



**TV tune-in:
AM/FM radio generates
incremental reach and
amplified frequency**

Methodology

A major cable network used AM/FM radio to help launch the returning season of a scripted drama series. Their media plan also included paid TV and promos running on their network and co-owned networks.

Westwood One retained Nielsen to study how the combination of AM/FM radio and TV helped drive tune-in for the premiere.

Nielsen radio promo effect study: TV tune-in ROI

Methodology

Step 1

Nielsen uses 80,000 person Portable People Meter panel for AM/FM radio and television audiences



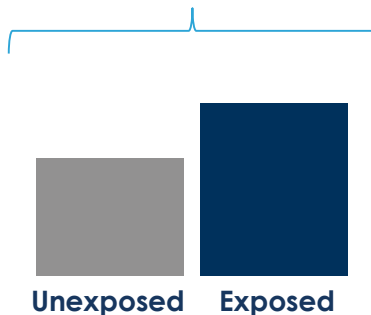
Step 2

Audience is broken into groups based on Media Monitors tune-in radio ad occurrence and Nielsen Ad Intel for paid TV and TV promos



Step 3

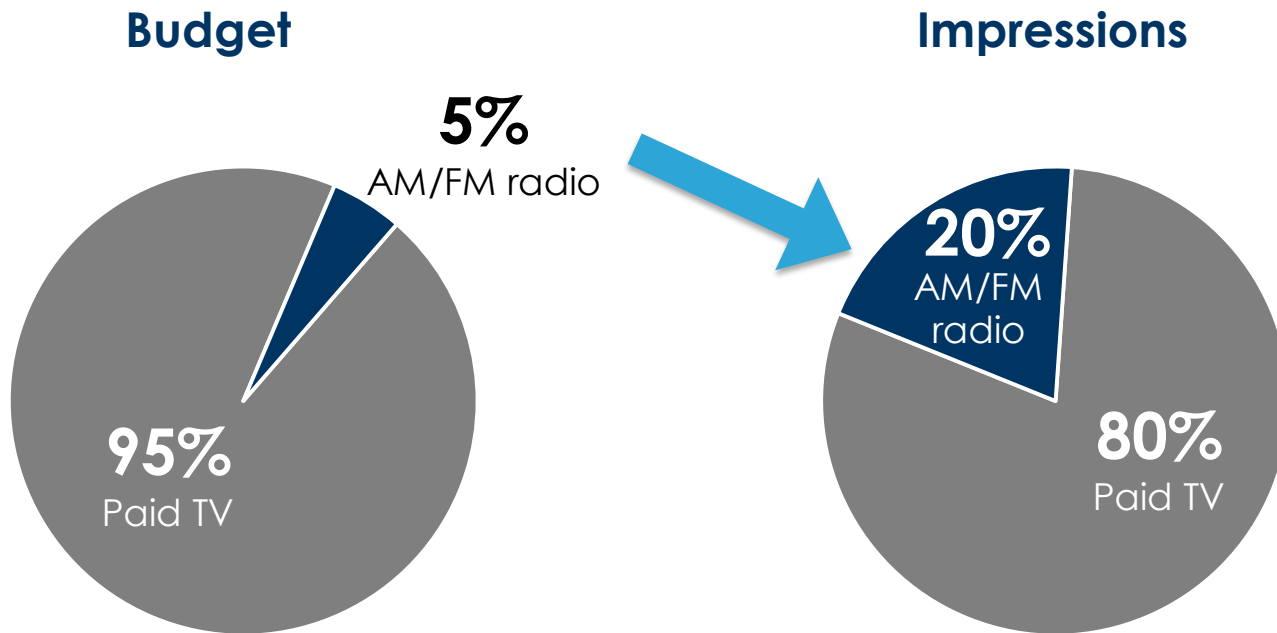
Nielsen measures the tune-in conversion impact of the groups



Analysis

- Tune-in conversion by demographic
- Network TV promos + paid TV + radio ads
- Conversion by frequency of ad exposure
- Live, live +3, live +7
- Existing network audience versus new viewers

While AM/FM radio was only 5% of the TV tune-in budget, it represented 20% of impressions



**AM/FM radio adds
15% incremental
reach to paid TV
despite being only 5%
of the total TV budget**



AM/FM radio delivers a younger audience

	Campaign reach audience composition		
	18-34	35-54	55+
People only reached by AM/FM radio	35%	39%	27%
Total AM/FM radio reach	29%	39%	32%
Paid TV	21%	33%	46%
Unpaid TV (promos)	19%	35%	47%

70% of AM/FM radio impressions were 18-54

Nearly half of TV impressions were 55+

AM/FM radio generates efficient reach and impressions

Cost per thousand impressions (CPM)



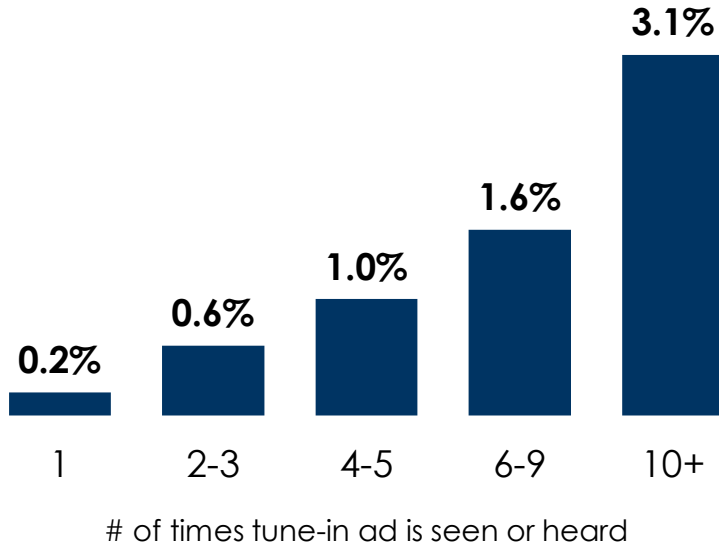
AM/FM radio is
20%
of TV's CPM
and cost per
net reach

Cost per thousand net reach

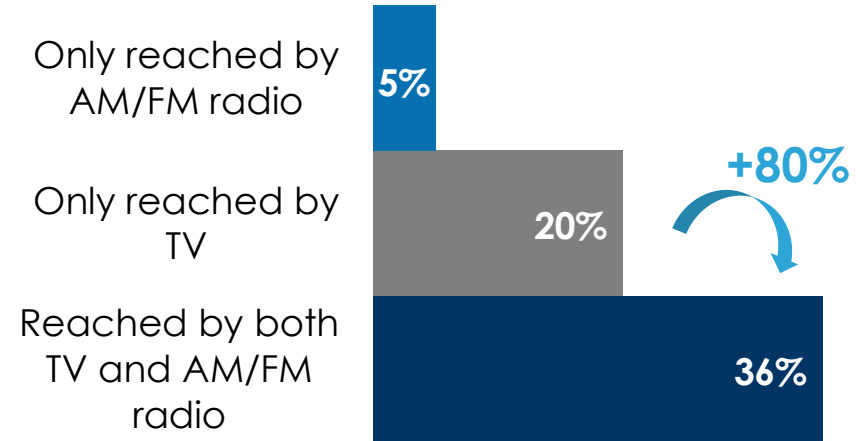


6+ frequency drove tune-in conversion; the combination of AM/FM radio and TV drove significant 6+ exposure

Conversion by frequency:
% of people exposed to ad who
watched the show



% of people reached 6+ times



Targeting example: Optimize your tune-in buy by aligning AM/FM radio formats to network profile

% reach and index among A&E viewers by AM/FM radio format, PPM markets, adults 18+

Radio formats	% reach of A&E viewers	Index
Urban	24%	119
Classic Rock	23%	115
Sports	16%	112
Classic Hits	32%	111
Country	25%	109
News/Talk	30%	105
Adult Contemporary	49%	101
Top 40	36%	99
Rock	26%	93

How to read: 25% of all A&E viewers in PPM markets listened to Country radio in the past week. Compared to the overall population, A&E viewers are 9% more likely to listen to Country radio.

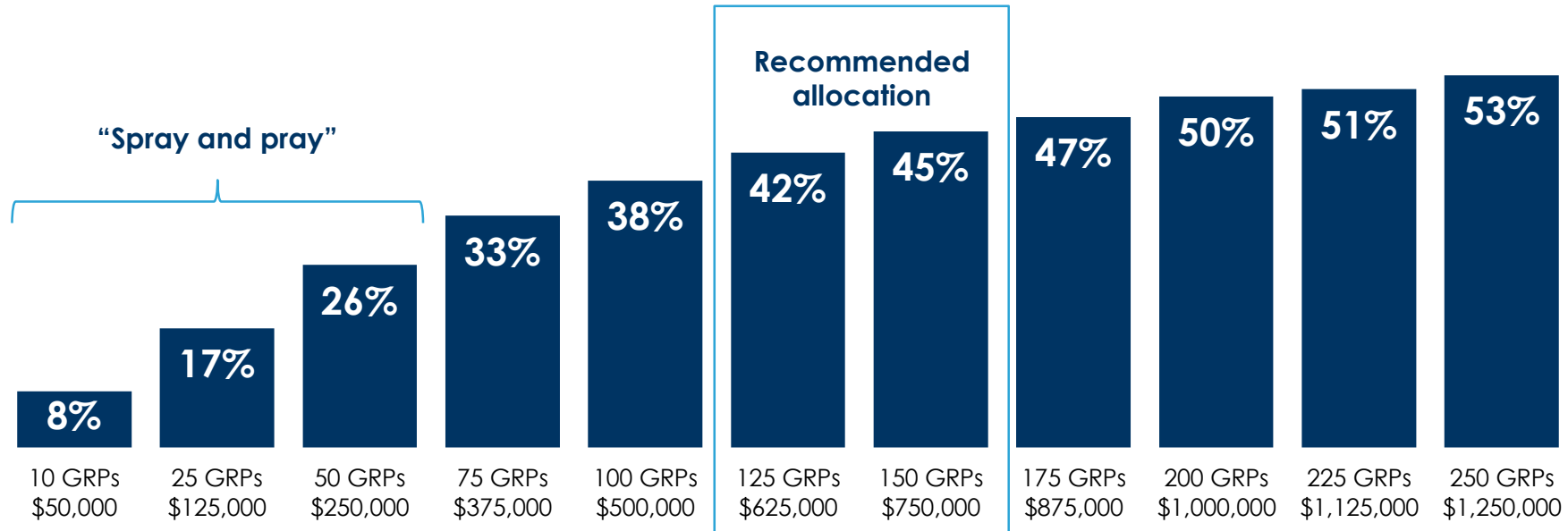
Targeting: Connect AM/FM radio programming format listening to TV show audience with Nielsen PPM

Intervention			Storage Wars			Live PD			The First 48			60 Days In		
Format	Reach %	Index	Format	Reach %	Index	Format	Reach %	Index	Format	Reach %	Index	Format	Reach %	Index
Urban	52%	118	Country	62%	118	Country	62%	116	Urban	56%	126	Urban	55%	125
Country	59%	111	Sports	37%	114	Urban	50%	114	Country	59%	111	Country	58%	110
Sports	35%	108	Oldies/Classics	78%	110	Sports	36%	112	CHR/Top 40	77%	107	Oldies/Classics	76%	108
Oldies/Classics	77%	108	Rock	79%	109	Oldies/Classics	78%	110	Sports	34%	106	CHR/Top 40	77%	107
CHR/Top 40	76%	105	Urban	47%	106	Rock	77%	107	Oldies/Classics	75%	106	Sports	35%	106
Rock	76%	105	Adult Contemporary	93%	105	CHR/Top 40	75%	104	Adult Contemporary	92%	104	Hispanic	34%	105
Adult Contemporary	92%	104	CHR/Top 40	75%	103	Adult Contemporary	92%	104	Hispanic	33%	102	Adult Contemporary	92%	104
Hispanic	32%	98	News/Talk	53%	101	News/Talk	54%	101	Rock	73%	102	Rock	74%	103
News/Talk	52%	98	Hispanic	32%	98	Hispanic	32%	100	News/Talk	51%	97	News/Talk	51%	96

How to read: 62% of Live PD on A&E viewers listen to country radio. Live PD viewers are 16% more likely to listen to country than the average American.

125-150 GRPs is the recommended AM/FM radio campaign weight for TV tune-in campaigns

Adults 25-54, weekly reach by GRP level (assuming \$5,000 cost per point)



How to read: A \$625,000 investment in network radio, assuming a \$5,000 cost per point, reaches 42% of adults 25-54 in the U.S. over the course of a week.

Weekly reach jumps when 125-150 GRPs of AM/FM radio is added to any TV tune-in campaign

AM/FM radio adds significant reach versus TV only

Adults 25-54 % net reach weekly

		TV GRPs											
Radio GRPs		Zero	10	25	50	75	100	125	150	175	200	225	250
Zero	0%	8%	17%	27%	34%	40%	45%	49%	52%	54%	57%	59%	
10	8%	15%	23%	32%	39%	44%	49%	52%	55%	58%	60%	62%	
25	17%	23%	30%	38%	44%	49%	53%	56%	59%	61%	63%	64%	
50	26%	32%	38%	45%	50%	54%	58%	60%	63%	65%	66%	68%	
75	33%	38%	43%	50%	54%	58%	61%	63%	66%	67%	69%	70%	
100	38%	42%	47%	53%	58%	61%	64%	66%	68%	69%	71%	72%	
125	42%	46%	50%	56%	60%	63%	66%	68%	69%	71%	72%	73%	
150	45%	49%	53%	58%	62%	65%	67%	69%	71%	72%	73%	74%	
175	47%	51%	55%	60%	64%	66%	69%	70%	72%	73%	74%	75%	
200	50%	53%	57%	62%	65%	68%	70%	71%	73%	74%	75%	76%	

How to read: 125 points of TV achieves a 45% reach. Adding 125 points of AM/FM radio increases reach from 45% to 66%.

Key takeaways

- With only 5% of paid media, AM/FM radio delivered 15% incremental reach to paid TV and 20% of campaign impressions. AM/FM radio also amplified paid TV 6+ frequency by 80%.
- Compared to TV reach, AM/FM radio delivered a much younger audience. Nearly half of TV deliveries were 55+. 70% of AM/FM radio deliveries were 18-54.
- Higher exposure frequency resulted in higher tune-in conversion rates. The combination of AM/FM radio and TV delivered significant reach with a message frequency of 6 or more times.
- AM/FM radio delivered exceptionally efficient reach and impressions.

Recommendations

- To optimize TV tune-in buys, Westwood One can enhance targeting via AM/FM radio format reach and viewing propensity to grow reach and align impressions to the network and program profile.
- Increasing AM/FM radio allocations can grow incremental reach and amplify frequency. With only 5% of the budget, AM/FM radio grew paid TV reach by 15% and amplified 6+ frequency by 80%.
- For AM/FM radio planning, use a broad and diverse array of radio programming formats to increase campaign reach.
- Allocate 125-150 GRPS to AM/FM radio, generating sufficient reach to enhance TV tune-in campaigns.
- A greater allocation to AM/FM radio brings younger 18-54 audiences into the campaign.



Thank You

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