

WHY YOU NEED FACT, RADIO'S ONLY STRATEGIC MUSIC TEST

Music testing has become commonplace in radio, as virtually every major market station tests its music in some form. Yet, stations often test their music and end up with ratings results that are worse than when they started. Why does this happen?

More often than not it's because stations don't fully appreciate the difference between music strategy and playing popular songs. They often buy and implement inexpensive music tests that provide little insight into building winning music strategies. In fact, sometimes they play songs that test well but that actually hurt their ratings. That's where the FACT Strategic Music TestSM stands out from the competition—it helps stations identify the most popular songs *and* delivers other strategic insights that ensure their music mixes are precisely on target.

For over 30 years, Coleman Insights has studied the behavior of radio listeners and we have learned that successful stations do much more with their music than just play songs that are popular with their audience. They also play songs that develop the right images in listeners' minds and give their sound an appropriate level of cohesiveness.

It's why at Coleman Insights we often say, "Every song a station plays is a marketing decision," as programmers need to be as thoughtful and strategic in the selection of every song as they are in deciding

the overall format lane their stations should occupy. Practically speaking, this means that you should play songs that your listeners like and that reinforce the essence of your station's brand. It also means that you should play songs that allow your station to present a cohesive sound, because without one, your ability to build a strong position in a crowded marketplace could be severely limited.

Stations that test their music and play the most popular songs can often fare well. But, stations that test their music and implement the results strategically build strong and leading positions in their markets. It is those stations with strong positions that more consistently lead in the ratings.

That's why you need more than a cheap test that delivers fast results containing little more than simple popularity scores. You need a different kind of music test. You need a more precise and thoughtful study, one that provides you with strategic information and guidance from the industry's leading strategists.

You need a music test that provides deeper insights that you won't find anywhere else. You need a FACT Strategic Music Test from Coleman Insights.

What makes FACT different?

Why is there only one FACT?



ADVANCED STRATEGIC MEASURES

FACT includes advanced strategic measures for every song you test that go well beyond the popularity, familiarity and burn measures that most music tests provide.

One of those measures is **Fit**, which tells you how much listeners associate each song with your station and with each of your primary competitors. With Fit you will know when a song is central to your brand, is indicative of a new sound that you need to embrace to evolve, or represents a sound declining in popularity that you need to avoid to escape your past.

Another strategic measure is **Compatibility**, which shows you how blendable each song is with the most strategically important appetites that exist within your target audience. Using advanced correlation statistics, FACT can identify which songs are quintessential to your format lane and which are popular but belong to another format lane entirely.

Finally, through the **TSL MaxSM** sampling approach we use for most FACT studies, we provide two Acceptance scores. Cume Acceptance scores show you which songs ensure that your station maintains broad Cume appeal. TSL Acceptance scores show you which songs cater to the tastes of your heaviest TSL-generating core listeners. Together, they help you find the songs that balance your station's Cume and TSL appeal.

IN-DEPTH ANALYSIS & ACTIONABLE RECOMMENDATIONS

With FACT, advanced strategic measures like Fit, Compatibility, TSL Acceptance and Cume Acceptance are even more valuable because each study includes an in-depth analysis and "*The Plan*," specific recommendations for the implementation of your study. Our clients truly value the help our analysts provide in developing a strategy for implementation of their FACT results. Each FACT study includes a presentation of the study's findings and "*The Plan*" by one of the industry's leading strategic thinkers.

HANDS-ON IMPLEMENTATION

We also collaborate with you in a hands-on implementation of "*The Plan*" using exclusive software tools like **Category Architect** and **pcFACTSM** to refine the structure of your station's library and sort the results of your study. Coleman Insights will never email you a ranker and let you have it all by yourself with no help in determining the music to play.

After the delivery of your FACT study, Coleman Insights remains engaged with your station and helps ensure that your music mix is on target. This includes a post-study **Music Monitor Analysis** that helps you assess the impact that the implementation of your FACT study had on your station's sound.

It's time to call Coleman for a different kind of music test. It's time to get the insights you won't find anywhere else. It's time to call Coleman for music testing that more consistently generates ratings than any other in the industry. It's time for a FACT Strategic Music Test...because there's only one FACT.