The Coleman Insights PPM Series: Mapping the DNA of PPM

The PPM DNA of Canada's High Performance Stations

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MEDIA RESEARCH

INTRODUCTION

"The PPM DNA of Canada's High Performance Stations" is Coleman Insights' follow-up to a similar study based on American PPM data in 2009. This project is an extension of Coleman Insights' "Mapping the DNA of PPM" series, which has focused on the dynamics of electronic radio audience measurement in the United States via Arbitron's Portable People Meter (PPM) service. Since 2005, Coleman Insights has conducted extensive research to demonstrate how PPM measures listening, as well as what PPM can teach us about how consumers use radio.

As PPM data is now "currency" for the largest radio markets in Canada and the United States, many of our clients have raised questions about the characteristics of stations that perform especially well in PPM. This study is designed to provide empirical evidence of the specific factors that differentiate these High Performance Stations from other stations. The ultimate goal of this study is to provide radio station programming and management personnel with an understanding of the PPM measures that most directly correlate with ratings success.

For further details on the analysis techniques employed in this study, see the **Methodology** section on page 12 of this report.

ACKNOWLEDGEMENTS

KEY FINDING: HIGH PERFORMANCE STATIONS ATTRACT SIGNIFICANTLY MORE CUME, ESPECIALLY ON A DAILY BASIS

The 13 stations we designated as High Performance Stations enjoy near universal audience penetration, delivering an average Cume Rating of 94.2% among Adults 18-49 in their respective markets annually. These High Performance Stations attract 36% more annual Cume than the 68 non-High Performance Stations, which average a 69.3% annual Cume Rating.

Cume Rating,
Adults 18-49, M-Su 5a-1a
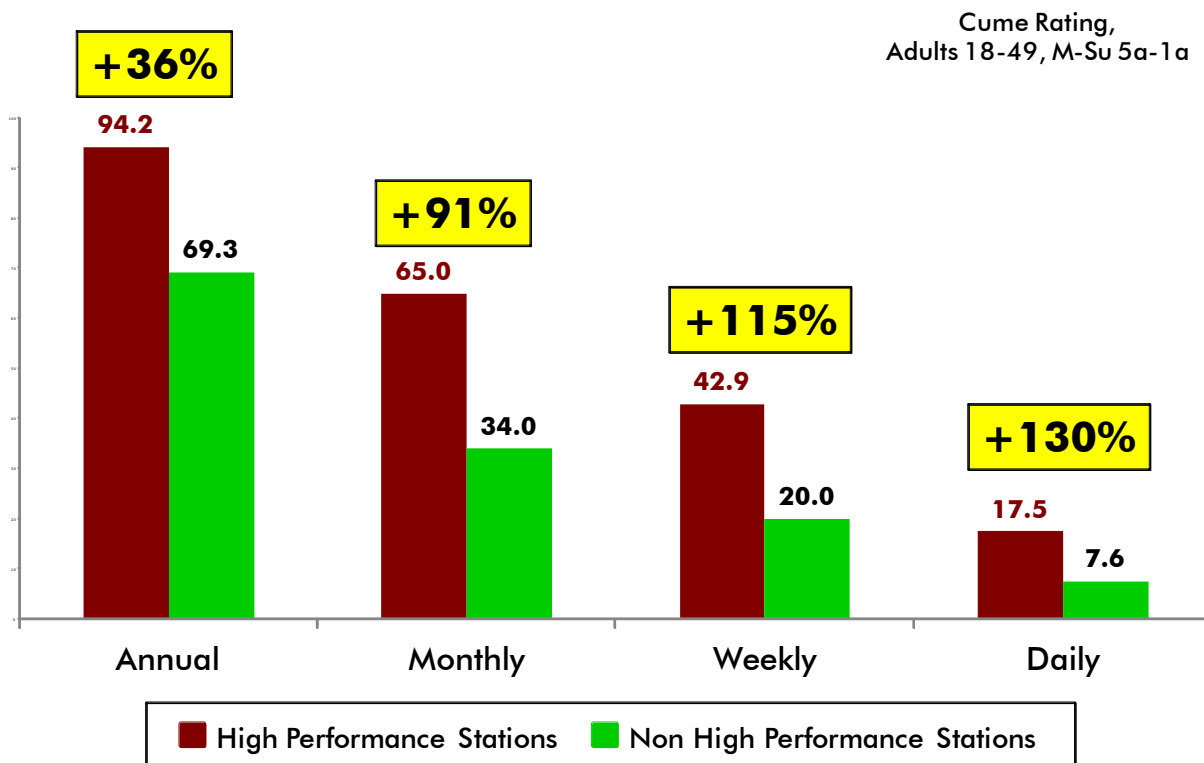
Cume advantages for High Performance Stations become more pronounced when evaluating data from shorter time spans. Monthly Cume Ratings for High Performance Stations are 91% higher on average than those for non-High Performance Stations. Weekly Cume further separates High Performance Stations, as Weekly Cume Ratings for High Performance Stations are 115% higher than those for non-High Performance Stations. Finally, Daily Cume serves as the most significant differentiating factor for High Performance Stations, as their Daily Cume Ratings are 130% higher on average than those for non-High Performance Stations.

High Performance Stations display the greatest Cume advantages over non-High Performance Stations among the youngest segments of Adults 18-49, specifically in the 18-24 and 25-34 age cells. Additionally, the difference in Daily Cume Rating between High Performance Stations and non-High Performance Stations is somewhat larger among Women than Men. That said, High Performance Stations deliver consistently larger Daily Cume audiences across all demographic subsets of the Adults 18-49 demographic.
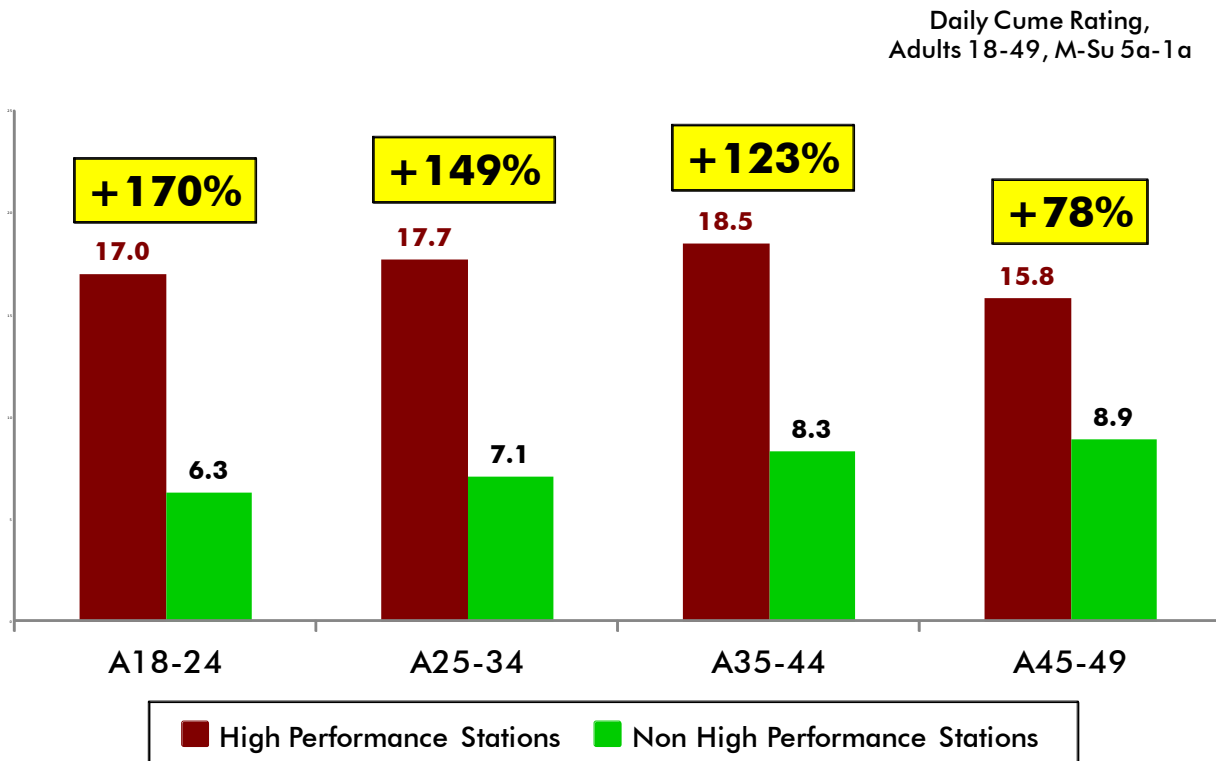
**Daily Cume Rating,
Adults 18-49, M-Su 5a-1a**

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The PPM DNA of Canada's High Performance Stations

Daily Cume Rating,
Adults 18-49, M-Su 5a-1a

+79%

17.0

9.5

+103%

18.1

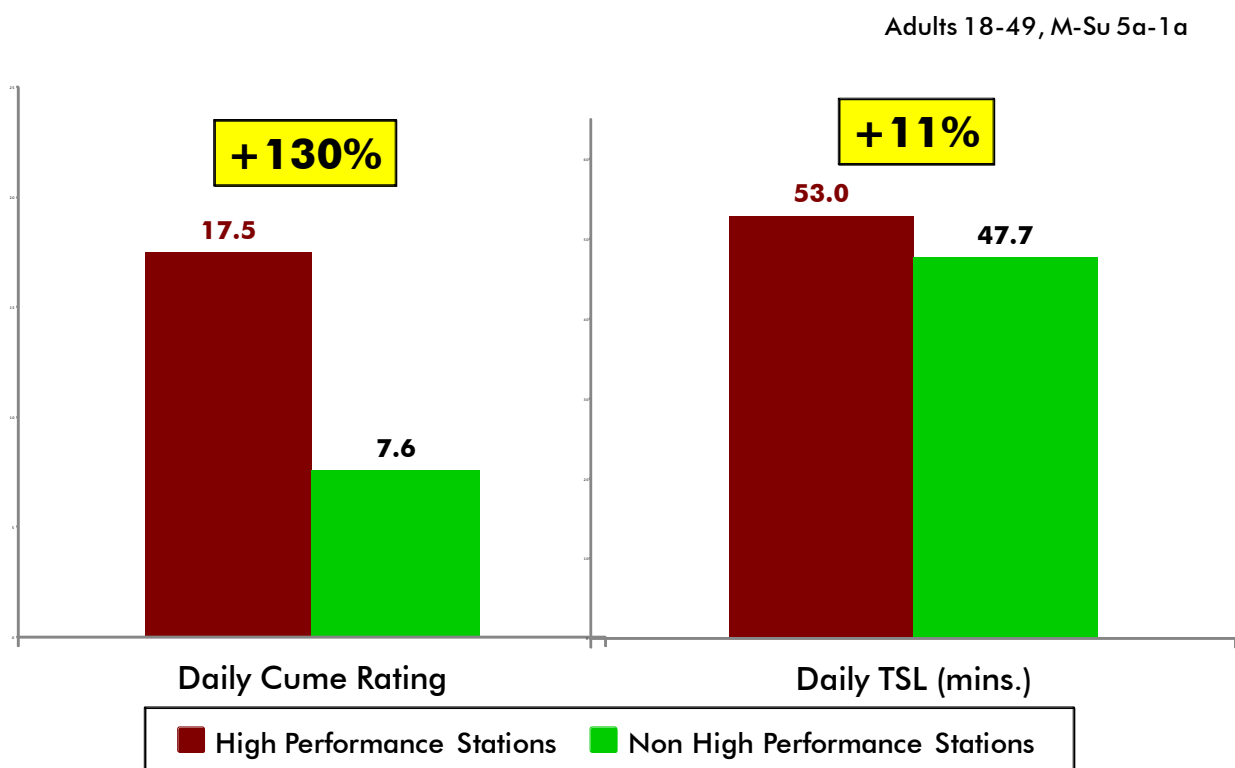8.9

Men

Women

■ High Performance Stations ■ Non High Performance Stations
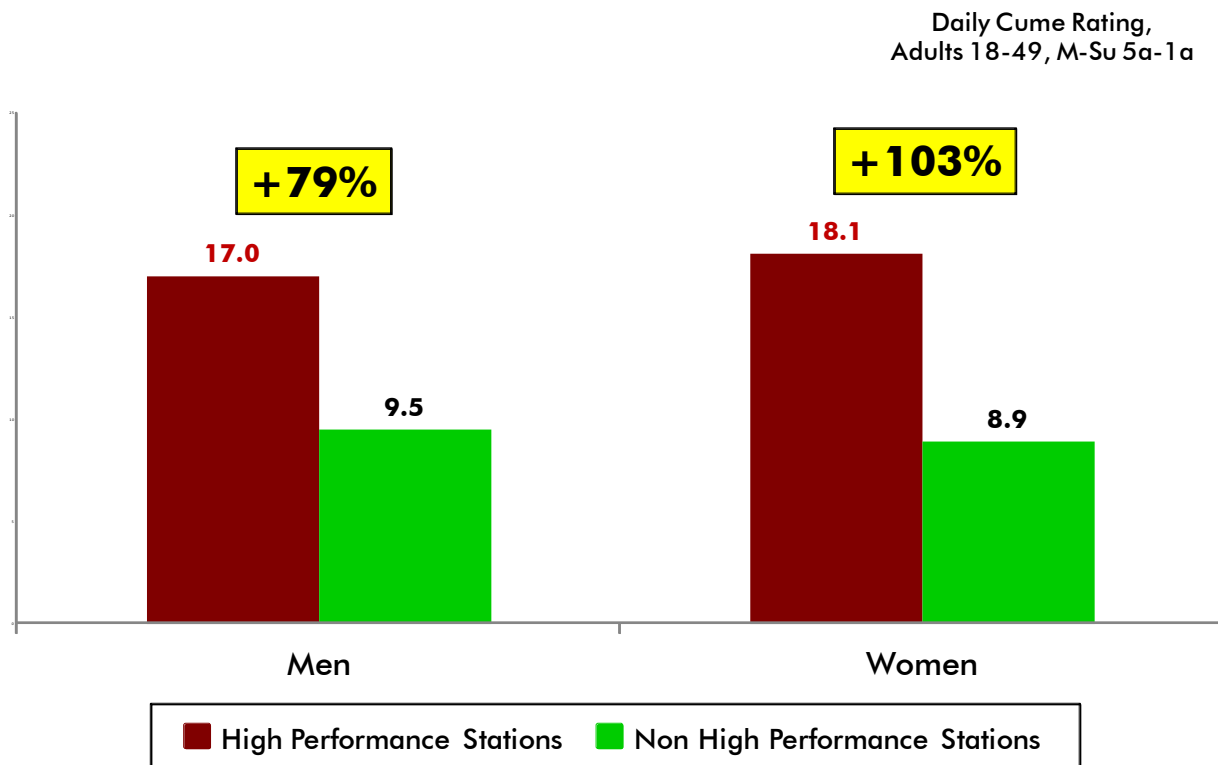
In brief, larger Daily Cume audiences serve as a foundation for the superiority of High Performance Stations.

KEY FINDING: NUMBER OF SESSIONS—NOT SESSION LENGTH—DRIVES HIGHER TSL OF HIGH PERFORMANCE STATIONS

Daily Time Spent Listening is a second point of differentiation for High Performance Stations, as these stations successfully attract listeners for longer periods of time each day. High Performance Stations have an average Daily TSL of 53.0 minutes, which is 11% more Daily TSL than the average for non-High Performance Stations (47.7 minutes). While Daily TSL is not as significant of a differentiator as Daily Cume, it is a distinguishing factor in the success of High Performance Stations.

Adults 18-49, M-Su 5a-1a

+130%		**+11%**	
17.5		53.0	47.7
	7.6		
Daily Cume Rating		**Daily TSL (mins.)**	

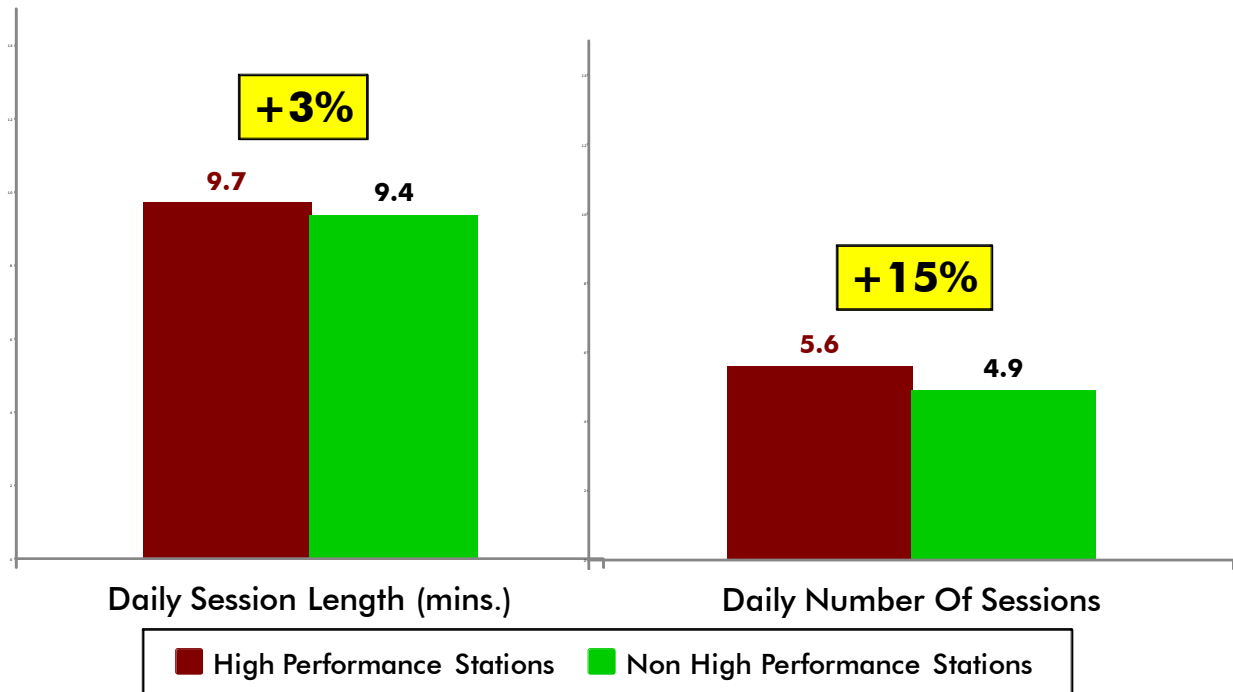■ High Performance Stations   ■ Non High Performance Stations

The higher Daily TSL of High Performance Stations is driven by increased occasions of listening. High Performance Stations generate 15% more sessions of listening per day—an average of 5.6 daily sessions, compared with 4.9 daily sessions for non-High Performance Stations. Session Length is not a significant contributing factor to higher TSL, as the average Daily Session Length for High Performing Stations was only 3% higher than that of non-High

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Performance Stations (9.7 minutes vs. 9.4 minutes). Thus, High Performance Stations maximize their Daily TSL by generating more listening occasions as opposed to extending the length of those occasions.

Adults 18-49, M-Su 5a-1a

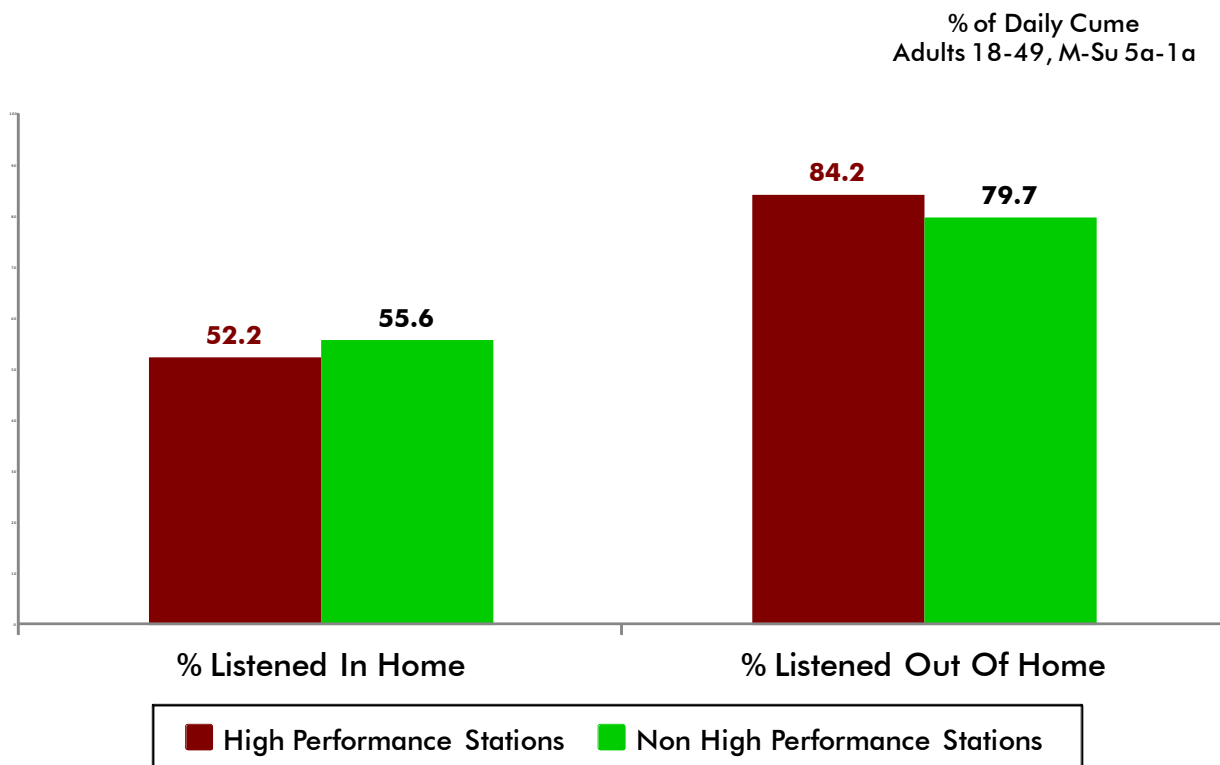|	Daily Session Length (mins.)	Daily Number Of Sessions
High Performance Stations	9.7	5.6
Non High Performance Stations	9.4	4.9
	+3%	+15%

High Performance Stations   **Non High Performance Stations**

KEY FINDING: OUT OF HOME LISTENING COMPRISES A GREATER PERCENTAGE OF LISTENING TO HIGH PERFORMANCE STATIONS
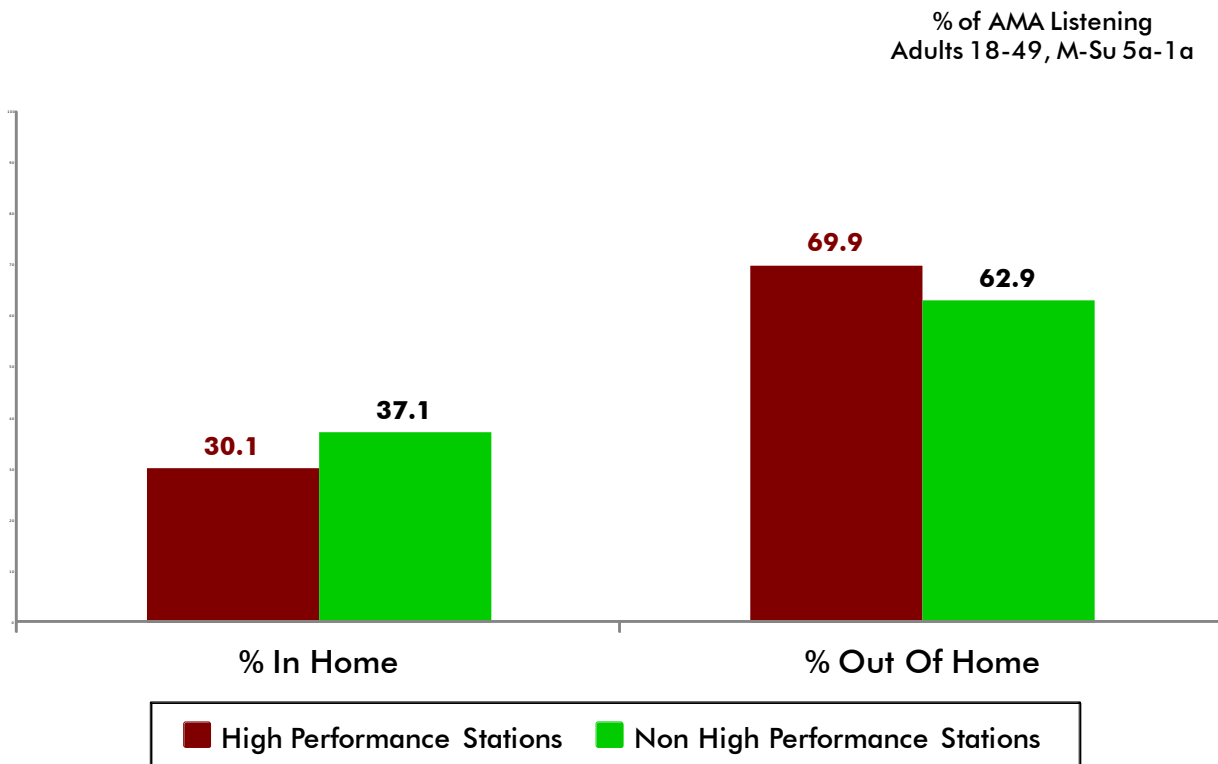
The third point of difference for High Performance Stations relates to Out Of Home Listening, where these stations are simply more successful at generating exposure and occasions of listening. Among Daily Cume listeners to High Performance Stations, 84.2% listened to those stations outside of the home, a slightly higher Out Of Home penetration than the 79.7% average for non-High Performance Stations. The inverse was true for In Home Listening, as 52.2% of Daily Cume listeners to High Performing Stations listened at home, compared with 55.6% of Daily Cume listeners to non-High Performance Stations.

% of Daily Cume
Adults 18-49, M-Su 5a-1a

	% Listened In Home	% Listened Out Of Home
High Performance Stations	52.2	84.2
Non High Performance Stations	55.6	79.7

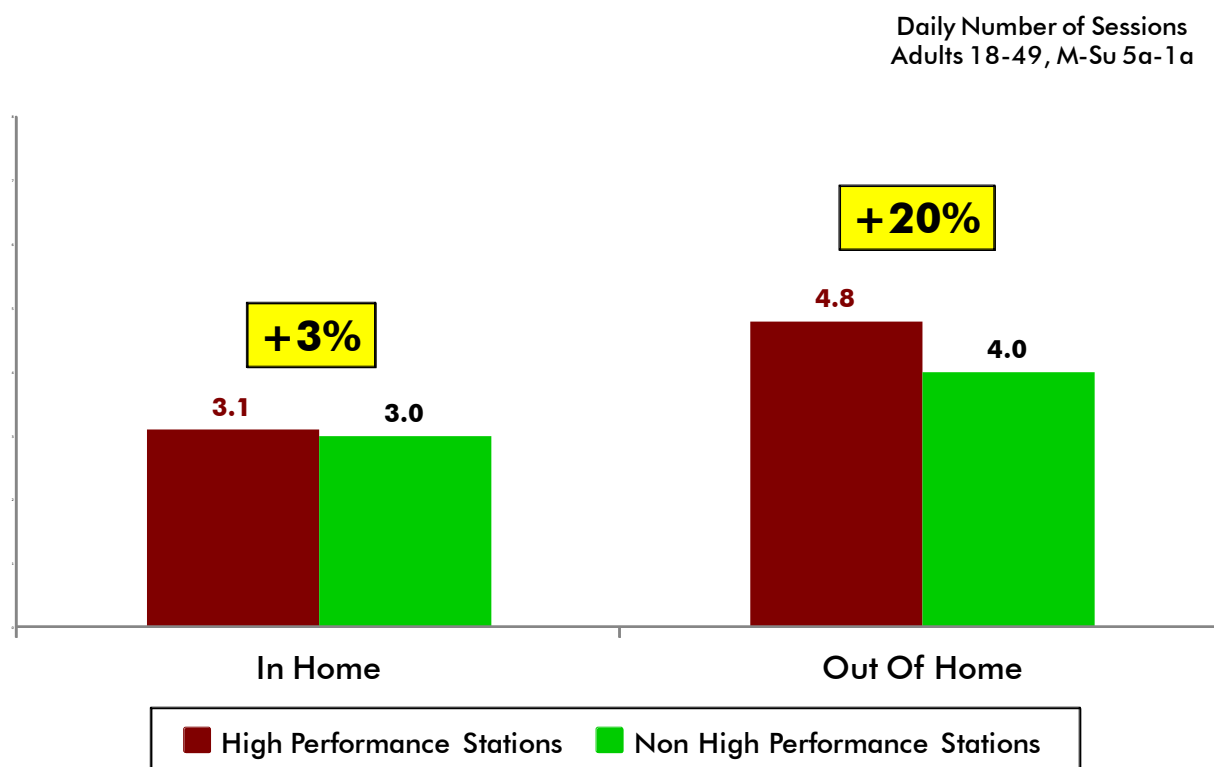**High Performance Stations** ■   **Non High Performance Stations** ■

Additionally, Out Of Home Listening is a greater contributing factor to the audience of High Performance Stations, as a larger percentage of the Average Minute Audience (AMA) to High Performance Stations is attributable to Out Of Home Listening. Out Of Home Listening contributes 69.9% of the AMA to High Performance Stations, while contributing 62.9% of the AMA to non-High Performance Stations.

% of AMA Listening
Adults 18-49, M-Su 5a-1a

% In Home	% Out Of Home

Legend: ■ High Performance Stations ■ Non High Performance Stations

Values: 30.1, 37.1 (% In Home); 69.9, 62.9 (% Out Of Home)

As is the case with their overall audience, High Performance Stations are especially distinguished by generating more occasions of listening from outside the home. High Performance Stations generate an average of 4.8 Out Of Home Daily Sessions, a 20% advantage over the 4.0 average of Out Of Home Daily Sessions for non-High Performance Stations. In contrast, In-Home occasions are not a significant point of difference, as High Performance Stations generated an average of 3.1 In Home Daily Sessions, compared to 3.0 for non-High Performance Stations.

**Daily Number of Sessions
Adults 18-49, M-Su 5a-1a**

Simply put, High Performance Stations successfully cultivate usage of their product outside of the home.

CONCLUSIONS

In summary, three distinct factors differentiate Canada's High Performance Stations from non-High Performance Stations. First and foremost, High Performance Stations command significantly larger Cume audiences than non-High Performing Stations, *especially on a daily basis*. This differentiation reinforces the importance of branding and positioning for radio stations, as we repeatedly find that stations that are well-known, have well-defined positions and are associated with brand attributes with which many listeners want to affiliate are the most effective at generating large Cume audiences. That effectiveness is often derived from these stations' abilities to generate habitual listening.

High Performance Stations are also differentiated—to a lesser extent than they are by Daily Cume—by higher Daily Time Spent Listening. However, listeners to High Performance Stations do not spend a longer amount of time per session with these stations. The higher Daily TSL of High Performance Stations is a result of more occasions of listening, as these stations are successful at bringing listeners back more often during the day. In other words, High Performance Stations not only get many listeners to use them every day, they also get them to tune into them multiple times each day. Our experience is that this latter occurrence is also the result of highly-habituated listening, which stations with high awareness, solid positions and strong brands usually generate.

Lastly, High Performance Stations generate more Cume listening Out Of Home and also more Out Of Home listening occasions than their non-High Performance counterparts. As a result a larger proportion of High Performance Stations' AMA listening occurs Out Of Home. This suggests that stations that are highly successful under PPM measurement appeal to active listeners who use them in many situations as they go about their lives each day, including in their cars, at work and at other locations away from their homes.

METHODOLOGY

BBM Analytics provided Coleman Insights with BBM Canada PPM audience data via its InfoSys+ software application. This application includes detailed information on each station's audience, including Average Minute Audience (AMA), Cume listening, Time Spent Listening, and other specific measures. All analyses, except where noted otherwise, are based on Adults 18-49, Monday-Sunday 5AM to 1AM, utilizing the Central (CTRL) Market Areas of Calgary, Edmonton, Montreal, Toronto, and Vancouver.

Upon initial analysis of 81 stations with Adults 18-49 shares of 1.0 or higher in their respective markets, Coleman Insights designated 13 High Performance stations, based on achieving Adults 18-49 shares of at least one Standard Deviation above their respective markets' average Adults 18-49 share. These High Performance Stations were:

CFBR-FM (The Bear)/Edmonton
CFBT-FM (The Beat)/Vancouver
CFGL-FM (Rythme FM)/Montreal
CFNY-FM (The Edge)/Toronto
CHDI-FM (Sonic)/Edmonton
CHFI-FM/Toronto
CHQM-FM (QM/FM)/Vancouver
CHUM-FM/Toronto
CIBK-FM (Virgin Radio)/Calgary
CJAQ-FM (Jack FM)/Calgary
CJFM-FM (Virgin Radio)/Montreal
CKNO-FM (Now! Radio)/Edmonton
CKZZ-FM (Virgin Radio)/Vancouver

All analyses are based on BBM Canada PPM data from December 27, 2010 through December 25, 2011.