

Sample

Top radios analysis

3 Proxy artists

FOCUS MARKETING



4/3/2006

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Executive summary

- The analysis indicates that a radio airplay concentration effect is observed for the selected 3 proxy artists and could be effective for optimized radio promotions
 - **Top radios to focus on:**
 - **Artist X:** 41 Americana Radios are over performing for this artist or 15% of the total Americana radios population
 - **Artist Y:** 23 Americana Radios are over performing for this artist or 8% of the total Americana radios population
 - **Artist Z:** 99 Americana Radios are over performing for this artist or 35% of the total Americana radios population
 - **Cross Artists (respecting the weight attached to each artist):** 83 Americana Radios are over performing for this artist or 29% of the total Americana radios population
 - **Top radio markets to focus on:**
 - **Artist X:** 25 Americana radio markets are over performing for this artist or 18.5% of the total Americana radios markets
 - **Artist Y:** 8 Americana radio markets are over performing for this artist or 6% of the total Americana radios markets
 - **Artist Z:** 47 Americana radio markets are over performing for this artist or 35% of the total Americana radios markets
 - **Cross Artists (respecting the weight attached to each artist):** 34 Americana radio markets are over performing for this artist or 25% of the total Americana radios markets
 - **By focusing on the top markets and radios for the cross artist analysis, it is possible to achieve:**
 - Up to 950% of the baseline Airplay results
 - Up to 9 times more radio promotion efforts for the same initial budget

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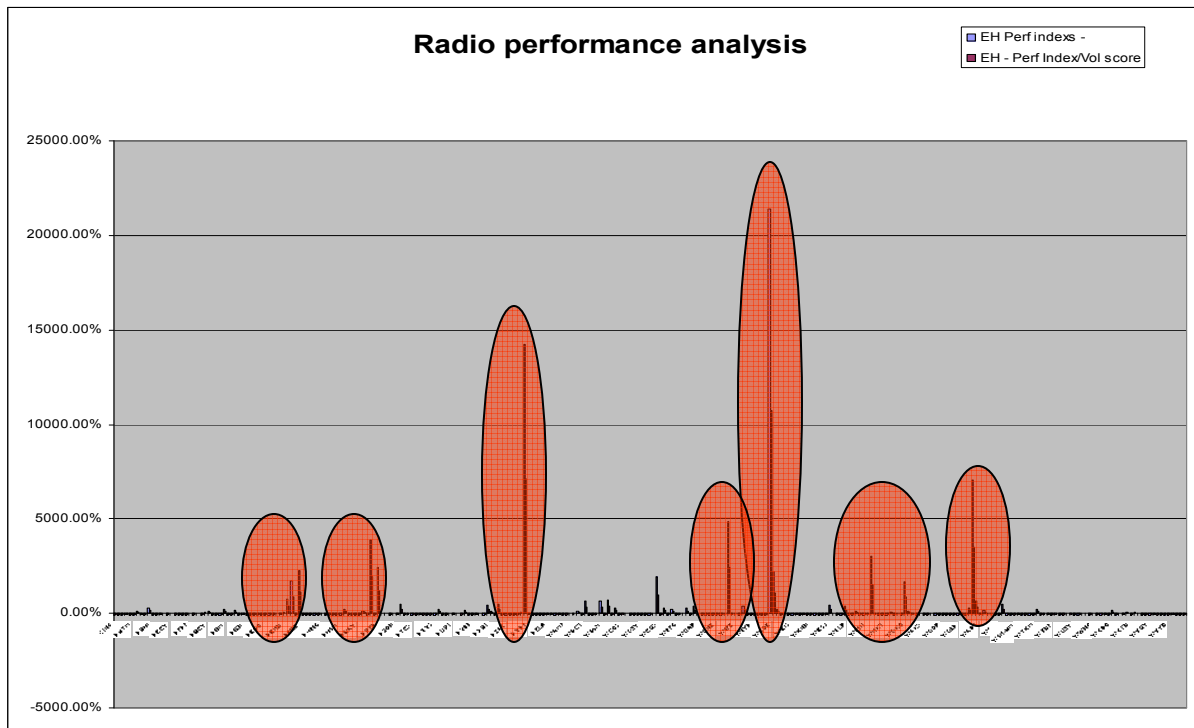
Artist X

Airplay – Radios Stations analysis

The analysis by radio indicates a clear bias for a specific list of 41 radios over a total population of 284 Americana radios in the US

(see radios list in appendix)

By focusing on those radios that are over “airplay” reacting in volume to the proxy artist, an airplay promotion effort will achieve a higher level of return



Business implications for you:

Investment on 15% of total Americana radios:
\$410 budget by campaign

Number of additional effective radio promotions on the top radios: 7.3 times more

By concentrating on the top radios for airplay promotions, you can improve your airplay results by 1109%

Mediaguide

(*) Average radio campaign: 300 radios/ \$3000 investment/ 6 weeks promotion/ 3 weeks effective airplay/ Standard successful airplay results: 2500 spins/week/ including 10% decay effect from one promotion to another even if the albums are different/ Perf indexes included are only below 500% to avoid accidental biases

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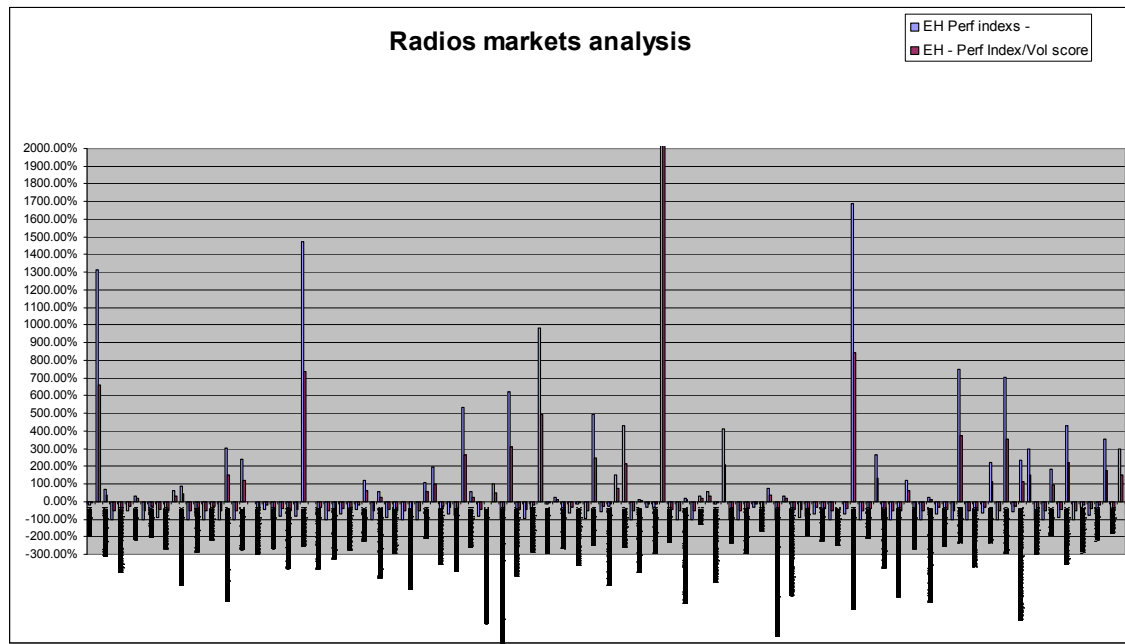
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Artist X

Airplay – Radios Market analysis

The analysis by radio markets indicates a clear bias for a specific list of 25 radio markets over a total 135 Americana radio markets in the US
(see radios list in appendix)

By focusing on those markets that are over “airplay” reacting in volume to the proxy artist, an airplay promotion effort will achieve a higher level of return



Business implications for you:

Investment on 18.5% of total Americana radio markets:
\$250 budget by campaign

Number of additional effective radio promotions on the top radios: 12 times more

By concentrating on the top radios for airplay promotions, you can improve your airplay results by 637%

Mediaguide

(*) Average radio campaign: 300 radios/ \$3000 investment/ 6 weeks promotion/ 3 weeks effective airplay/ Standard successful airplay results: 2500 spins/week/ including 10% decay effect from one promotion to another even if the albums are different/ Perf indexes included are only below 500% to avoid accidental biases

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Artist X

List of top radios and radios markets

Top Radios	Top Radios
KAYD	WPCK
KBOB	WQXK
KHEY	WQYK
KICR	WQZX
KITO	WRHM
KKRG	WSJR
KKUS	
KMDL	
KRST	
KRWP	
KRZK	
KSOP	
KKUS BIS	
KWNR	
KXBL	
KXKC	
KYKX	
WBCT	
WBUK	
WCAT	
WCKY	
WECQ	
WESC	
WEZL	
WFMX	
WFYR	
WHOK	
WIOV	
WKCQ	
WKDE	
WKDF	
WKSJ	
WLFE	
WMSI	
WOKQ	

Top Radio Markets
Albany NY
Burlington VT
Charleston SC
Columbus OH
EL Paso TX
Fresno CA
Ft Collins CO
Grand Rapids MI
Harrisburg PA
Jackson MS
Lafayette LA
Las Vegas NV
Louisville KY
Mobile AL
Portsmouth
Davenport
Roanoke
Santa Fe NM
Spokane VA
Springfield MO
Tampa FL
Toledo OH
Tyler-Longview TX
Wilkes PA
Youngstown OH

Sample

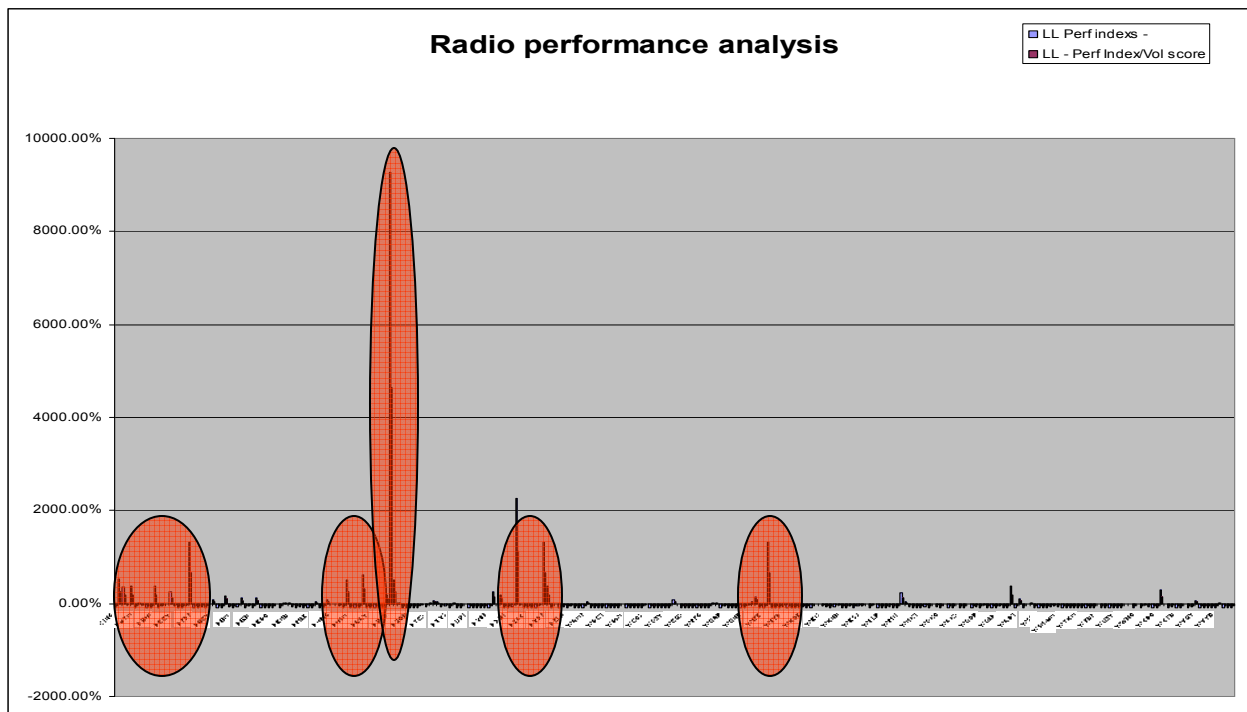
Artist Y

Airplay – Radios Stations analysis

The analysis by radio indicates a clear bias for a specific list of 23 radios over a total population of 284 Americana radios in the US

(see radios list in appendix)

By focusing on those radios that are over “airplay” reacting in volume to the proxy artist, an airplay promotion effort will achieve a higher level of return



Business implications for you:

Investment on 8% of total Americana radios:
\$230 budget by campaign

Number of additional effective radio promotions on the top radios: 13 times more

By concentrating on the top radios for airplay promotions, you can improve your airplay results by 602%

Mediaguide

(*) Average radio campaign: 300 radios/ \$3000 investment/ 6 weeks promotion/ 3 weeks effective airplay/ Standard successful airplay results: 2500 spins/week/ including 10% decay effect from one promotion to another even if the albums are different/ Perf indexes included are only below 500% to avoid accidental biases

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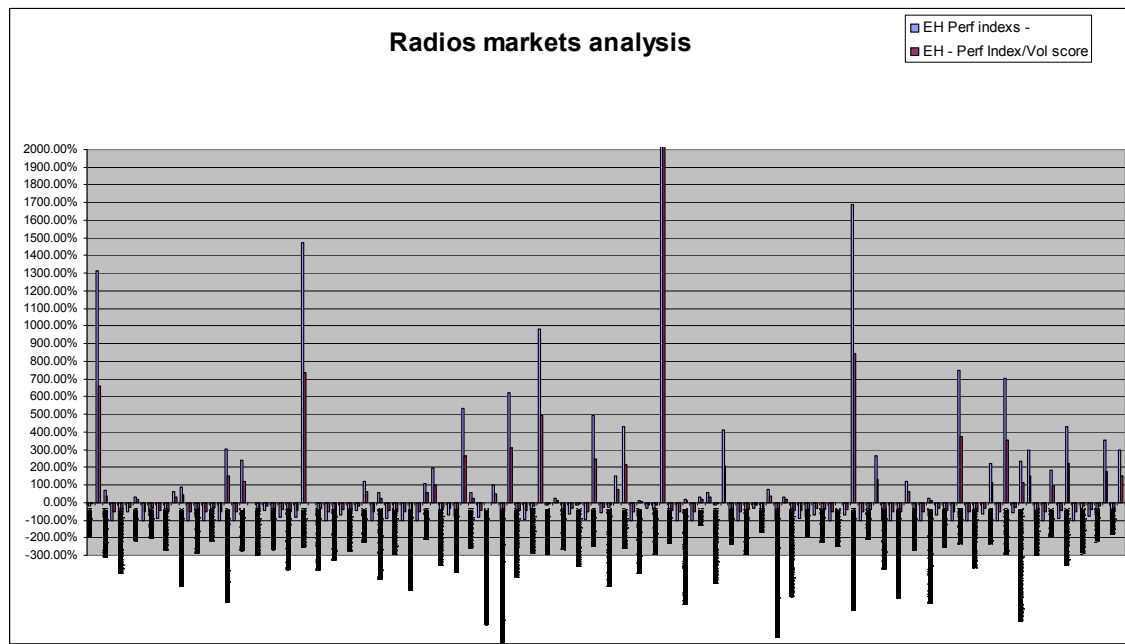
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Artist Y

Airplay– Radios Market analysis

The analysis by radio markets indicates a clear bias for a specific list of 8 radio markets over a total 135 Americana radio markets in the US
(see radios list in appendix)

By focusing on those markets that are over “airplay” reacting in volume to the proxy artist, an airplay promotion effort will achieve a higher level of return



Business implications for you:

Investment on 6% of total Americana radio markets:
\$80 budget by campaign

Number of additional effective radio promotions on the top radios: 37 times more

By concentrating on the top radios for airplay promotions, you can improve your airplay results by 238%

Mediaguide

(*) Average radio campaign: 300 radios/ \$3000 investment/ 6 weeks promotion/ 3 weeks effective airplay/ Standard successful airplay results: 2500 spins/week/ including 10% decay effect from one promotion to another even if the albums are different/ Perf indexes included are only below 500% to avoid accidental biases

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Artist Y

List of top radios and radios markets

Top Radios

CJKX
CMT
KASE
KBQI
KDRK
KFGY
KHLS
KILT
KQPM
KRMD
KRYS
KRZK
KSCS
KVET
KXKC
KYKX
KYKZ
WHOK
WIL
WMIL
WQYK
WRBT
WXCL

Top Radio Markets

Austin TX
Dallas TX
Lafayette LA
Lake Charles LA
National
Peoria IL
Springfield MO
Toronto Can

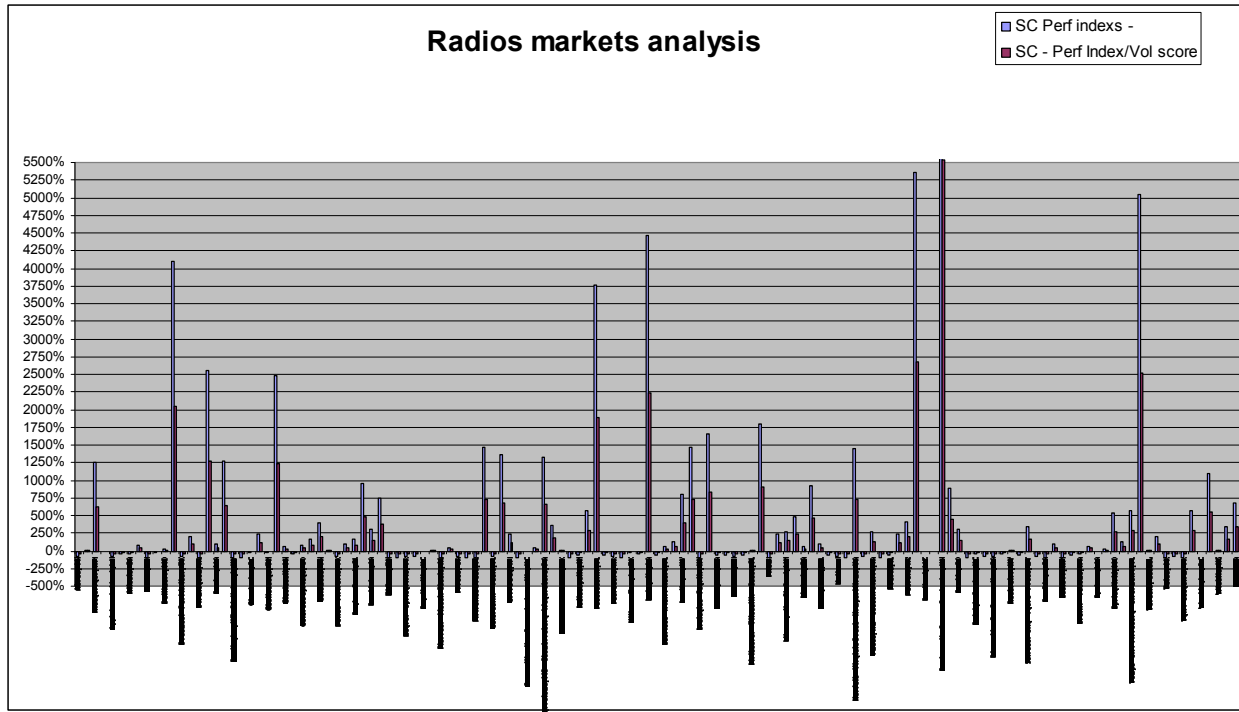
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Artist Z

Airplay – Radios Market analysis

The analysis by radio markets indicates a clear bias for a specific list of 47 radio markets over a total 135 Americana radio markets in the US
(see radios list in appendix)

By focusing on those markets that are over “airplay” reacting in volume to the proxy artist, an airplay promotion effort will achieve a higher level of return



Business implications for you:

Investment on 35% of total Americana radio markets:
\$470 budget by campaign

Number of additional effective radio promotions on the top radios: 6.4 times more

By concentrating on the top radios for airplay promotions, you can improve your airplay results by 870%

Mediaguide

(*) Average radio campaign: 300 radios/ \$3000 investment/ 6 weeks promotion/ 3 weeks effective airplay/ Standard successful airplay results: 2500 spins/week/ including 10% decay effect from one promotion to another even if the albums are different/ Perf indexes included are only below 500% to avoid accidental biases

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Artist Z

List of top radios and radios markets

Top Radios	Top Radio (cont.)	Top Radio (cont.)
CING	KSSY	WOKQ
KASE	KYGO	WPCK
KDRK	KYKS	WQDR
KEEY	KZBR	WQHK
KEGA	WAVW	WQIK
KFGE	WBAM	WQLK
KGNV	WBEE	WQYK
KHKI	WBTU	WRBT
KIIM	WBWI	WROO
KITO	WCAT	WSOC
KIZN	WCEN	WSSL
KKDV	WCKY	WSTH
KMDL	WCOL	WTHT
KMLE	WCOS	WTNR
KOUL	WDSY	WTSH
KPLX	WEXT	WUBE
KQFC	WFMY	WUSJ
KRKT	WFRE	WUSN
KRMD	WGAR	WXBM
KRST	WGGY	WXTU
KRYS	WGH	WYGY
KRZK	WGKY	WYNK
KSD	WHZQ	WYPY
KSKS	WIL	WYRK
KSOP	WIRK	WYUU
KSSN	WKHX	WZKX
KSTY	WKIS	
KTOM	WKKT	
KTST	WKLB	
KTTS	WKNN	
KTYS	WKRO	
KWJJ	WKSJ	
KWNR	WMSI	
KXKS	WNKT	
KSKT	WOGG	

Top Radio Markets	Top Radio Markets (Cont.)
Albuquerque NM	Phoenix AZ
Baton Rouge LA	Pittsburg PA
Biloxi MS	Portsmouth
Boise ID	Providence
Buffalo NY	Pueblo CO
Charlotte NC	Salt Lake City UT
Chicago IL	Springfield MO
Columbia OH	St Louis MO
Daytona Beach FL	Tampa FL
Denver CO	Toledo OH
Des Moines IA	Tucson AZ
Detroit MI	Visalia CA
Ft Wayne IN	West Palm Beach FL
Grand Rapids MI	Wilkes PA
Green Bay WI	York PA
Hagerstown MD	
Harrisburg PA	
Jackson MS	
Jacksonville FL	
Lafayette LA	
Lansing MI	
Las Vegas NV	
Lewiston ME	
Little Rock AR	
Memphis TN	
Milwaukee WI	
Minneapolis MN	
Mobile AL	
Monterey CA	
Norfolk	
Omaha NE	

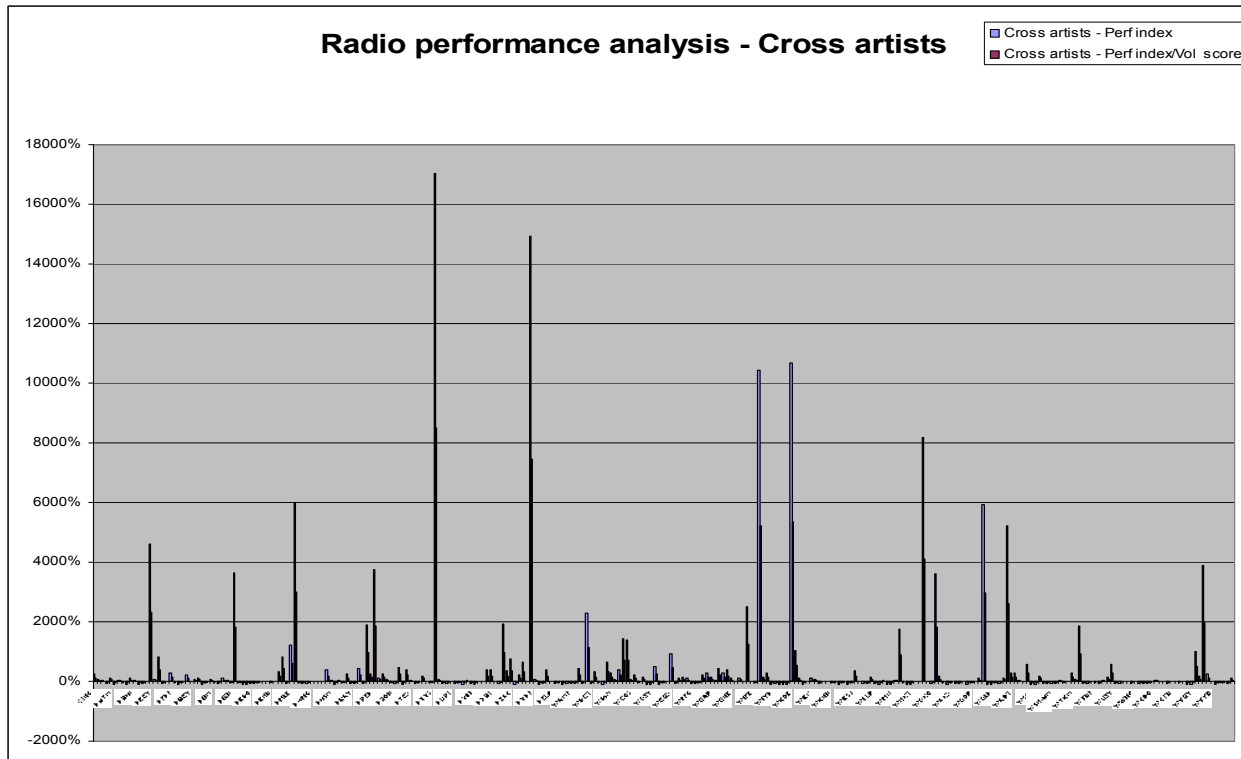
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Cross Artists Airplay – Radios Stations analysis

The analysis by radio indicates a clear bias for a specific list of 83 radios over a total population of 284 Americana radios in the US

(see radios list in appendix)

By focusing on those radios that are over “airplay” reacting in volume to the proxy artist, an airplay promotion effort will achieve a higher level of return



Business implications for you:

Investment on 29% of total Americana radios:
\$830 budget by campaign

Number of additional effective radio promotions on the top radios: 3.6 times more

By concentrating on the top radios for airplay promotions, you can improve your airplay results by 950%

Mediaguide

(*) Average radio campaign: 300 radios/ \$3000 investment/ 6 weeks promotion/ 3 weeks effective airplay/ Standard successful airplay results: 2500 spins/week/ including 10% decay effect from one promotion to another even if the albums are different/ Perf indexes included are only below 500% to avoid accidental biases

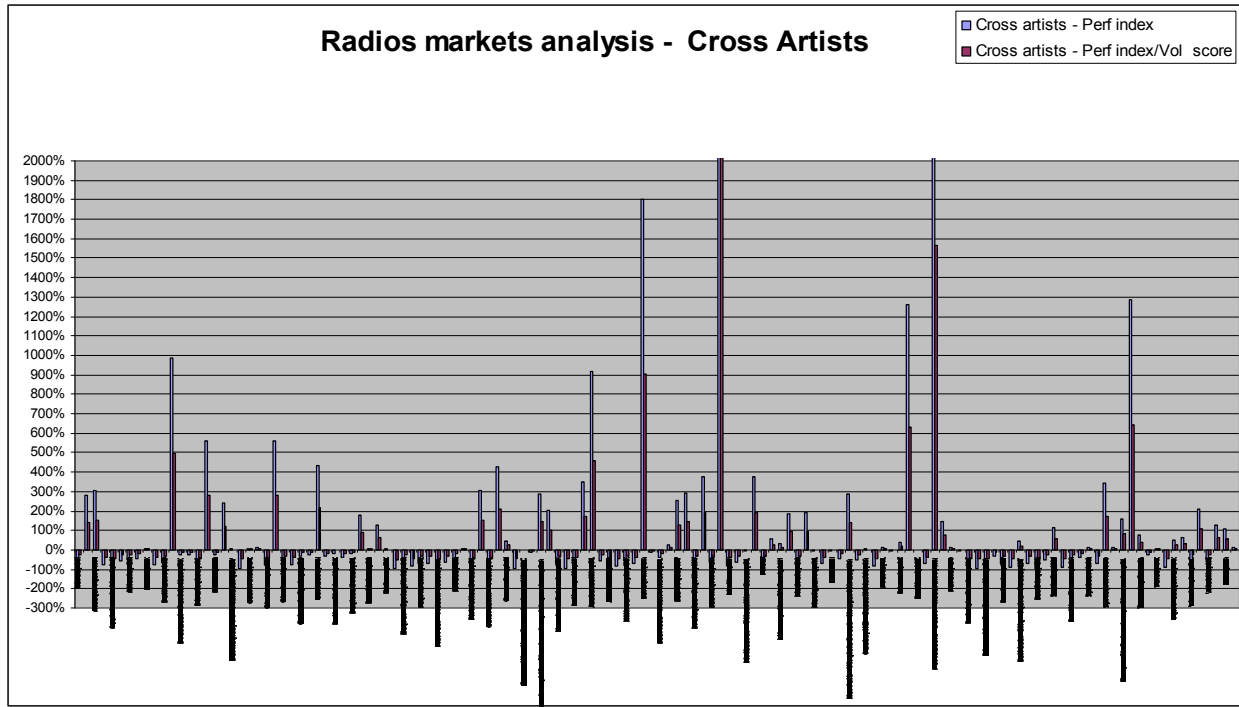
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Cross Artists Airplay – Radios Market analysis

The analysis by radio markets indicates a clear bias for a specific list of 34 radio markets over a total 135 Americana radio markets in the US
(see radios list in appendix)

By focusing on those markets that are over “airplay” reacting in volume to the proxy artist, an airplay promotion effort will achieve a higher level of return



Business implications for you:

Investment on 25% of total Americana radio markets:
\$340 budget by campaign

Number of additional effective radio promotions on the top radios: 9 times more

By concentrating on the top radios for airplay promotions, you can improve your airplay results by 712%

Mediaguide

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Cross Artists

List of top radios and radios markets

Top Radios	Top Radios	Top Radios
CING	WBCT	WQZX
KASE	WBTU	WRBT
KBOB	WBUK	WROO
KDRK	WCAT	WSJR
KEGA	WCEN	WTHT
KFGY	WCKY	WTNR
KGMY	WCOS	WUSJ
KHKI	WCTK	WUSN
KIZN	WDSY	WYGY
KKRG	WEGQ	WYNK
KKUS	WESC	WYPY
KMDL	WEXT	WYRK
KMLE	WFMX	WZZK
KQFC	WFRE	
KRMD	WFYR	
KEWP	WGGY	
KRYS	WGH	
KRZK	WGKX	
KSCS	WGTY	
KSD	WHOK	
KSOP	WIL	
KSSN	WIOV	
KTOM	WIRK	
KTYS	WKCQ	
KWJJ	WKDE	
KWNR	WKHY	
KXKC	WKSJ	
KXKS	WLFE	
KCKT	WMSI	
KXXY	WOGG	
KYGO	WOKQ	
KYKX	WPCK	
KZBR	WQIK	
WAWW	WQXK	
WBAM	WQYK	

Top Radio Markets
Albany NY
Albuquerque
Baton Rouge LA
Boise ID
Buffalo NY
Chicago IL
Columbus OH
Denver CO
Detroit MI
Ft Wayne IN
Grand Rapids MI
Hagerstown MD
Harrisburg PA
Jackson MS
Jacksonville FL
Lafayette LA
Las Vegas NV
Lewiston ME
Little Rock AR
Louisville KY
Memphis TN
Mobile AL
Monterey CA
Norfolk
Pittsburg PA
Portsmouth
Providence
Santa Fe NM
Springfield MO
Tampa FL
Toledo OH
West Palm Beach FL
Wilkes PA
York PA

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