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

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

<table>
<thead>
<tr>
<th>Live stream</th>
<th>Webcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1-distribution of established FM-programs via channel internet</td>
<td>New, linear radio-/audio-programs</td>
</tr>
<tr>
<td>Often AC / CHR-programs with broad listenership</td>
<td>Only distributed online</td>
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<tr>
<td></td>
<td>Specialized programs with acute listenership</td>
</tr>
<tr>
<td>Platforms, which aggregate programs and help to find programs</td>
<td>Personal audio and music programs</td>
</tr>
<tr>
<td>„Webradio-searchmachines“</td>
<td>„Personal radio“</td>
</tr>
<tr>
<td></td>
<td>Only distributed online</td>
</tr>
<tr>
<td></td>
<td>For example LastFM, steereeo, simfy</td>
</tr>
</tbody>
</table>

## Collectors

- Smart radios

![EMRO](EMRO.png)

![ag.ma](ag.ma.png)

![RMS. Der Audiovermarkter.](RMS.png)
Access path
Fragmentation

Station-website

Software
iTunes

Online-platform
radio.de

Access path
Webradio

car

mobil

WLAN-radio
Selling advertising time

Webradio is sold like online not like radio

- FM
  - Reaches for hours
- Booking action
- Accounting
- Radio online
  - „Contact“ packages
  - Measured clicks
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

- Dialy reach:
  - ma 2010 Radio I: 252
  - ma 2009 Radio II: 220

- Listener in 14 days:
  - ma 2010 Radio I: 431
  - ma 2009 Radio II: 516

- Ever listened to:
  - ma 2010 Radio I: 632
  - ma 2009 Radio II: 550

Source: ma 2010 Radio I and 2009 Radio II, D+EU 10+; potential 70 mio. persons
Results webcast versus radio total

- Dialy reach: Webcast 0.4, Radio total 76.3
- Listener in 14 days: Webcast 0.7, Radio total 93.1
- Ever listened to: Webcast 0.9, Radio total 99.0

Source: ma 2010 Radio I, german speaking persons, 10+, potential 74 mio. persons
Which stations are mentioned?

- Stations with more than 5 nominations
  
  technobase.fm
  last.fm
  rautemusik.fm
  housetime.fm
  byte.fm

- These stations have more than 5 interviewees who said they have listened to them in the last two weeks – but no one of these stations has 351 respondents – this is the precondition for being reported as a station.

Source: ma 2010 Radio I, German speaking persons 10+, Potential 74 mio. persons
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 speaking persons 10+, Reception possibilities in household, in %
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 is one part of the problem, Apps are not countable.
AGOF

Anbieter 1: ffh.de = - 19%

Pause meist nicht erkannt: zu viel gemessen
Ende wird zu früh erkannt zu wenig gemessen
Ende 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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