Dial Report - Sales Talking Points (FAQ's)

What is the Dial Report?

The Dial Report is the first radio data management platform to measure over 250 demographics, behavioral, and listening data points in near real-time. Allows brands and agencies to draw insights about radio audiences, understand attribution, and prove ROI. Traditionally, radio has not ventured beyond basic demographic information about its audiences.

Are all FM stations represented in the Dial Report?

Yes, all FM radio stations are available within the Dial Report. Fully licensed stations within TagStation will have full data including demographics (for listener analytics and campaigns) while non-participating stations will have limited data of a broad view of listening analytics only.

Are you measuring streaming in the Dial Report?
Since streams are sold as separate inventory, campaign streaming data needs further validation before it is included.

What are the objectives and results, and what can the client expect?

The objective is to provide data attribution in near real-time.
The results are better measurement of return on radio advertising investments, which will cause brands and agencies to increase radio advertising budgets.

How will the data be reported?

The NextRadio data is available via the Dial Report.
Data delivery is through and online dashboard, an executive summary, and through data integration (strate, mediaocean).

How do we know when the user is listening?

The NextRadio app is powered by TagStation cloud-based services, which provide user data including listener interactivity for spots and promos. TagStation knows when the app is running and can tell when someone is viewing when the backlight is on. We know when someone opens the app and is listening, even when the app is minimized. And we can track listener information such as time spent listening (TSL), listening sessions, favorites, likes.

Does the app record the user's location only when it is being used, or does it measure user location when the app is not launched?

NextRadio records a user's location only when the app is running, and only if the user approves location permission for the app. Location data continues to be collected as long as the app is on, even if the user is not listening or viewing.

How do your users register for the NextRadio app?

There is no "formal" registration with the NextRadio app. Users are considered registered once they have downloaded the app. No personal information is collected, only Google Ad ID and Apple Ad ID.

How do you know that I am the user, and not someone else in the household by the Google Ad ID & Apple Ad ID?

Matching uses either probability data or we are able to append it straight to the device at the individual level.

What is the third party data and how do you match that to first party data?

Data currently comes from three sources – Experian, Acxiom, and NinthDecimal. Data is matched either by device ID or based on home location. Home location is derived based on a listener's overnight location over a period of time.

How do we begin to track campaigns?

If you're able to provide ISCI codes, it will allow us to extend the commercial metadata, capturing the highest quality campaign information. The ISCIs also give us the ability to analyze campaigns from the past 6 months.

Are there are any special trafficking instructions?

No special instructions are necessary, though a note in standard traffic instructions asking stations to place ISCI code in Artist or Title field of automation is recommended - NextRadio is able to identify spots when ISCI is present in the Artist or Title field of a local station's automation system for TagStation connected stations.

When is location data collected?

Location data is collected every 2 minutes with two exceptions: (1) if we detect the phone is moving, we collect up to every 30 seconds; (2) if we detect that the phone is not moving for a longer period of time and the app is inactive, we collect every 30 minutes.

When is location data available?

Data is loaded in to Dial Report daily. 90% of the data is collected and is presented within two days of the spot airing. 100% of the data and the lift are available 2 weeks after the spot airs.

What Markets are you measuring?

We are measuring all spots and network spots across all rated and non-rated markets. Markets are based on BIA.

Who are your third party data partners, and what data do they provide?

Third party data is sourced through leading data providers in the industry: Acxiom, Experian, and NinthDecimal. Specifically, Axciom and Experian provide demographic and behavioral data; while NinthDecimal provides only demographics.

Acxiom and Experian data come from both public and proprietary sources including self-reported surveys and government data. NinthDecimal data is gathered from direct publishers, mobile ad exchanges, and direct data licensing partners.