%	83.3%
Rhythmic CHR	70.0%	83.0%
Spanish Classic Hits	86.7%	98.2%
Urban Adult Contemporary	80.9%	93.2%
Urban Contemporary	81.4%	91.5%

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Source: 33 PPM Markets, Jan-Feb-Mar 2010, M-Su 6a-Mid, P18-34
Formats defined by #1 stations

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1+ Hour Cume Listening by #1s - 25-54

Format	1+ Hour Daily Cume	1+ Hour AQH
Active Rock	76.6%	91.1%
Adult Contemporary	59.6%	83.8%
Album Oriented Rock	77.7%	92.9%
All News	85.1%	93.2%
All Sports	84.3%	93.9%
Classic Hits	63.3%	85.2%
Classic Rock	70.6%	88.1%
Hot Adult Contemporary	66.6%	86.4%
Mexican Regional	83.8%	95.1%
News Talk Information	81.7%	92.8%
Pop CHR	66.4%	82.7%
Rhythmic AC	66.1%	85.1%
Spanish Classic Hits	88.7%	96.4%
Urban Adult Contemporary	81.3%	93.8%

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Source: 33 PPM Markets, Metro, M-SU 6a-Mid, Jan-Feb-Mar 2010, P25-54
Formats defined by #1 stations

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Who are the #1's? (P18-34)

Format	Daily Cume	Daily TSL	AQH Share	Daily Occasions	TS per Occasion
Active Rock	16.0%	1:25	15.6%	6.0	10.5
Adult Contemporary	8.9%	1:12	8.9%	5.4	9.0
Adult Oriented Rock	11.8%	1:09	9.0%	5.1	9.0
Alternative/AAA	14.5%	1:11	10.9%	4.9	10.3
Country	18.8%	1:07	12.2%	5.0	10.0
Hot Adult Contemp.	12.1%	0:57	7.9%	4.3	8.5
Mexican Regional	8.5%	1:30	8.5%	6.6	10.3
Pop CHR	17.4%	0:52	10.4%	3.8	9.2
Rhythmic CHR	15.9%	0:53	9.7%	4.2	8.5
Spanish Classic Hits	9.4%	2:27	13.5%	8.1	12.0
Urban Adult Contemp.	14.6%	1:19	12.8%	5.8	11.0
Urban Contemporary	14.8%	1:12	12.0%	4.5	12.0

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Source: 33 PPM Markets, Metro, M-SU 6a-Mid, Jan-Feb-Mar 2010, P18-34
Formats defined by #1 stations ranked on AQH Share

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Who are the #1's? (P25-54)

Format	Daily Cume	Daily TSL	AQH Share	Daily Occasions	TS per Occasion
Active Rock	11.4%	1:24	9.9%	6.0	9.5
Adult Contemporary	10.9%	1:16	8.0%	5.6	10.2
Album Oriented Rock	17.5%	1:28	14.6%	6.1	10.0
All News	15.9%	1:06	11.8%	4.7	10.0
All Sports	10.3%	1:21	8.0%	5.4	10.0
Classic Hits	11.2%	1:16	7.9%	5.5	10.5
Classic Rock	12.2%	1:11	8.4%	5.6	9.5
Hot Adult Contemp	13.4%	1:09	8.6%	5.2	10.0
Mexican Regional	5.8%	1:43	5.6%	7.0	11.0
News Talk Information	11.3%	1:18	9.2%	5.6	9.5
Pop CHR	12.9%	0:53	6.4%	4.0	9.0
Rhythmic AC	9.1%	1:06	6.3%	4.9	10.0
Spanish Classic Hits	7.8%	1:32	7.2%	6.5	12.0
Urban Adult Contemp	10.7%	1:35	9.8%	6.7	11.0

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Source: 33 PPM Markets, Metro, M-SU 6a-Mid, Jan-Feb-Mar 2010, P25-54
Formats defined by #1 stations ranked on AQH Share

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How do the #1 ranked formats compare to others in the same format?

- The next several slides provide a median point for cume and TSL – but illustrates the #1 ranked format vs #3 within the same format type
- One note: some formats don't have station ranked in the #1, #2 or #3 spot so there may be some formats without three representations within the graph

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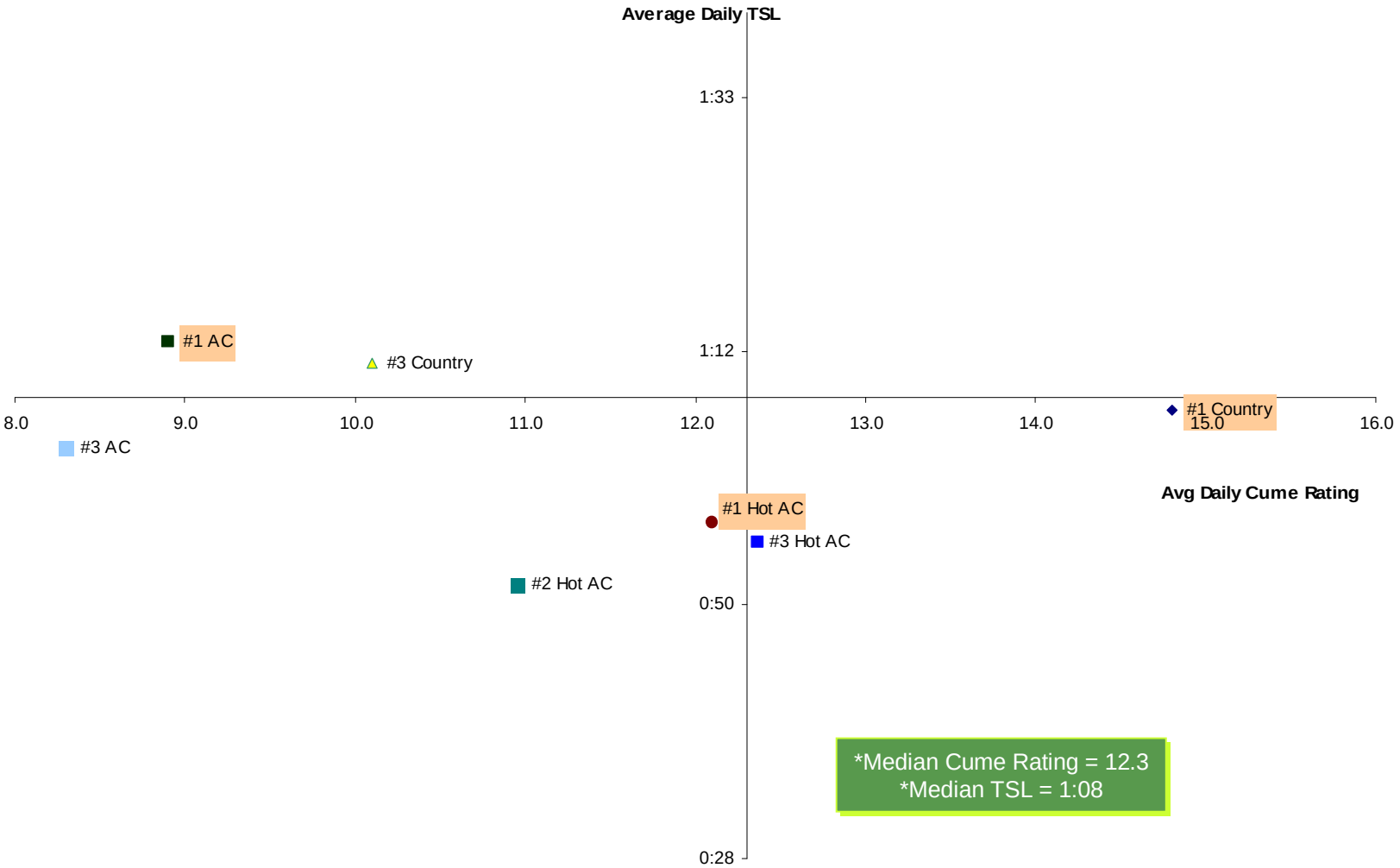
Adult Contemporary/Country Formats P18-34



*Median Cume Rating = 12.3
*Median TSL = 1:08

* Based on a Top 3 rank position

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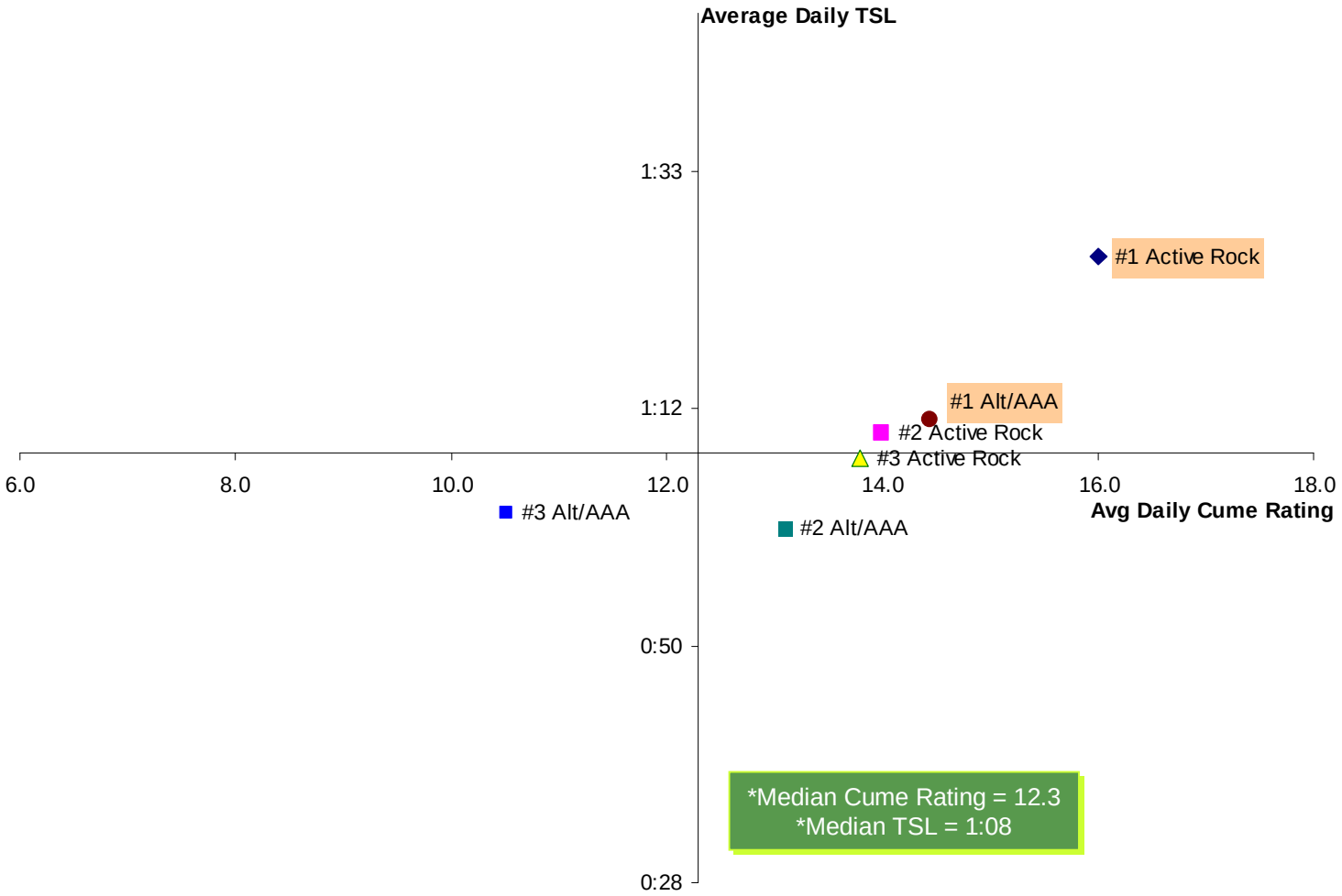
Rock Formats P18-34



* Based on a Top 3 rank position

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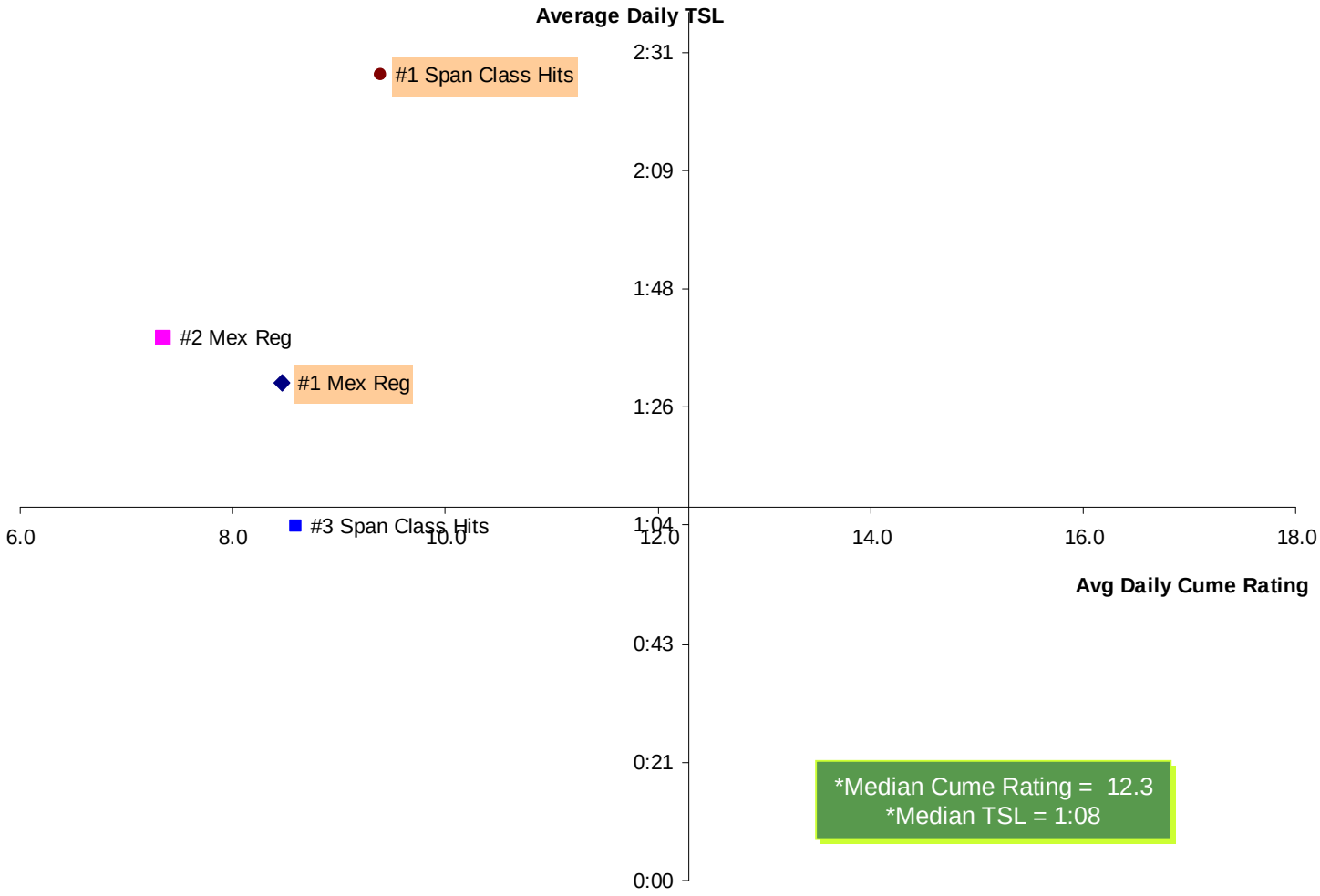
Spanish Formats P18-34



*Median Cume Rating = 12.3
*Median TSL = 1:08

* Based on a Top 3 rank position

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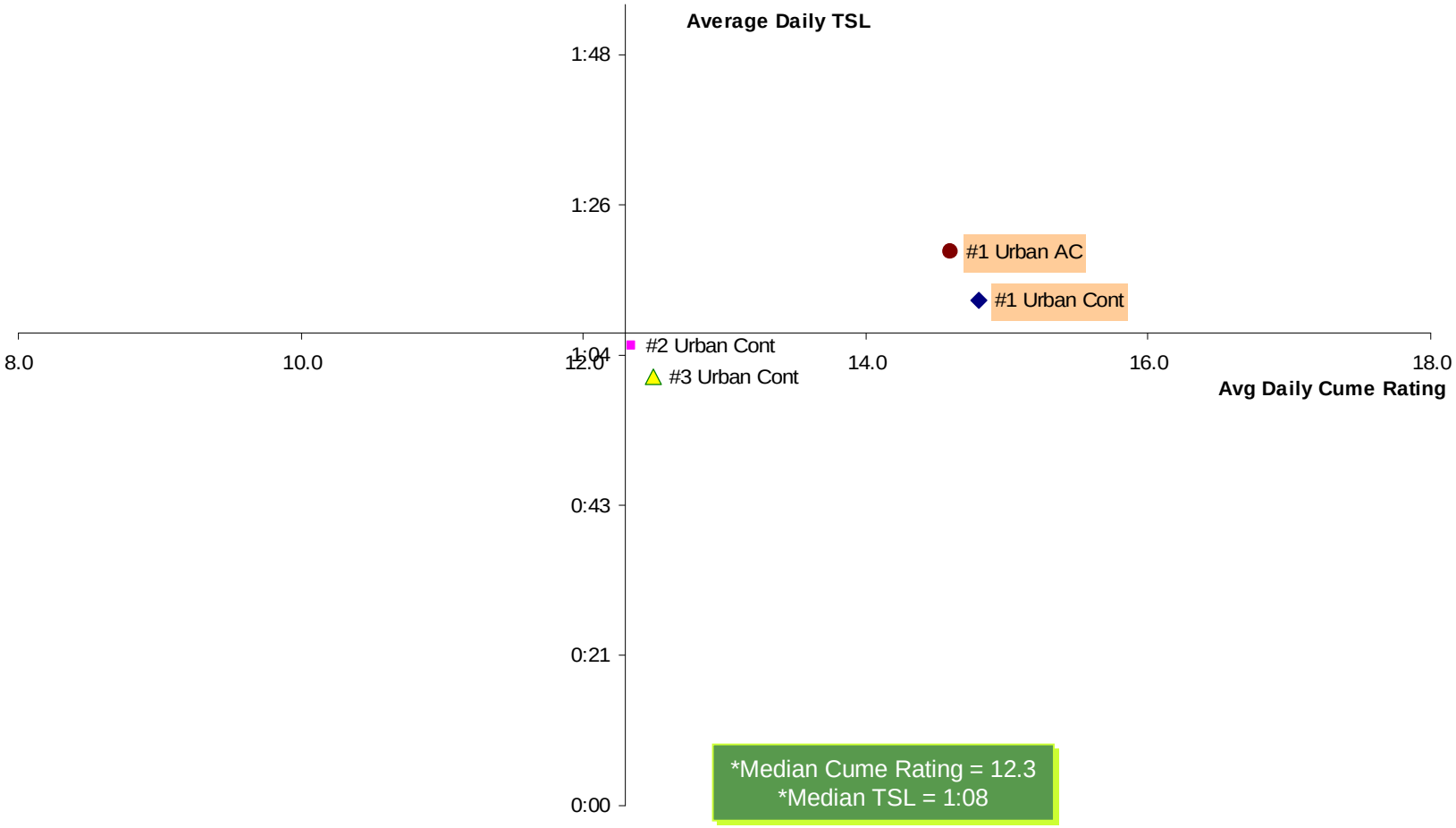
Urban Formats P18-34



* Based on a Top 3 rank position

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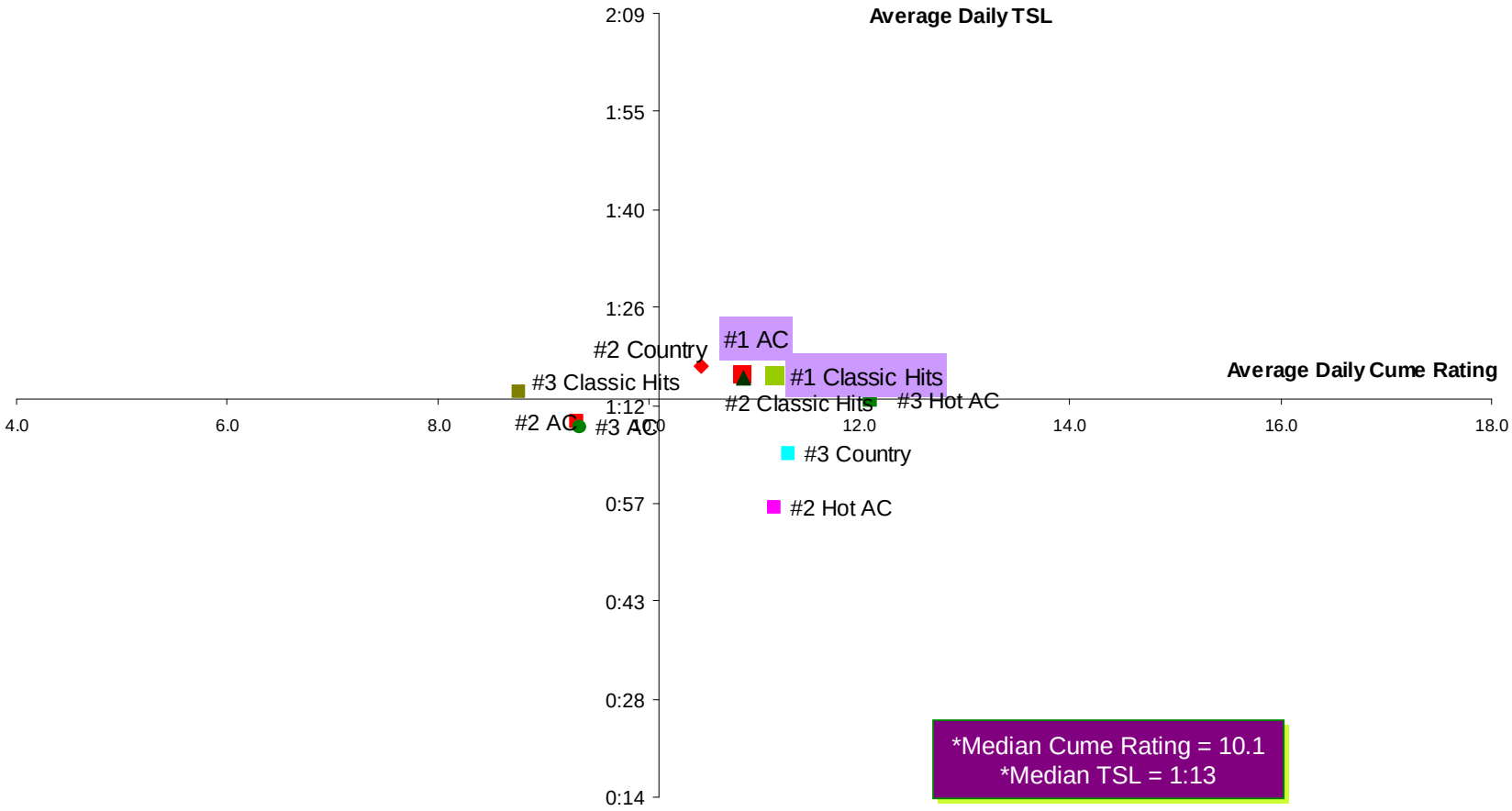
Adult Contemporary Formats P25-54



* Based on a Top 3 rank position

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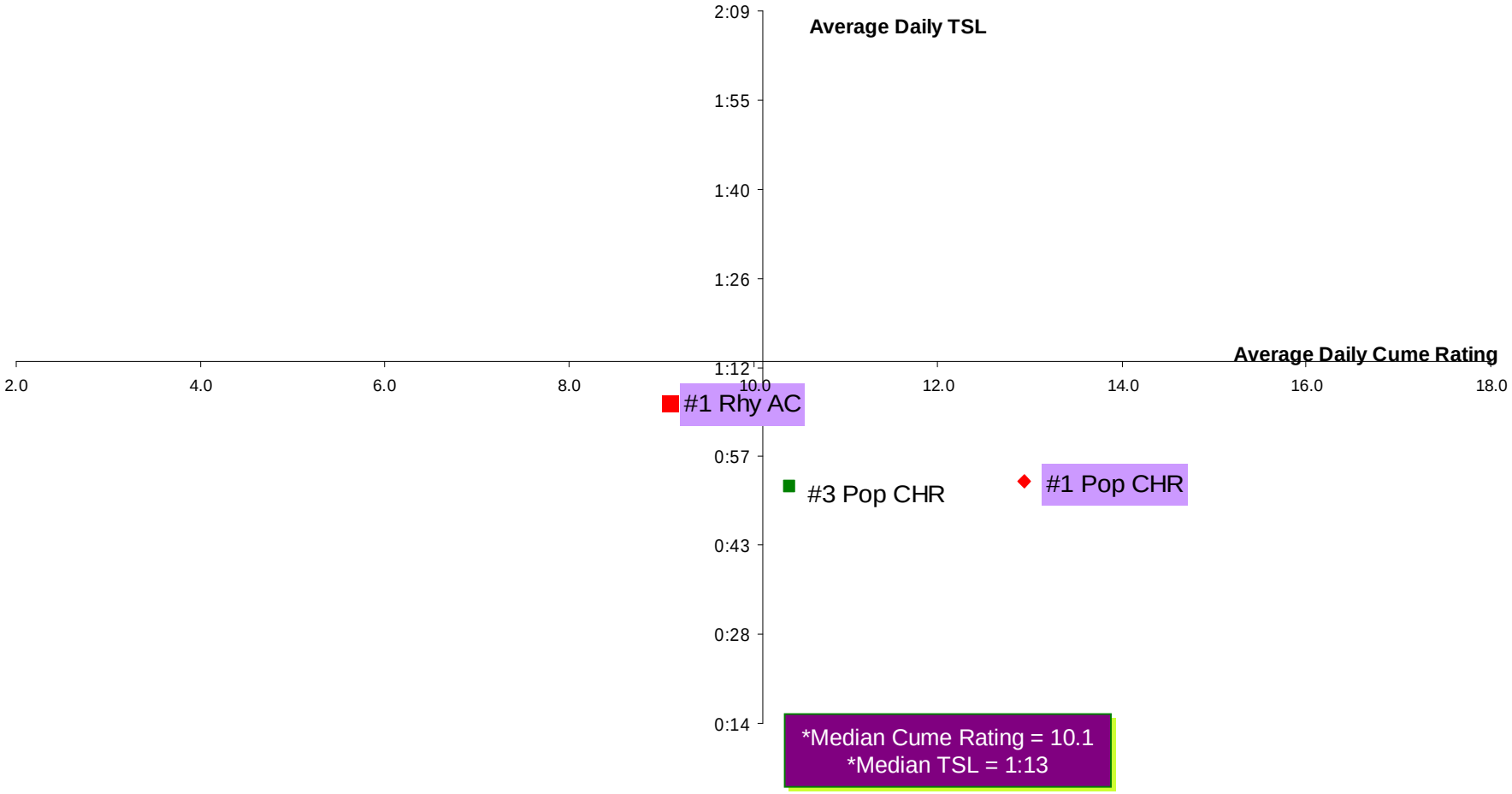
CHR Formats P25-54



* Based on a Top 3 rank position

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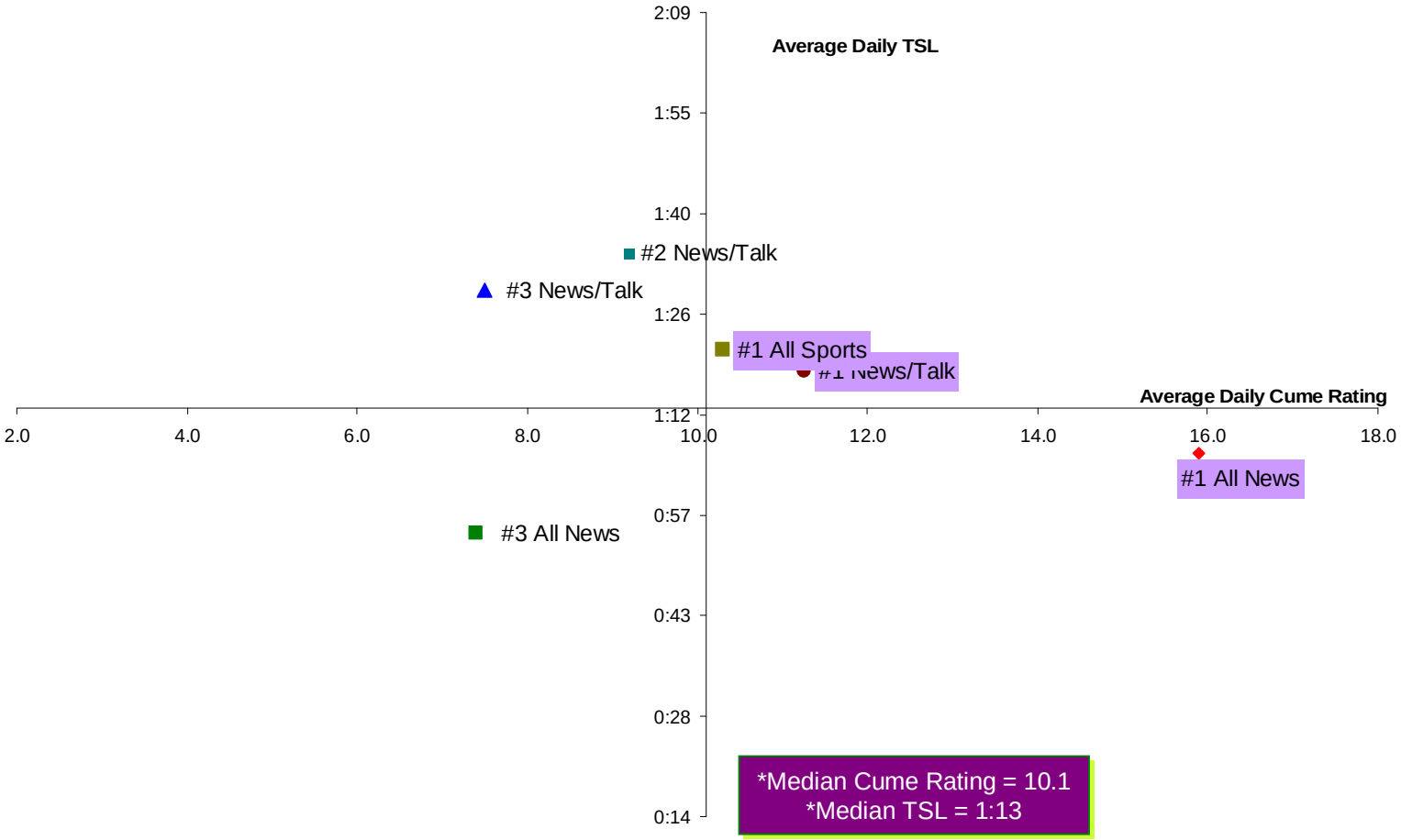
News Formats P25-54



* Based on a Top 3 rank position

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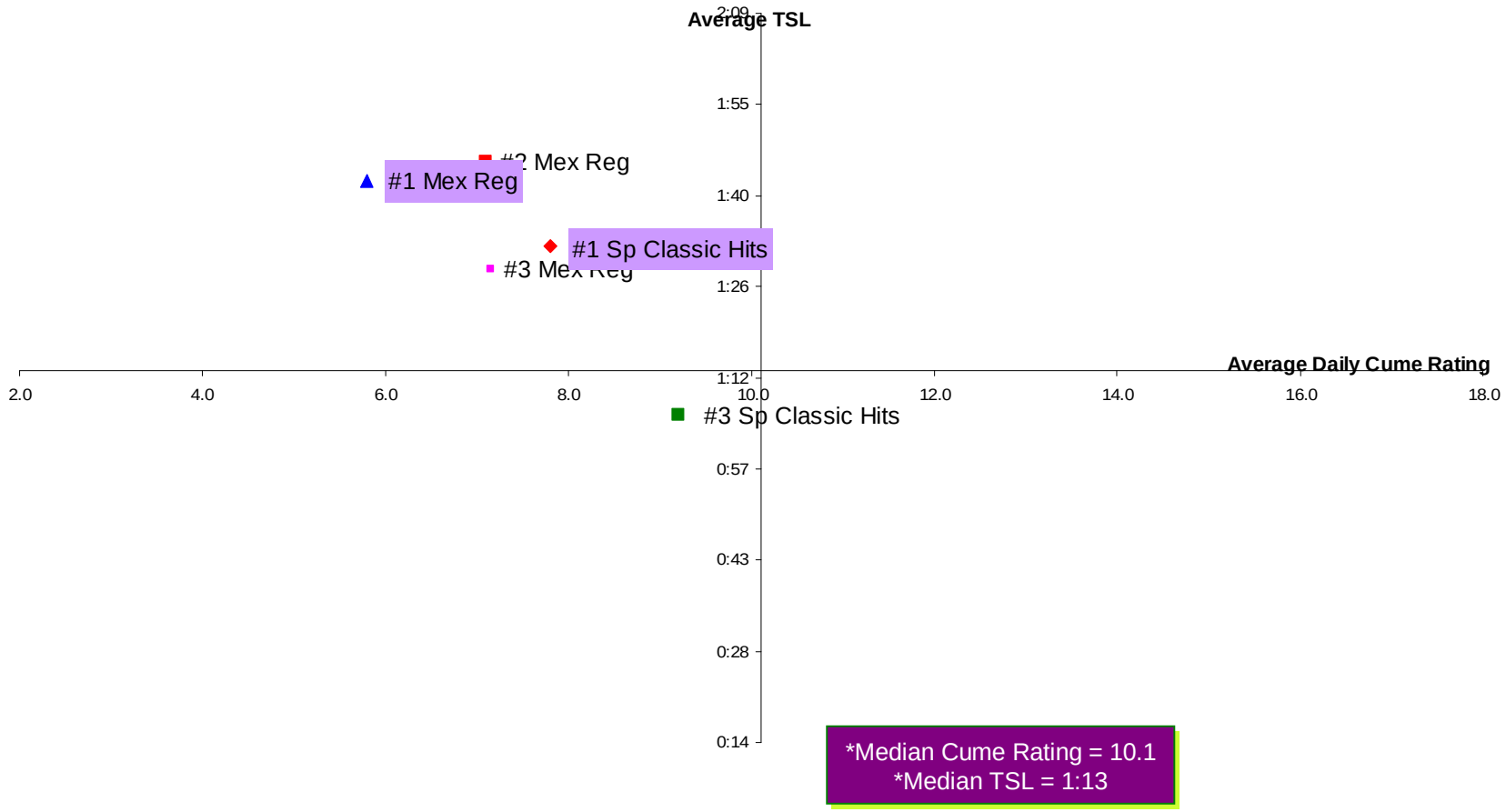
Spanish Formats P25-54



*Median Cume Rating = 10.1
*Median TSL = 1:13

* Based on a Top 3 rank position

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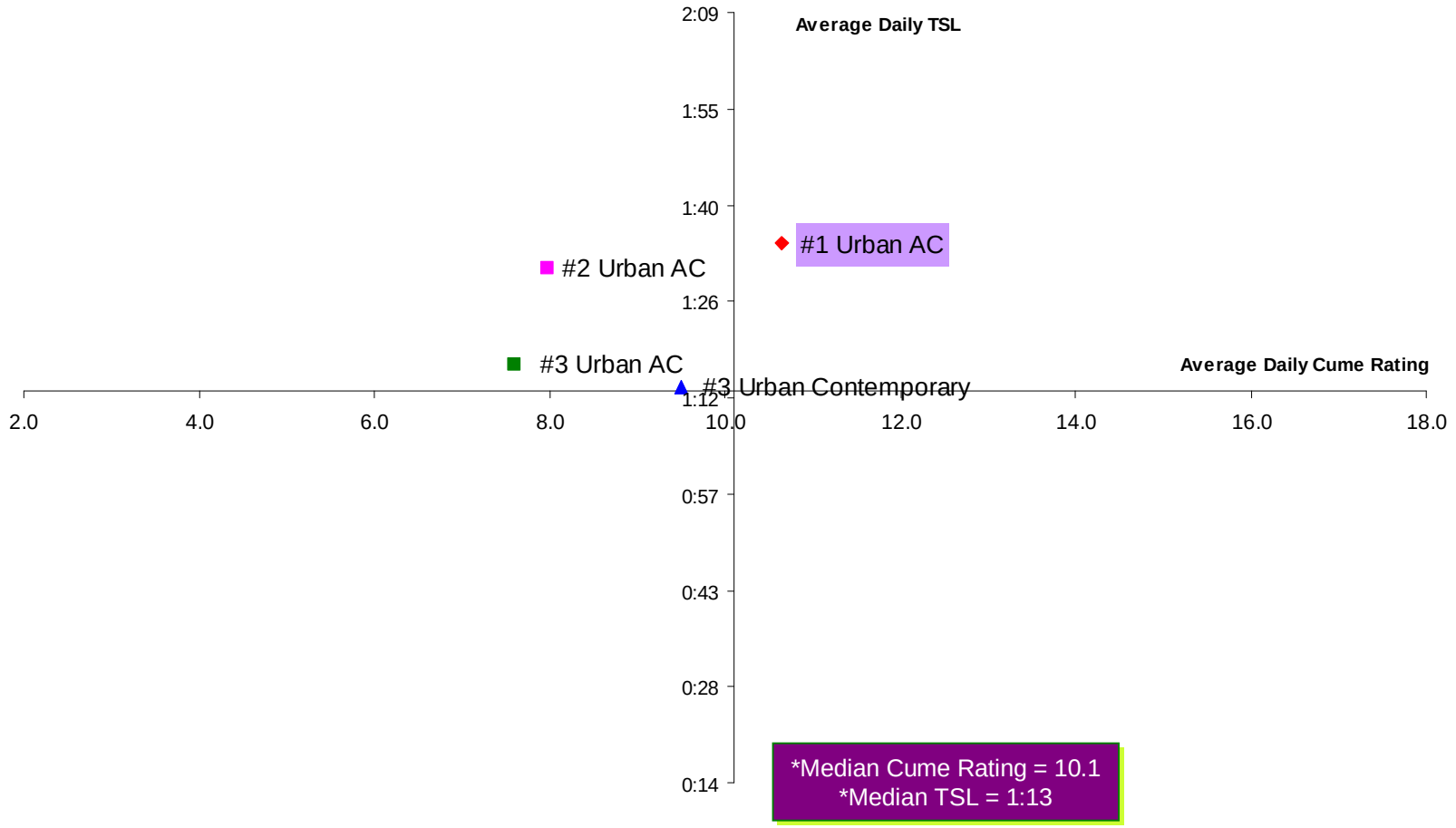
Urban Formats P25-54



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