



BRC PPM Presentation

March 4, 2010



Agenda

- ◆ How has buying changed?
 - *New paradigm*
 - *habits changed*
 - *new rules*

- ◆ What are implications?
 - *Reach vehicle*
 - *What's the frequency Kenneth?*
 - *Programming versus dayparts*

- ◆ Practical applications
 - *New Business model*
 - *Target audiences*
 - *Overnight*

- ◆ Cross media buys



How has buying changed?

- ▶ Of course...not...well?
- ▶ New paradigm means new currency
- ▶ Habits changed?
 - Audience still consumes radio as before
- ▶ Different results...new rules?
- ▶ Evolutionary process



What are implications?

- ▶ Radio is now a reach vehicle
- ▶ What is 'enough' frequency...
- ▶ Is 2 now the new 3?
- ▶ Why can't I have buy the morning show at 8 am...PPM tells me so!



Practical Applications

- ▶ Possible new business models
- ▶ Better target our buying demos
- ▶ Building better radio stations
- ▶ Overnights



PPM Data and Cross Media Buys

Bring it on!

More Data

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Better decisions

=

Better consumer understanding

=

better investment strategies