31st May:

Third session: Radio/TV Research

Radio online:
webcast and livestream, relevance and data collection
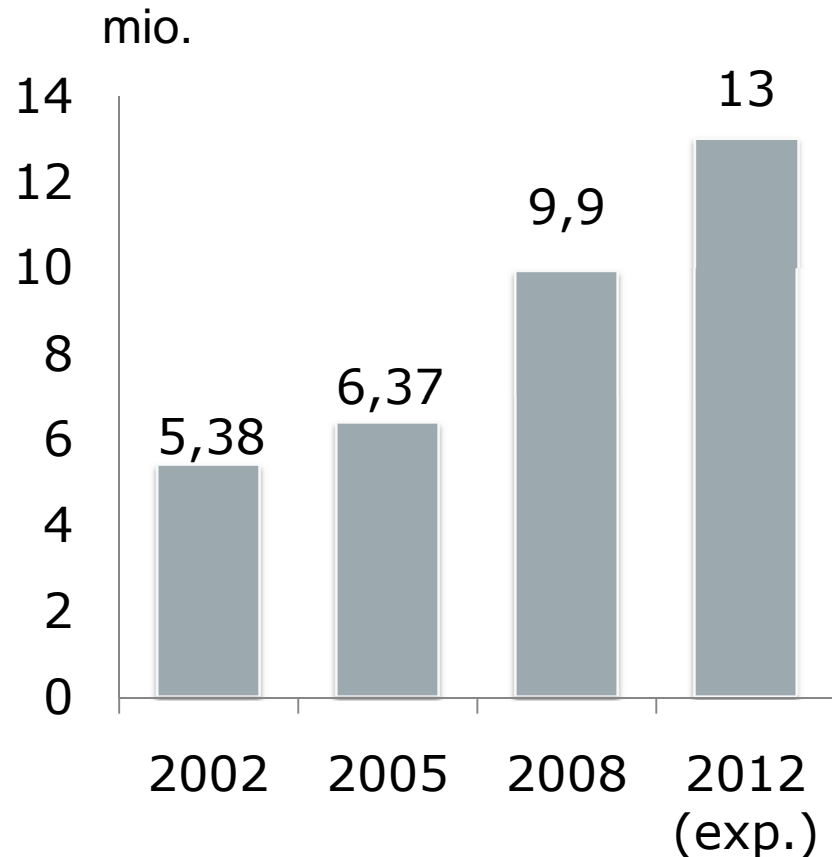
1. Initial situation

2. Advertising currency

3. Data collection/account of ma Radio

4. Outlook

Listenership of webradio

mio.

Listenership of radio online in Germany

- About 10 million German have been listening in general to radio online.

- Upward trend!

ARD/ZDF Onlinestudie 2008; have been listening to radio online in mio., 14+, Forecast 2012: Goldmedia 2008

Offers concerning webradio
Fragmentation

Live stream

- 1:1-distribution of established FM-programs via channel internet
- Often AC / CHR-programs with broad listenership

Webcast

- New, linear radio-/audio-programs
- Only distibuted online
- Specialized programs with acute listenership

- Platforms, which aggregate programs and help to find programs
- „Webradio-searchmachines"

- Personal audio and music programs
- „Personal radio"
- Only distibuted online
- For example LastFM, steereo, simfy

Collectors

Smart radios

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Access path
Fragmentation

Station-website		car
Software iTunes	**Access path Webradio**	mobil
Online-platform radio.de		WLAN-radio

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Selling advertisting time
Webradio is sold like online not like radio

FM		Radio online
Reaches for hours	**Booking action**	**„Contact" packages**
Contact probability	**Accounting**	**Measured clicks**

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Advertising research
Data collection for radio online

The listener is not interested on the channel.

The listener is listening to radio – and what radio is, is, what he defines as radio.

Our clients, advertisers and agencies want to know as correct as possible which offer or part of an offer has how many listener

- Concerning spots distributed via webcast

- Concerning spots distributed via live stream (one price for the spots = including FM and live stream)

Currencies in planning radio
We have two in the moment.

Human data

- Data collection ma Radio / ag.ma / JIC
- Independant from distribution channel and device
- Planning data: Reaches gross and net for persons 10 years plus for all stations and combinations which achieve certain requirements
- units: hours and average hour Monday to Saturday between 6 a.m and 6 p.m., dialy reach and reach in fourteen days

Self measured clicks for webcast

- Clicks for average commercial break per day and per month
- No planning data for persons

Question in interview ma Radio

„I read now names of radiostations and radioprograms. Please tell me for each station oder program, whether you ever listened to. Please think also at listening to radio out of home in car or via internet."
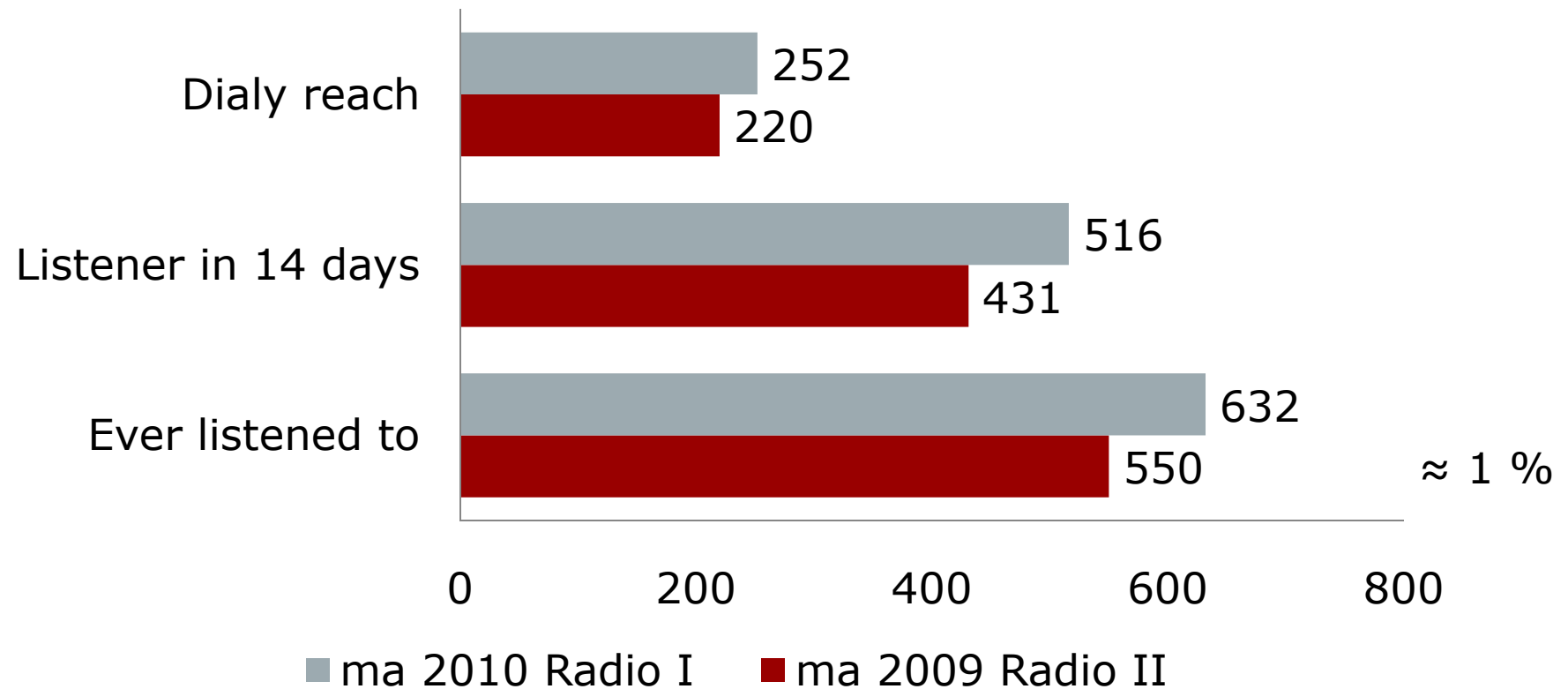
- every region has a unique list of stations (supported elevation)

- open question concerning other stations ever listened to

- upward trend for webcast stations

Results webcast: ma Radio

	ma 2010 Radio I	ma 2009 Radio II
Dialy reach	252	220
Listener in 14 days	516	431
Ever listened to	632	550

≈ 1 %

0   200   400   600   800
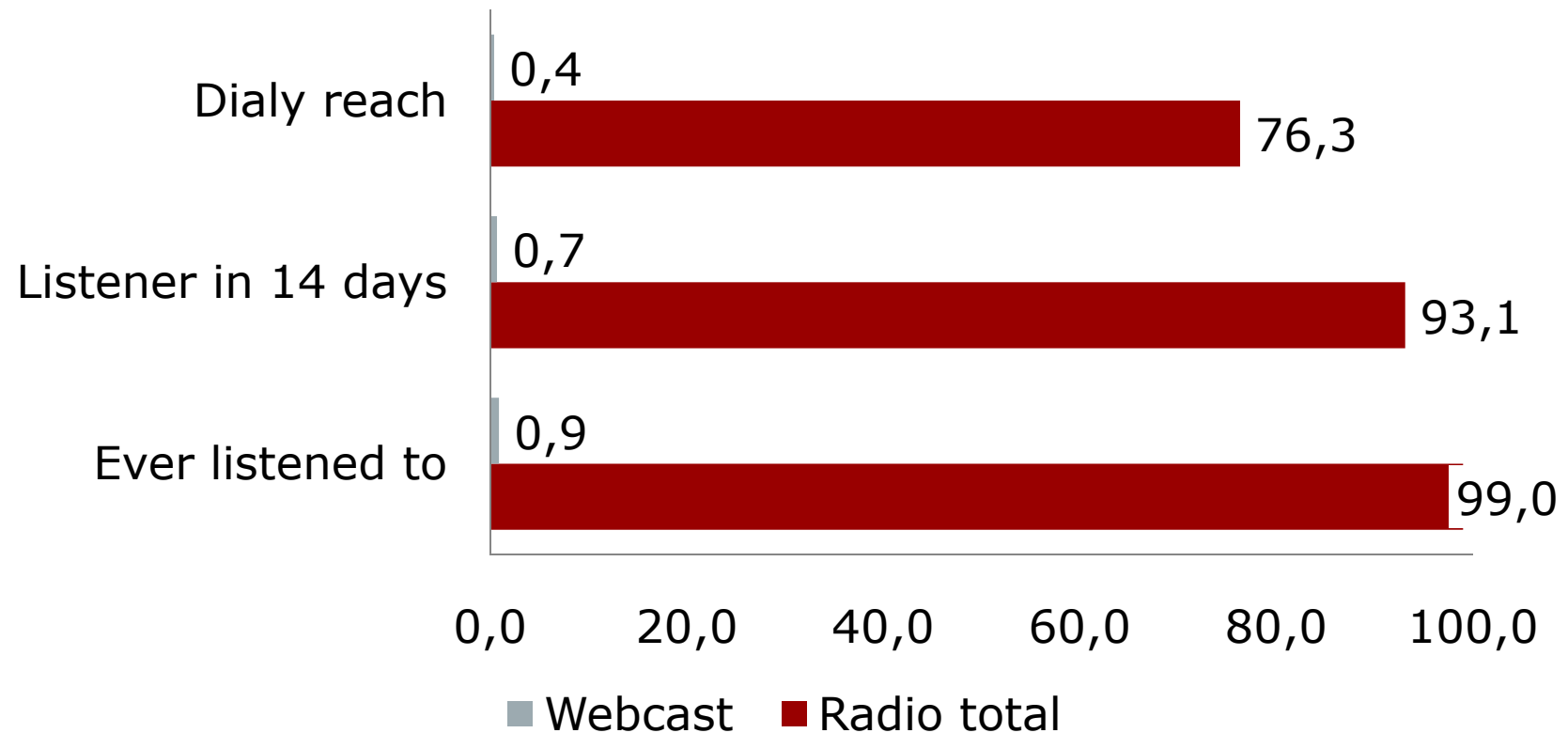
■ ma 2010 Radio I   ■ ma 2009 Radio II

Source: ma 2010 Radio I and 2009 Radio II, D+EU 10+
potential 70 mio. persons

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Results webcast versus radio total

Source: ma 2010 Radio I, german speaking
persons, 10+, potential 74 mio. persons

Which stations are mentionned?

- Stations with more than 5 nominations

  technobase.fm
  last.fm
  rautemusik.fm
  housetime.fm
  byte.fm

- This stations have more than 5 interviewee which said
  that they have listening to them in last two weeks – but
  no one of this stations has 351 respondents – this is the
  precondition for being reported as station

Source: ma 2010 Radio I, german speaking
persons 10+, Potential 74 mio. persons

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Access path radio

Mobil and fixed equipment are the base for reception of stations via

- FM
- MW   antenna in household or in radio (57,8 %)
- LW
- Cable (33,1 %)
- Satellit (20,8 %)
- Online (16,2 %; ever listened to; only 4,1 % have an accordingly equipment)
- Car radio (83,4 %)

Source: ma 2010 Radio I, german speakting persons 10+, Reception possibilities in household, in %

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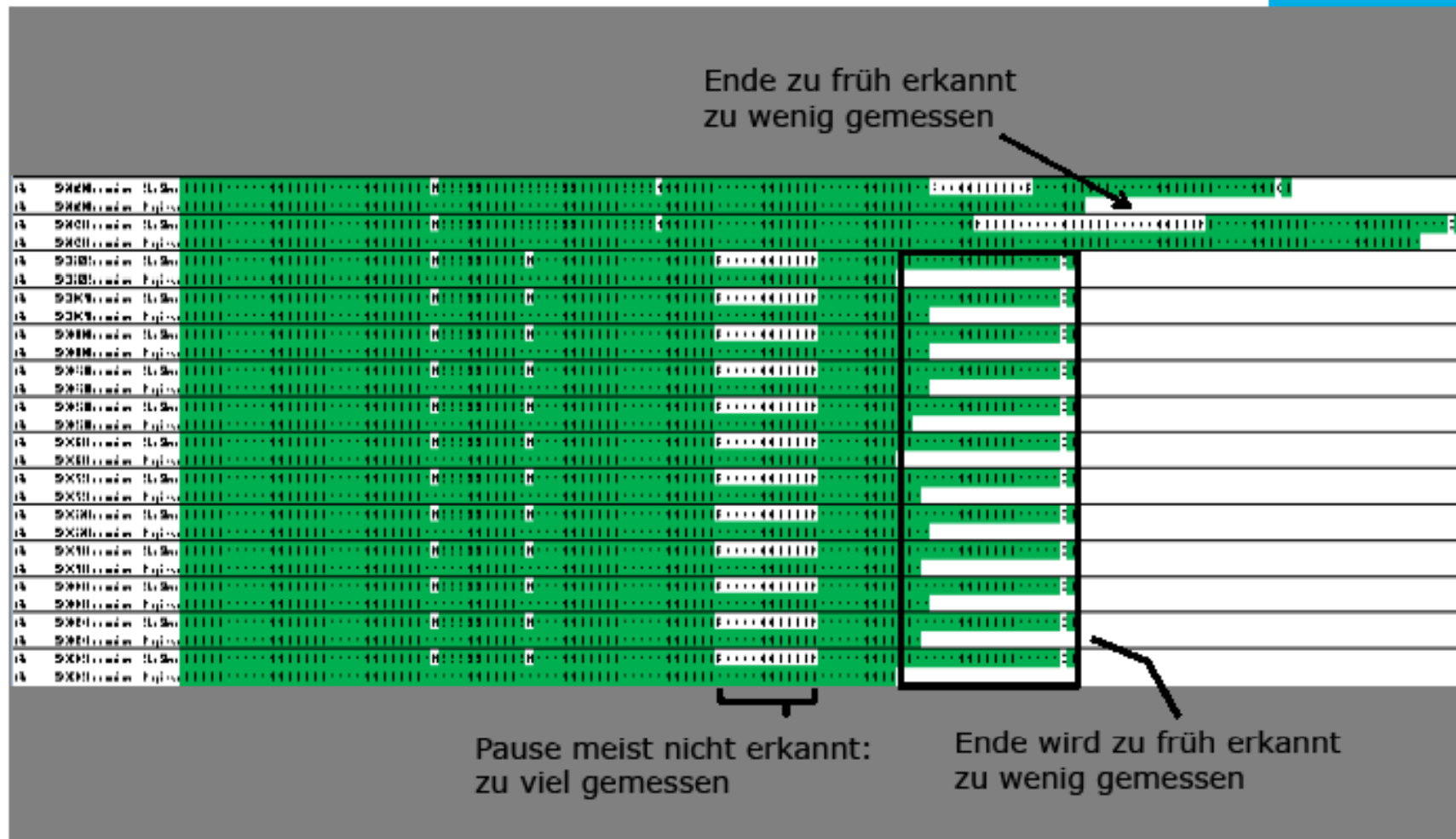
Der Audiovermarkter.

Tests in 2009

Evaluation of streaming measurement by setting tags

- Design: simulation of user indicated action

- Question: is it possible to measure this action precise – second by second and is it repeatable?

- Answer: No – and two different software solutions got different results. The integration of the counting-software in the player ist one part of the problem, Apps are not countable.

Anbieter 1: ffh.de = - 19%

Ende zu früh erkannt
zu wenig gemessen

Pause meist nicht erkannt:
zu viel gemessen

Ende wird zu früh erkannt
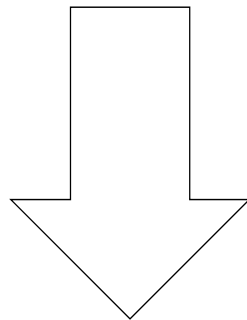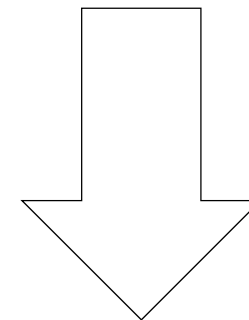zu wenig gemessen

What do we need as data?
Two currencies

| ma Radio |

| Technical measurement |

| Reaches net and gross, planning data for both: webcast and classic radio |

| Definition of standards, one currency under one roof |

Last question...

How do you get data for webradio in your country?

Thank you for your attention...

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