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*Analyzing its Impact on Reach*

Presented by:  
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# Agenda

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- I. Project Overview
- II. Methodology
- III. Data Comparisons
- IV. Summary
- V. Conclusions



# Overview



This research project explores the impact of replacing Arbitron's standard diary audience estimates with PPM<sup>SM</sup> test data in actual radio schedules purchased by Harmelin Media in Philadelphia during that same 2002-2003 PPM trial period.

## *Questions To Be Answered:*

- What is the impact of the PPM<sup>SM</sup> audience estimates on Reach and Frequency calculations?
- Does the impact vary by demographic, rating point level, schedule length?



# Methodology



## How the Analysis Was Performed

- Evaluated a cross-section of buys (clients, demos, point levels) that aired during 4<sup>th</sup> Quarter 2002 and were purchased off Spring '02 Philadelphia Radio Market Report (RMR)
- Utilized actual client schedules from Harmelin's *STRATA VIEW* media buying software
- Generated PPM<sup>SM</sup> audience estimates for stations/dayparts from Arbitron's PPM<sup>SM</sup> Analysis Tool Program
- Compiled PPM<sup>SM</sup> average estimates based on exact same calendar dates as Spring '02 Philadelphia RMR



# Methodology

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## How the Analysis Was Performed (cont.)

- Input relevant PPM<sup>SM</sup>-based reach statistics (AQH, Cume) into existing STRATA VIEW schedules
- Replicated customized dayparts exactly (i.e. narrowed hours and days-of-week combinations)
- Reach & Frequency estimates were calculated using identical STRATA NuMath<sup>©</sup> research and STRATA VIEW software



# Methodology



Strata-View [Scheduler (radio) 2]

File Edit Components Pre-Buy Options Style Tools Utilities Window Help

Radio: Television: Cable:

	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 1 - Wk 13						
	9/30 '02	10/7 '02	10/14 '02	10/21 '02	10/28 '02	Women 25-54					W	
						Avg AQH Rtg	Avg AQH	Cume	GRP	Spt Tot	Avg AQH Rtg	GR
Philadelphia SP02	107	106	107	107	109	1.2	13564	1125100	2008.4	1675	1.2	13
WBEB-FM	19	18	19	18	18	2.7	30707	519684	668.8	246	2.6	4
F 7a-10a	2	2	2	2	0	»3.3	»37433	»121928	26.4	8	»3.3	
F 10a-3p	4	4	4	4	0	»5.0	»55941	»169683	80.0	16	»5.0	2
F 7a-10a	0	0	0	0	2	»3.3	»37433	»121928	26.4	8	»3.3	
F 10a-3p	0	0	0	0	4	»5.0	»55941	»169683	80.0	16	»5.0	
F 6a-10a	0	0	0	0	0	»2.8	»31236	»124977	16.8	6	»2.8	
M-W,F 6a-10a	0	0	0	0	0	»2.7	»30663	»231987	13.5	5	»2.7	
M-Tu,F 6a-10a	0	0	0	0	0	»2.7	»30224	»206358	13.5	5	»2.7	



# Data Comparisons

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## Schedule # 1

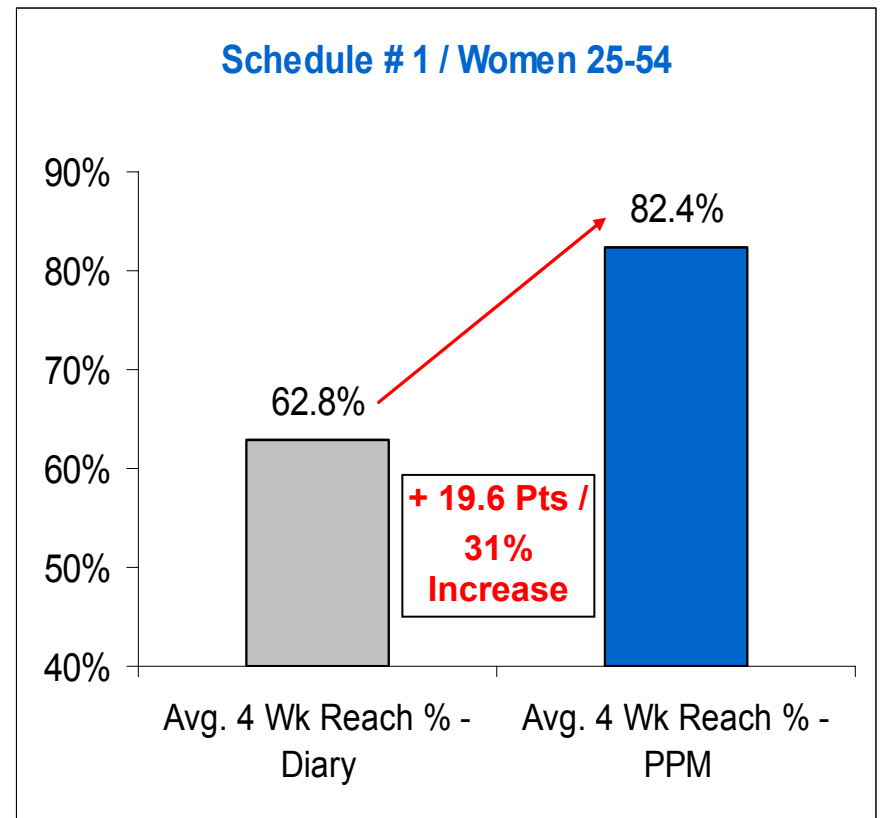
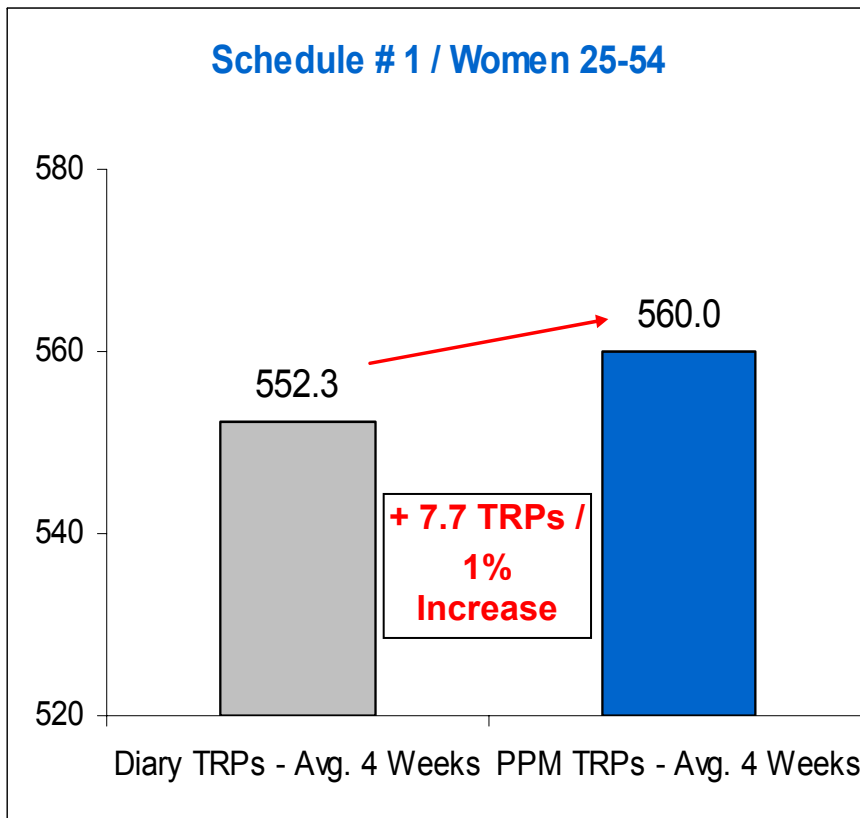
Target: Women 25-54  
Category: Retail  
Campaign: 13 Consecutive Weeks  
TRPs / Wk: Various (minimum 100+/wk)  
# Stations: 7  
Day-of-Wk /  
Emphasis: End-of Week and Weekends



# Data Comparisons



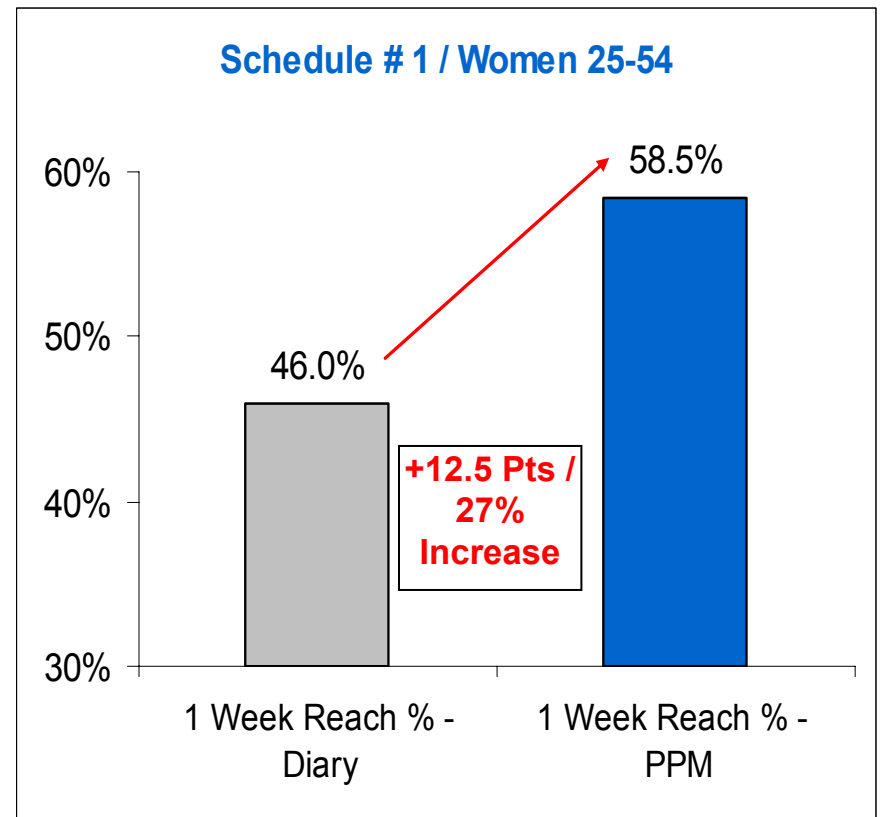
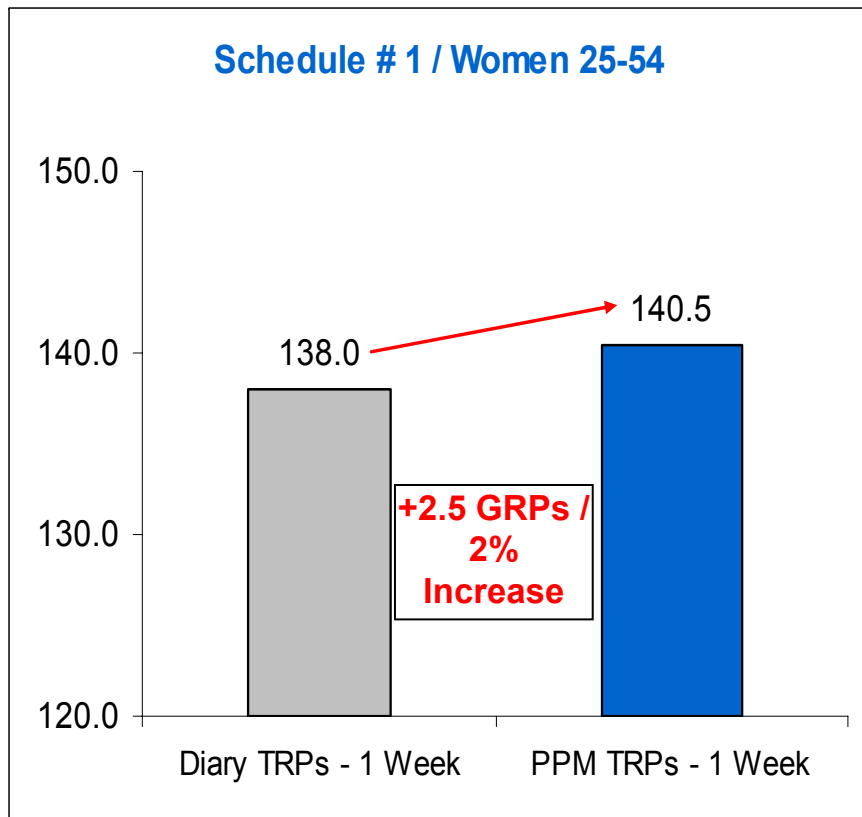
## Avg. 4 Week Totals



# Data Comparisons



## Single Week – 7 Stations





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## Schedule # 2

Target: Women 25-54

Category: Retail

Campaign: 5 Non-Consecutive Weeks

TRPs / Wk: 200 or 150

# Stations: 8

Day-of-Wk /

Emphasis: W-F and Weekends

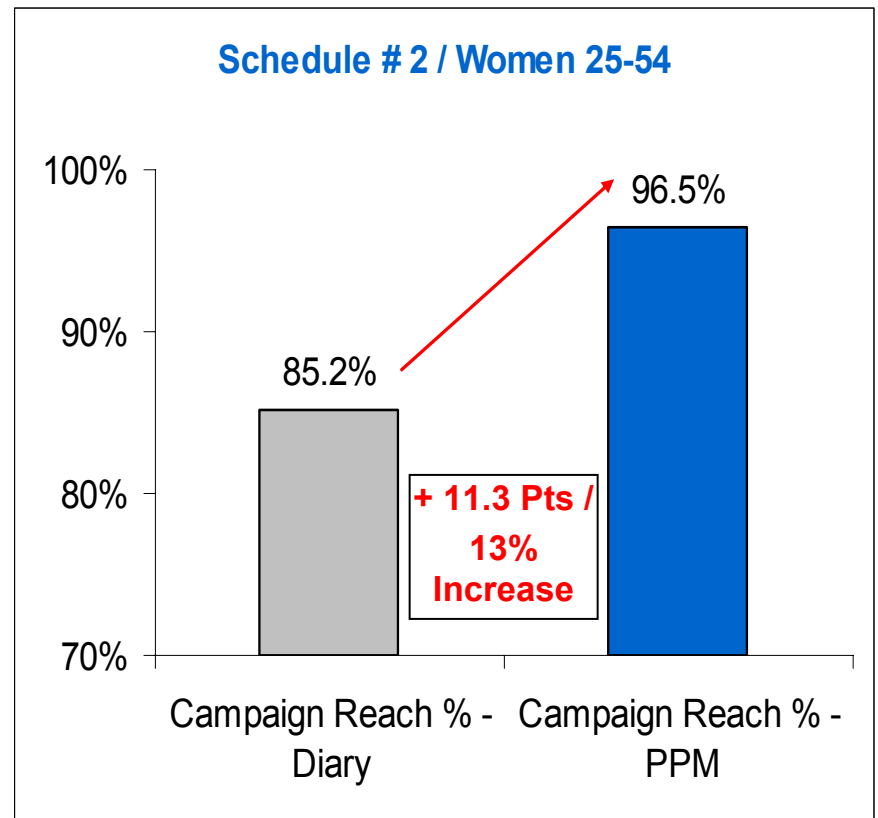
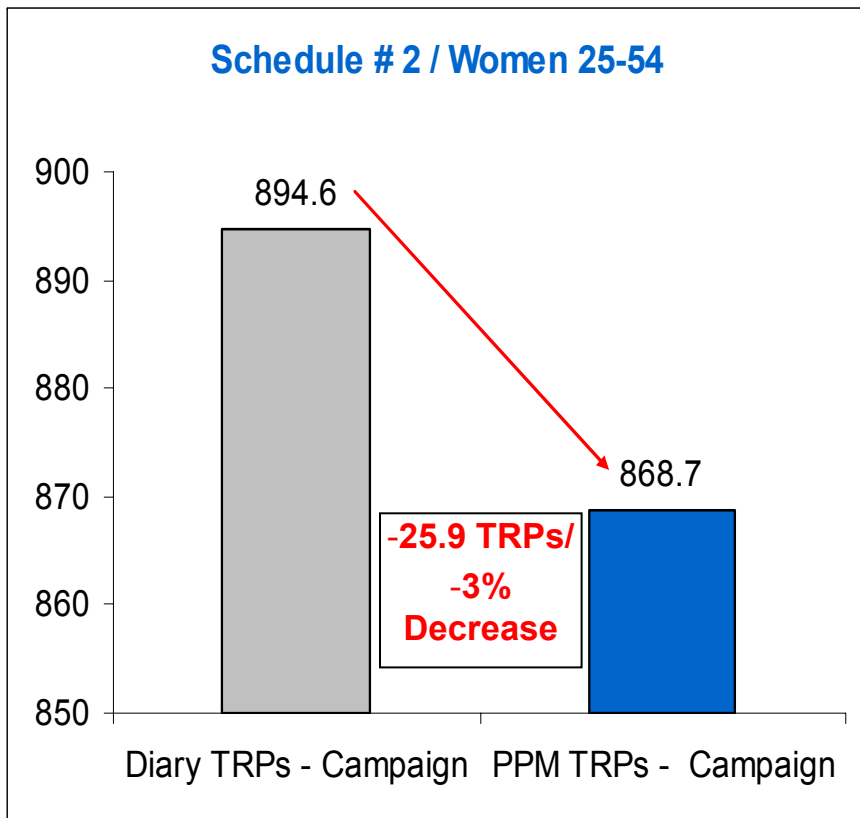
**Decrease in TRPs with PPM<sup>SM</sup> estimates**



# Data Comparisons



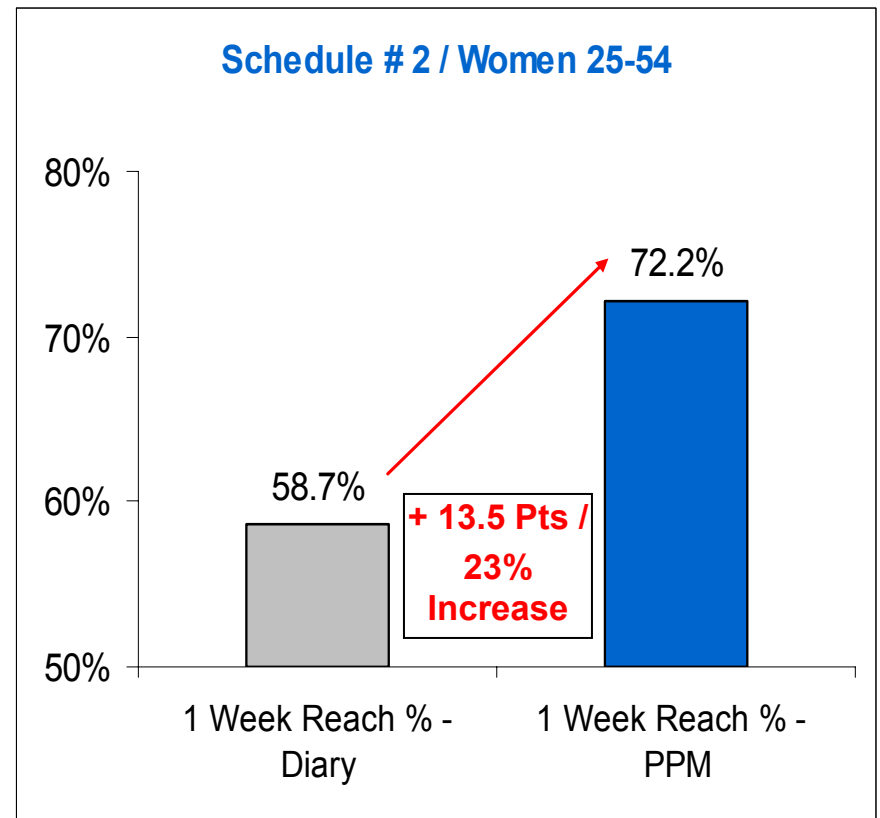
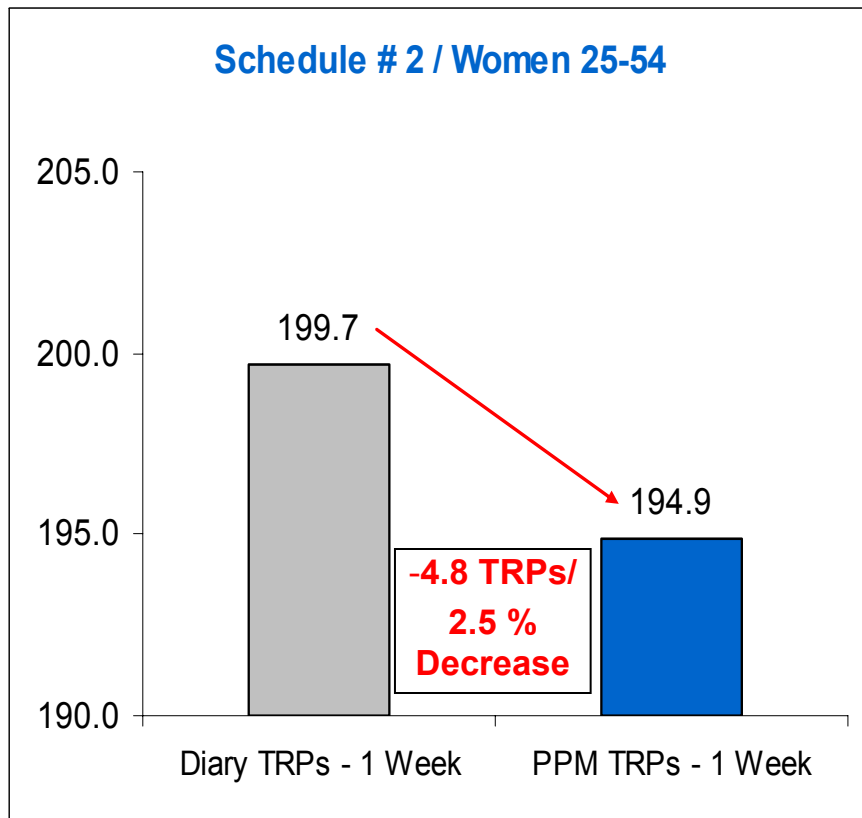
## Campaign Totals (5 Wks)



# Data Comparisons



## Single Week – 8 Stations





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## Schedule # 3 – Demo Change

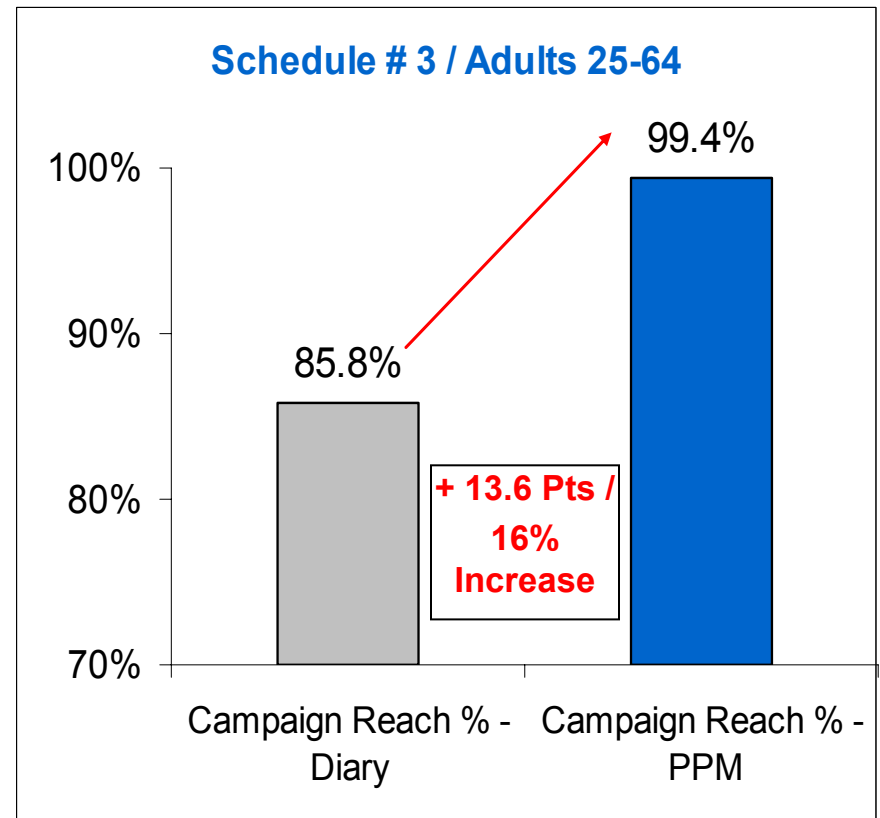
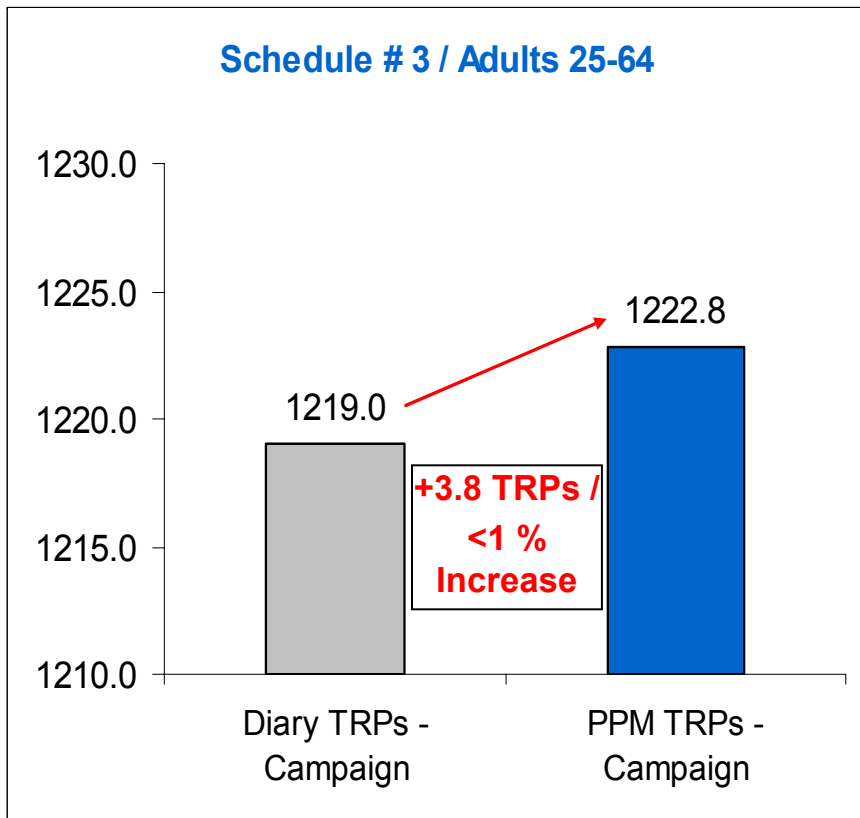
Target: Adults 25-64  
Category: Automotive  
Campaign: 5 Consecutive Weeks  
TRPs / Wk: Approx. 240  
# Stations: 10 – 14 (flighted)  
Day-of-Wk /  
Emphasis: None



# Data Comparisons



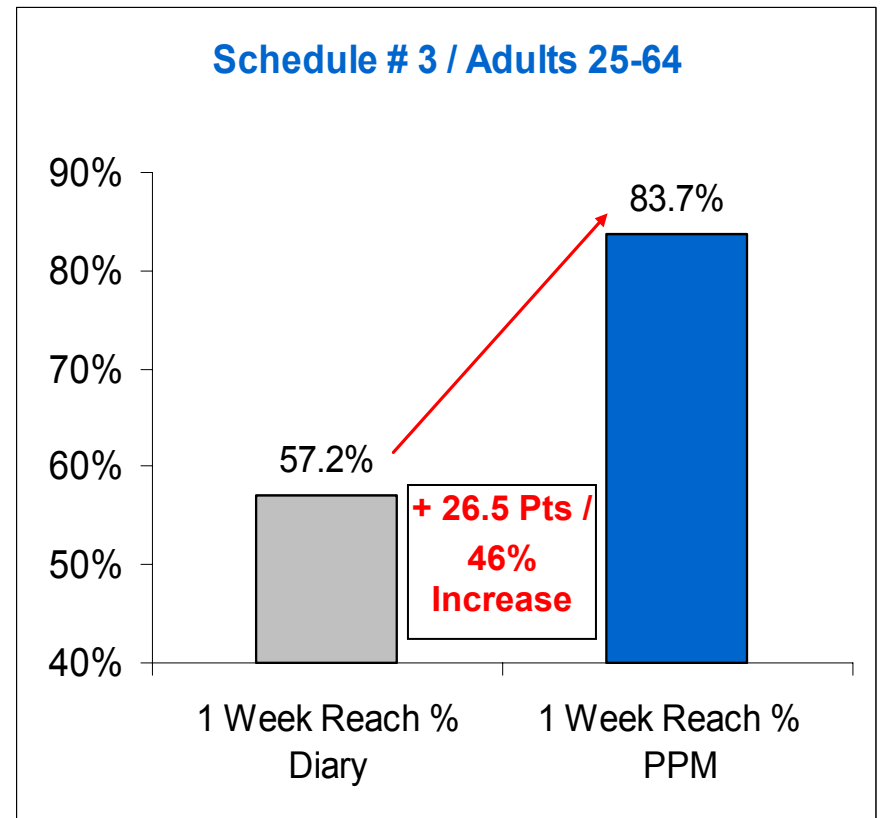
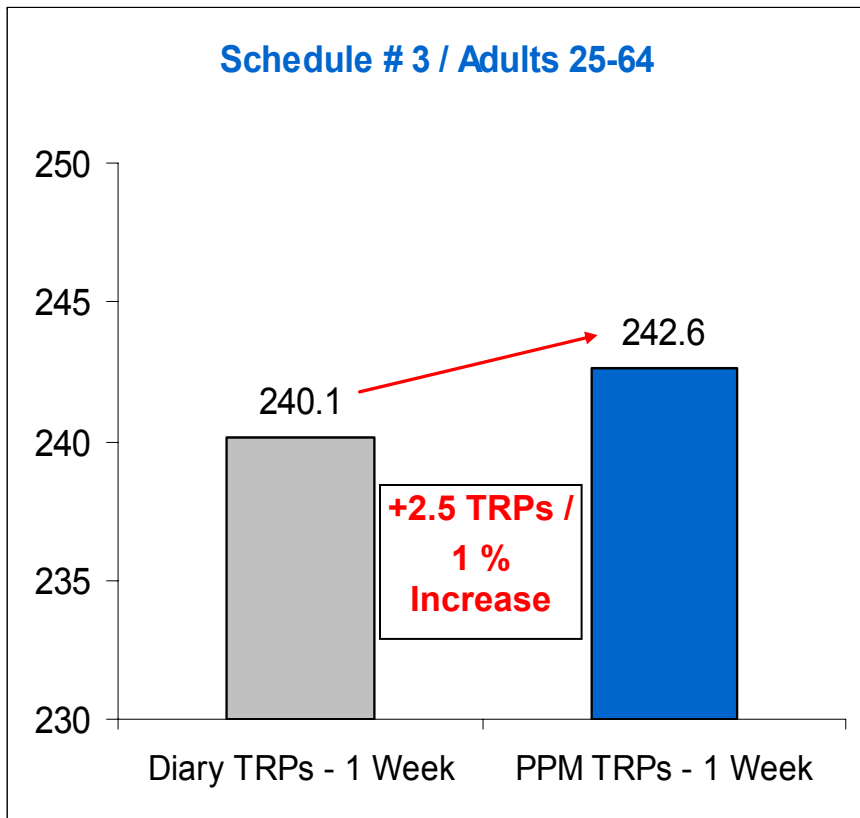
## Campaign Totals (5 Wks)



# Data Comparisons



## Single Week – 10 Stations





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## Schedule # 4 – Younger Demo

Target: Adults 18-49  
Category: Technology  
Campaign: 7 Consecutive Weeks  
TRPs / Wk: Approx. 200  
# Stations: 9  
Day-of-Wk /  
Emphasis: End-of Week

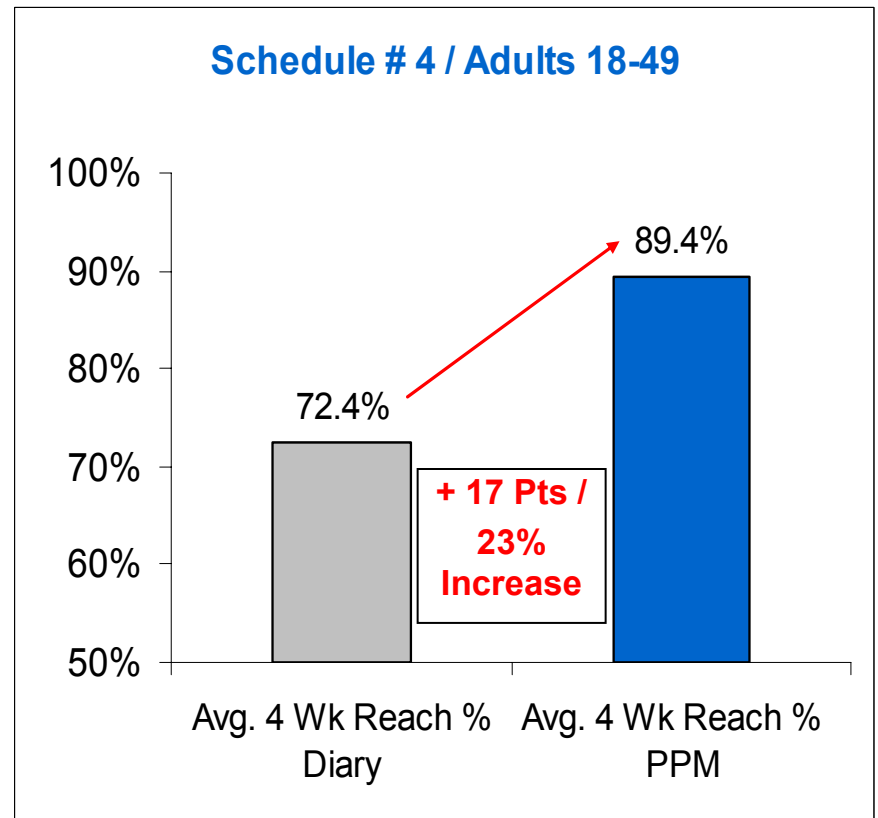
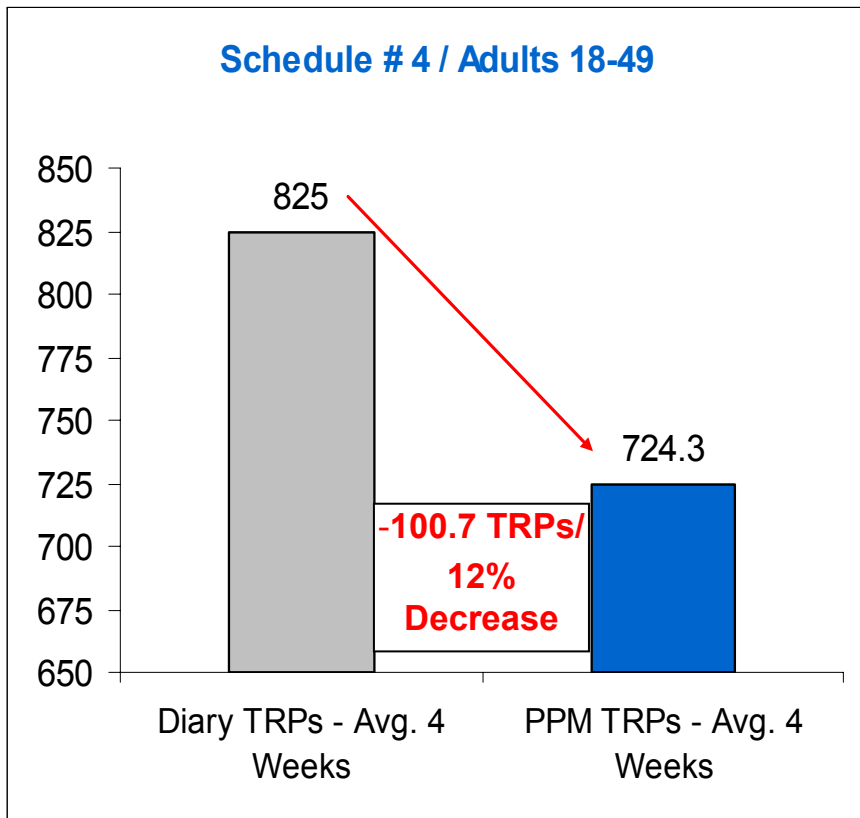
**Decrease in TRPs with PPM<sup>SM</sup> estimates**



# Data Comparisons



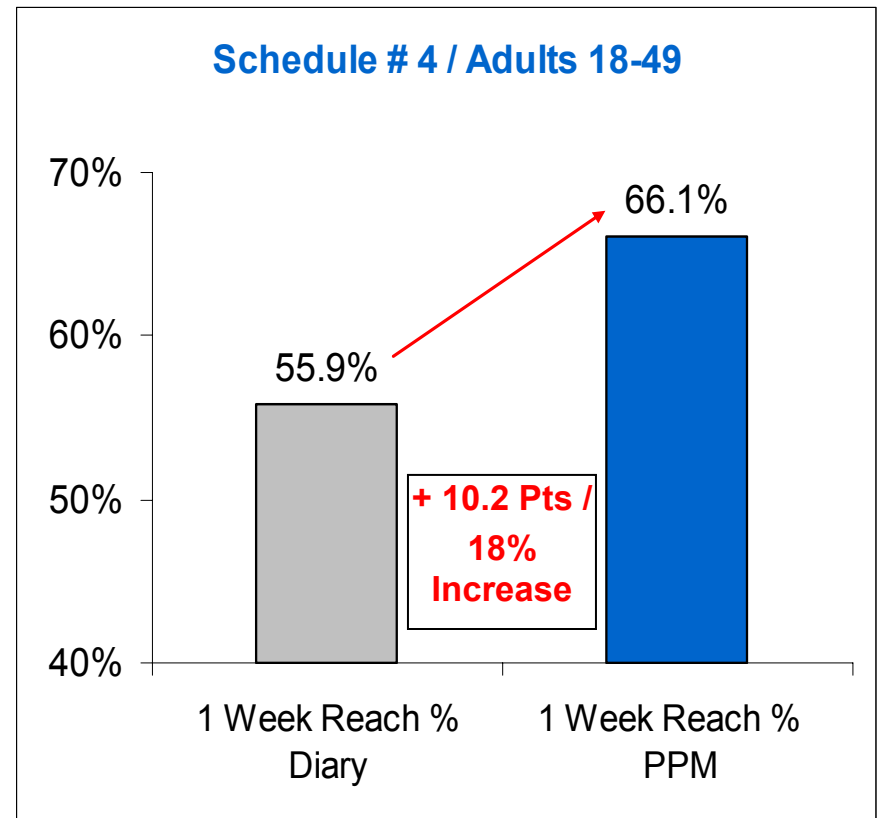
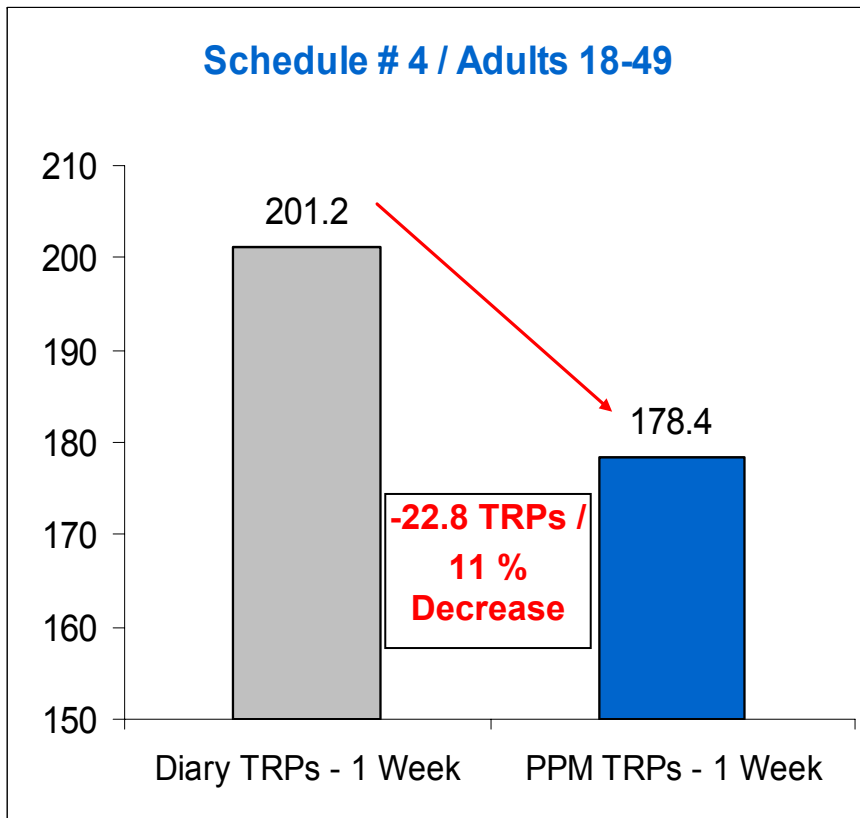
## Avg. 4 Week Totals – 9 Stations



# Data Comparisons



## Single Week – 9 Stations





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## Schedule # 5 – Fewer Stations & TRPs

Target: Men 18-34

Category: Communications

Campaign: 3 Consecutive Weeks

**TRPs / Wk: Approx. 48**

**# Stations: 1**

Day-of-Wk /

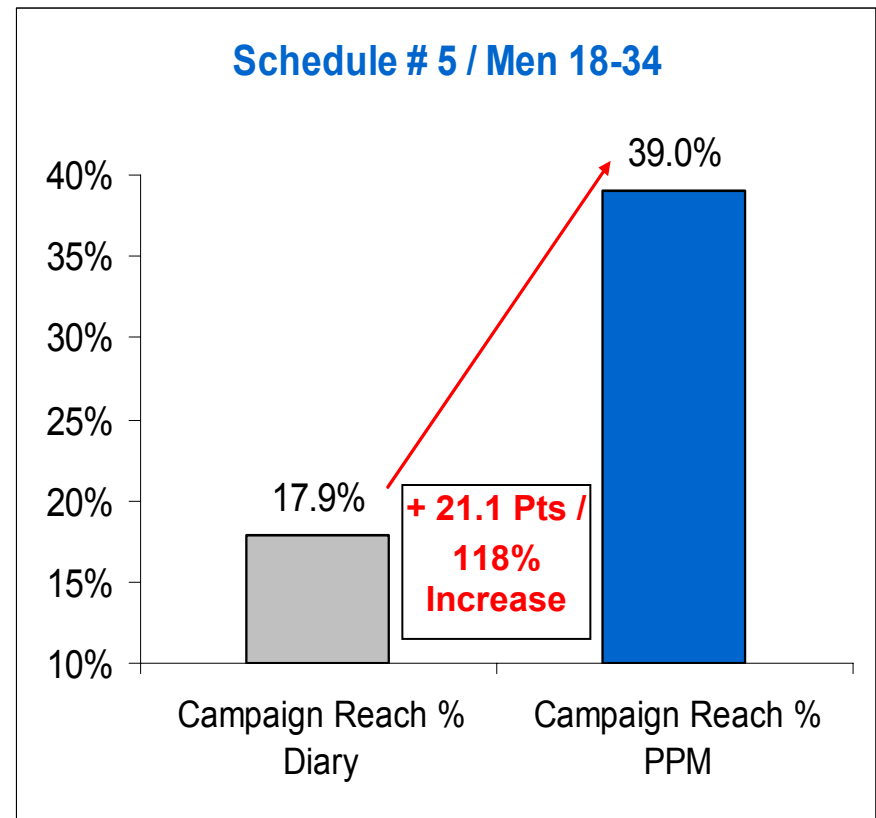
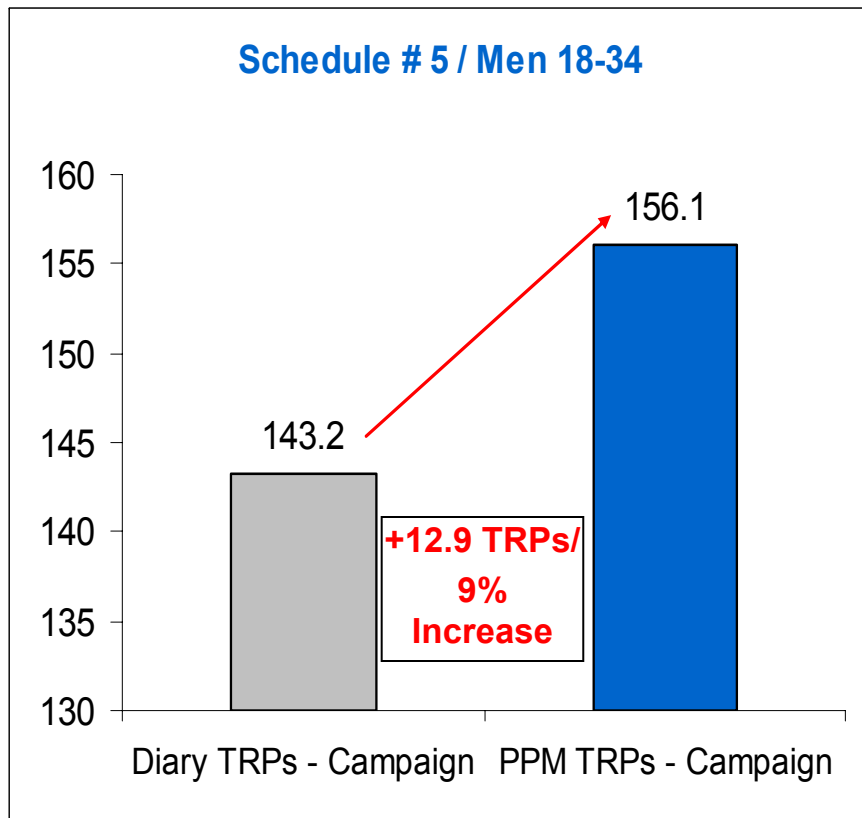
Emphasis: End-of Week



# Data Comparisons



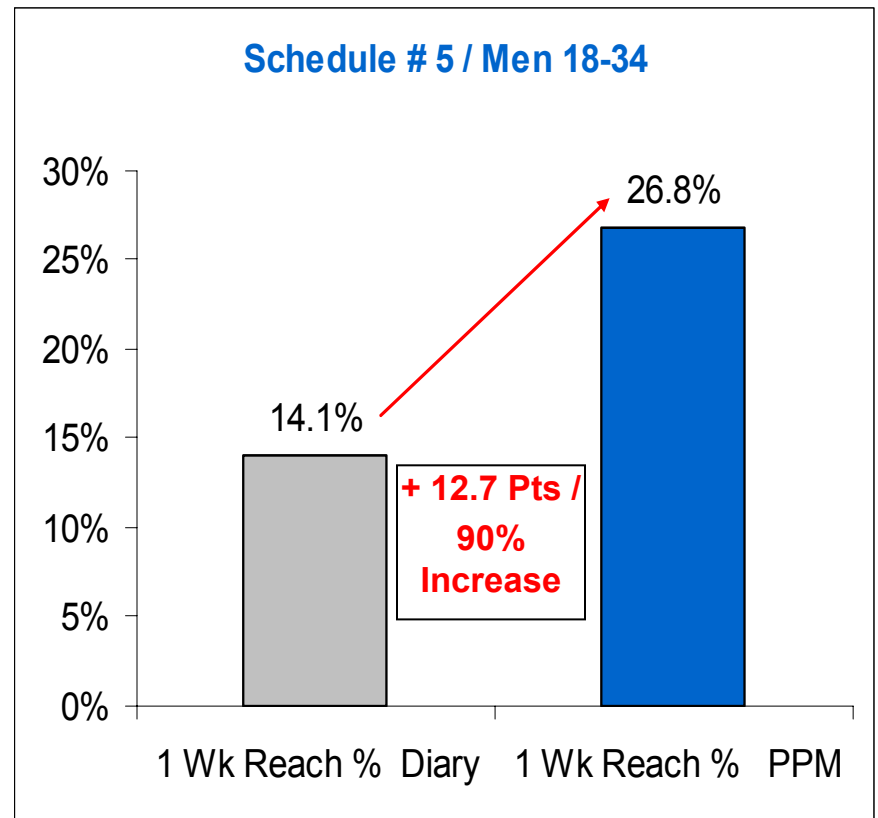
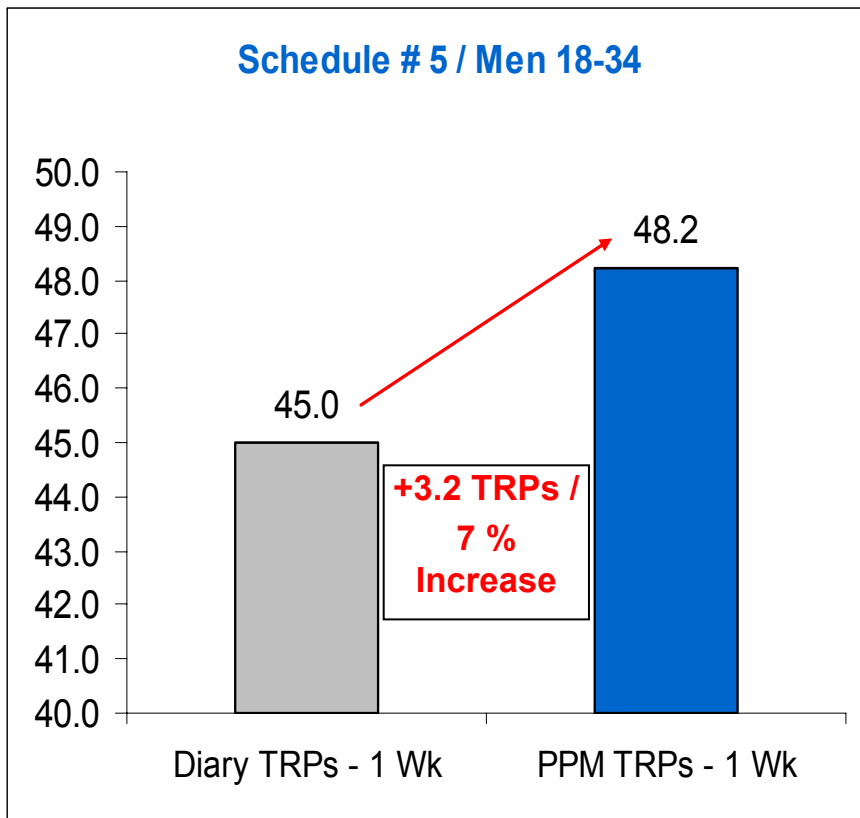
## Campaign Totals – 1 Station



# Data Comparisons



## Single Week – 1 Station





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## Schedule # 6 – Single Day Flight

Target: Men 18-49

Category: Communications/Entertainment

Campaign: 3 Non-Consecutive Days

TRPs / Wk: Approx. 135

# Stations: 7

Day-of-Wk /

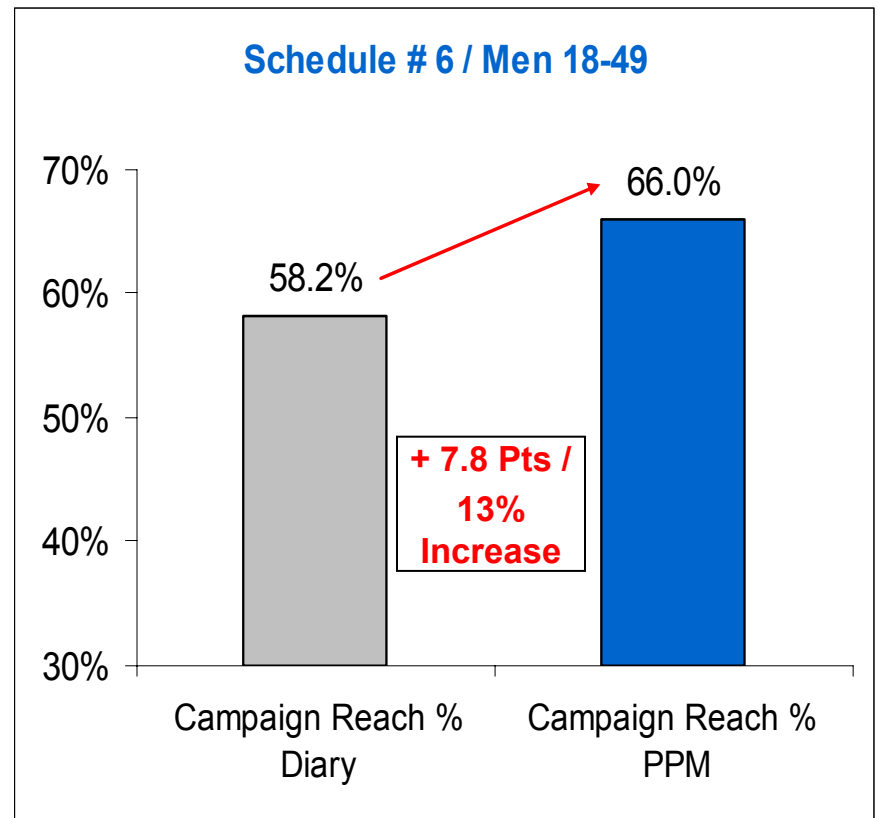
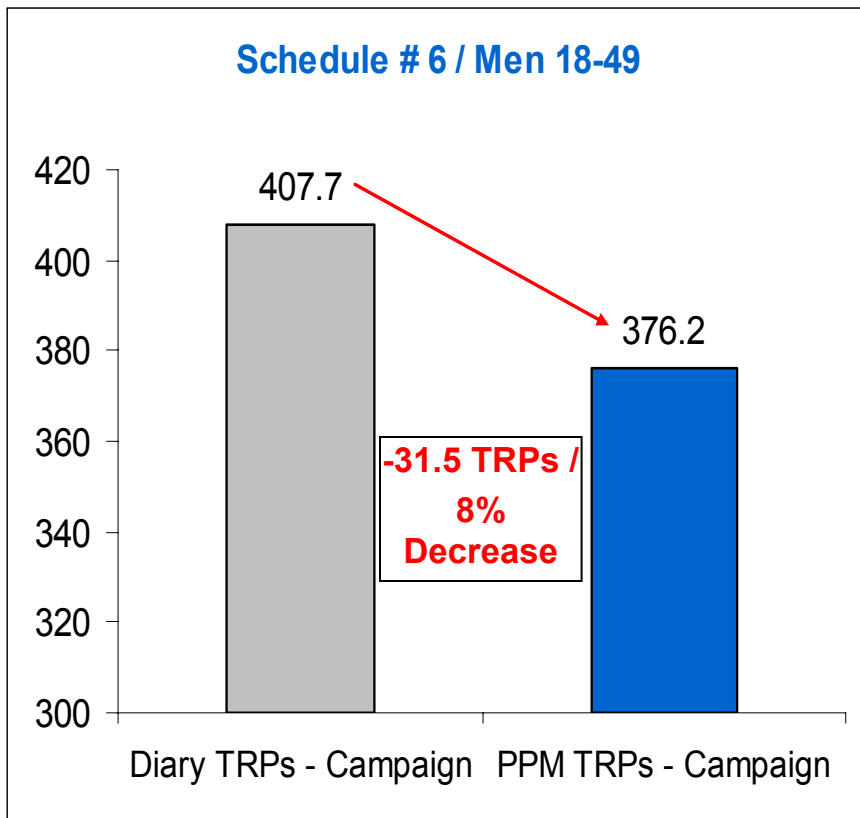
Emphasis: Tuesday



# Data Comparisons



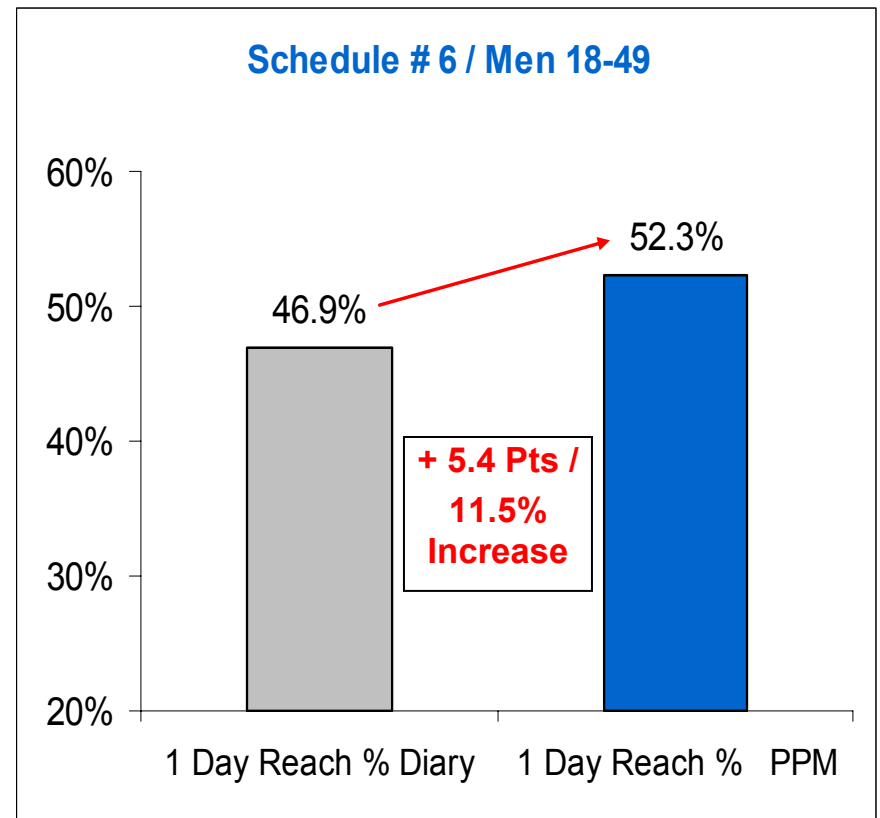
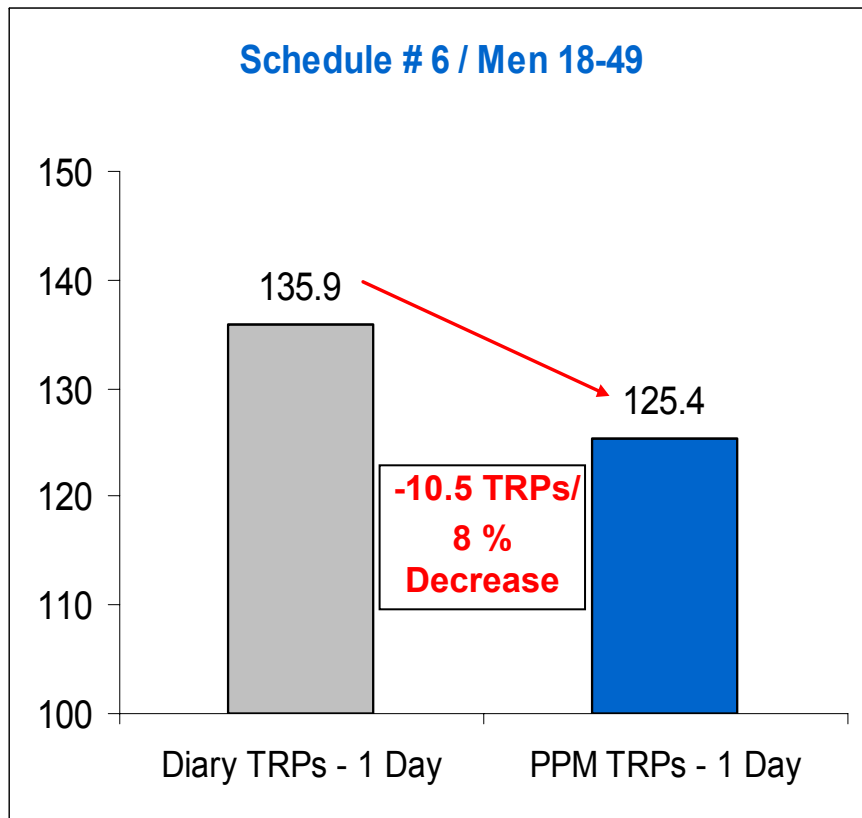
## Campaign Totals – 7 Stations



# Data Comparisons



## Single Day – 7 Stations





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## Schedule # 7 – Ethnic Target Audience

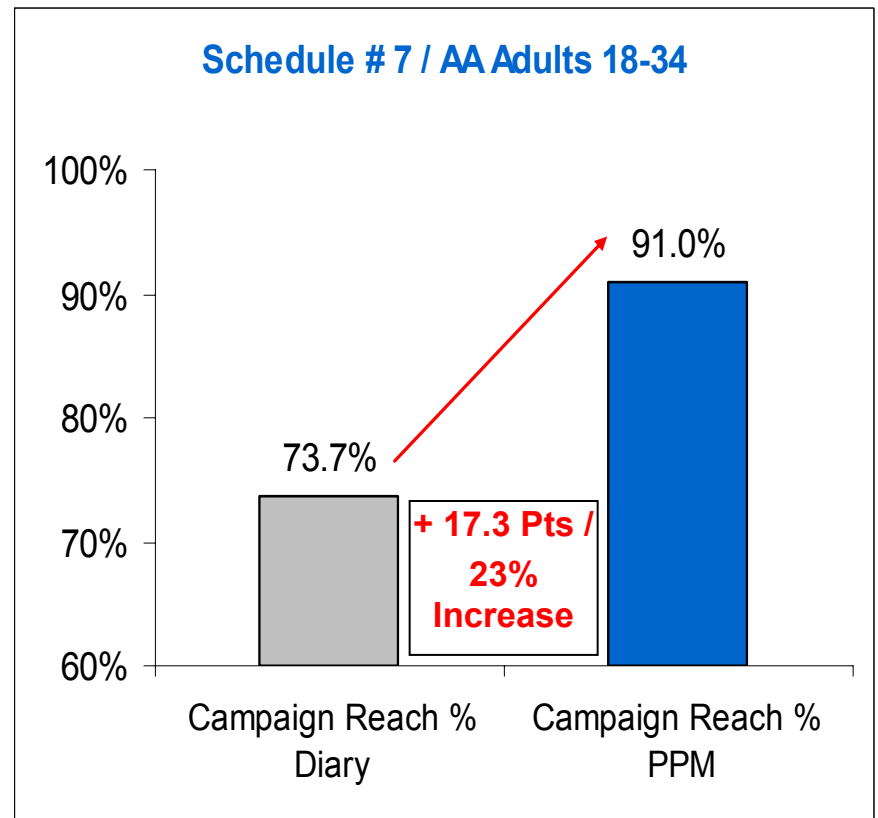
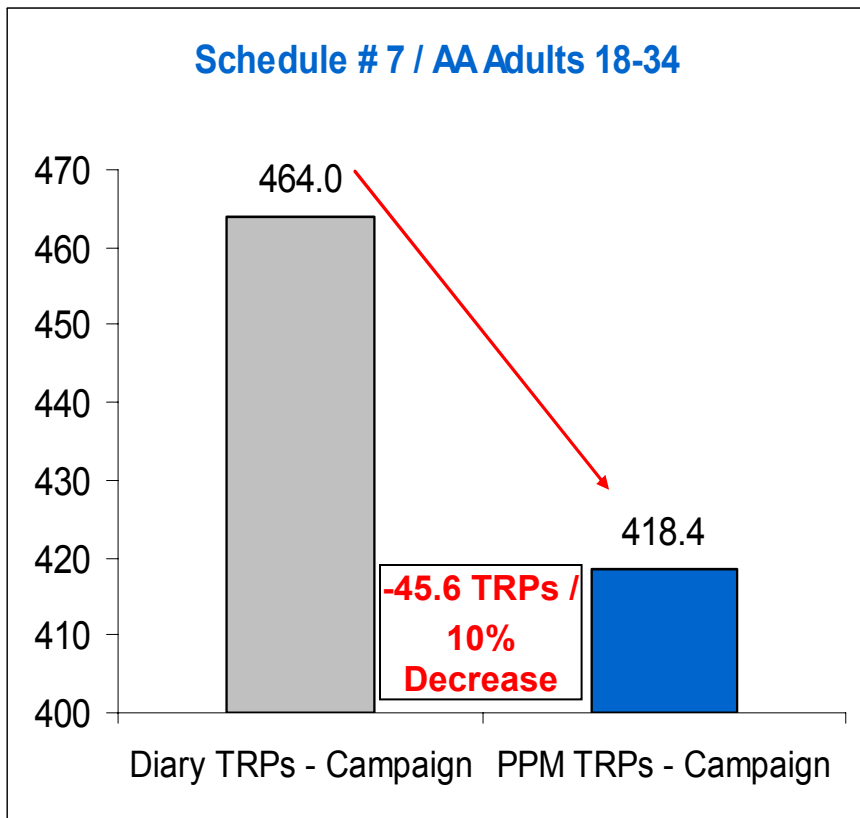
Target: African-American Adults 18-34  
Category: Communications/Entertainment  
Campaign: 2 Weeks (2 Days/Wk)  
TRPs / Wk: Approx. 230  
# Stations: 3  
Day-of-Wk /  
Emphasis: Wednesday-Thursday  
**Survey: WI02-SP02 (Diary); SP02 PPM**



# Data Comparisons



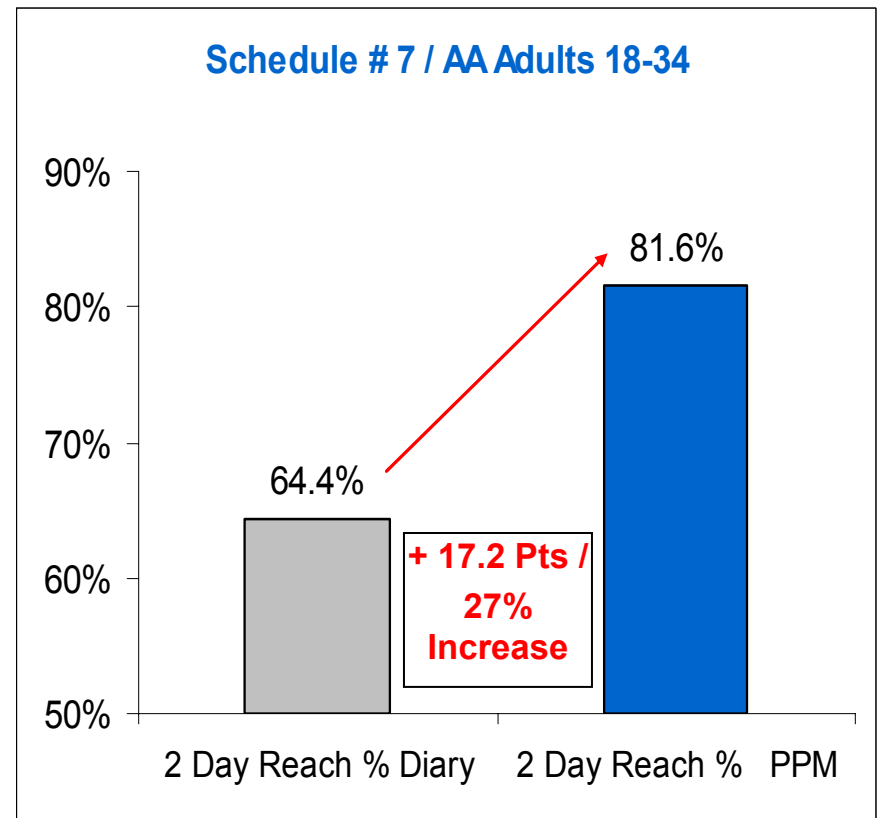
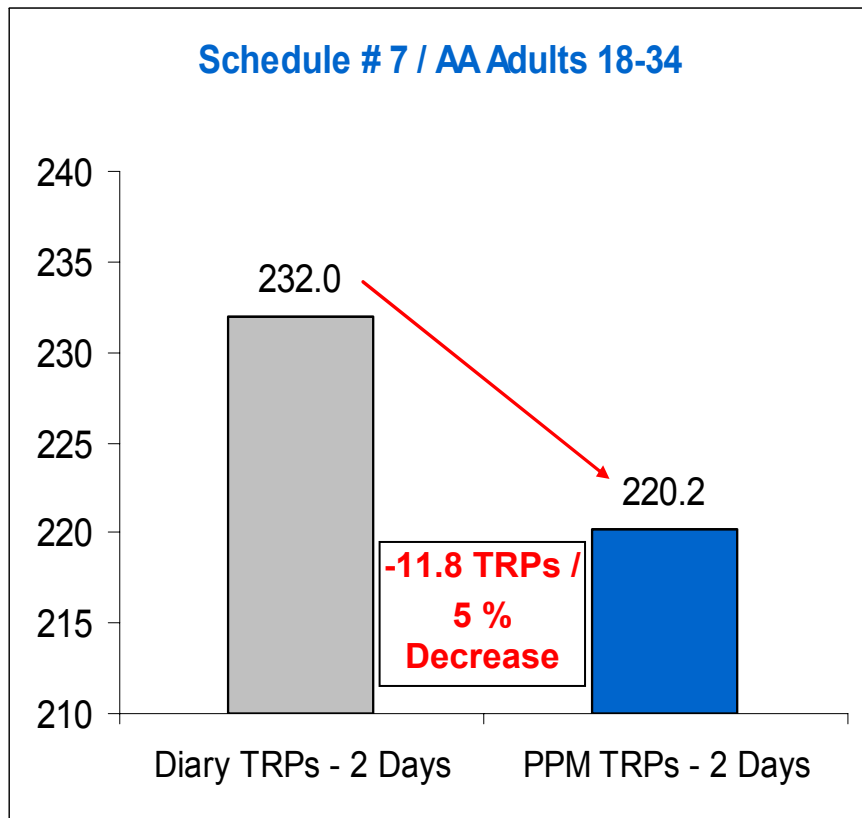
## Campaign Totals – 3 Stations



# Data Comparisons



## Two Day (1 Wk) Totals – 3 Stations



# Summary



## Campaign / Avg. 4 Week

	Target	# Stations	TRPs Diary	TRPs PPM	TRP Change	% Rch Change
Schedule # 1	Women 25-54	7	552.3	560.0	+ 7.7	+ 31%
Schedule # 2	Women 25-54	8	894.6	868.7	-25.9	+ 13%
Schedule # 3	Adults 25-64	14	1219.0	1222.8	+ 3.8	+ 16%
Schedule # 4	Adults 18-49	9	825.0	724.3	-100.7	+ 23%
Schedule # 5	Men 18-34	1	143.2	156.1	+ 12.9	+ 118%
Schedule # 6	Men 18-49	7	407.7	376.2	-31.5	+ 13%
Schedule # 7	AA Adults 18-34	3	464.0	418.4	-45.6	+ 23%



# Summary



Campaign / Avg. 4 Week						
	Target	Rch % Diary	Rch % PPM	% Rch Change	Freq. Diary	Freq. PPM
Schedule # 1	Women 25-54	62.8%	82.4%	+ 31%	8.8	6.8
Schedule # 2	Women 25-54	85.2%	96.5%	+ 13%	10.5	9.0
Schedule # 3	Adults 25-64	86.4%	99.4%	+ 16%	13.6	12.3
Schedule # 4	Adults 18-49	72.4%	89.4%	+ 23%	11.4	8.1
Schedule # 5	Men 18-34	17.9%	39.0%	+ 118%	8.0	4.0
Schedule # 6	Men 18-49	58.2%	66.0%	+ 13%	7.0	5.7
Schedule # 7	AA Adults 18-34	73.7%	91.0%	+ 23%	6.3	4.6



# Conclusions

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- The change from diary to PPM<sup>SM</sup> based audience estimates in actual radio schedules produced a dramatic increase in calculated reach.
- The increase in reach was observed across all of the schedules and demographics that were examined.
- The higher reach was achieved even though schedules were not originally purchased on PPM<sup>SM</sup> based station or daypart strengths.
- There was no direct correlation between the percent increase in reach and the variables of TRPs, flight length, number of stations, or days-of-week aired.



# Conclusions



- As a function of the changes in reach and TRPs, the calculated frequency of every schedule was lower.
- We do not believe the changes in calculated reach are unique to the STRATA NuMath<sup>©</sup> or *View* software.
- The more-sophisticated PPM<sup>SM</sup> audience estimates will require adjustments to reach and frequency models in existing media software (e.g. better station duplication estimates; reach accumulation over time).
- This preliminary analysis indicates that Radio can provide much higher reach levels than previously thought.



# Questions

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THANK YOU!

