



Internet IV: “The Rock Spin”

*Internet Data from Alternative
and AOR P1s*

Edison/Arbitron Internet Studies

- **August 1998 - Internet I**
 - **“Radio in a New Media World”**
- **January 1999 - Internet II**
 - **“Radio & E-commerce”**
- **July 1999 - Internet III**
 - **“Broadcasters vs. Webcasters”**

www.edisonresearch.com

Other Edison Industry Studies

- **At-Work Study**
- **Spot Loads**
- **12-24s (Saturday 11:15am)**

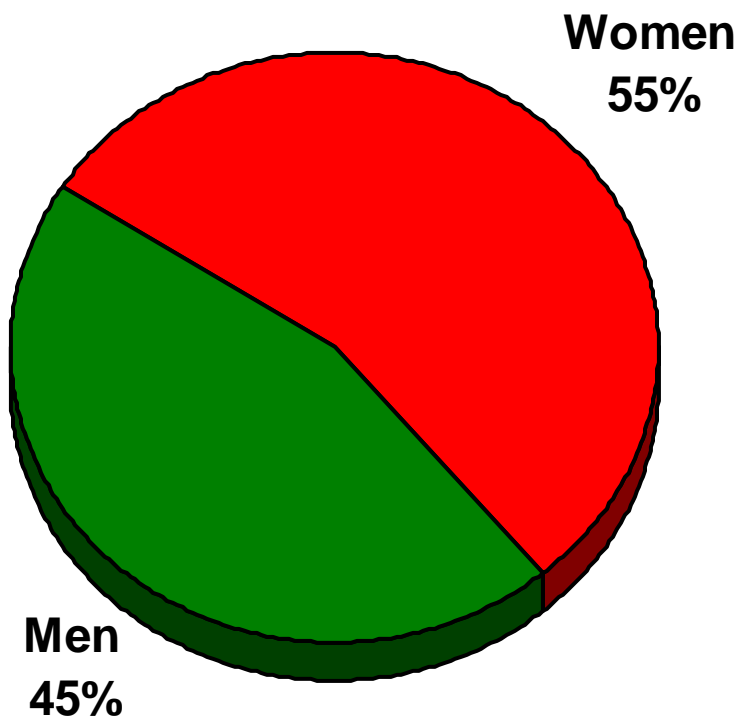
www.edisonresearch.com

How the Survey Was Conducted:

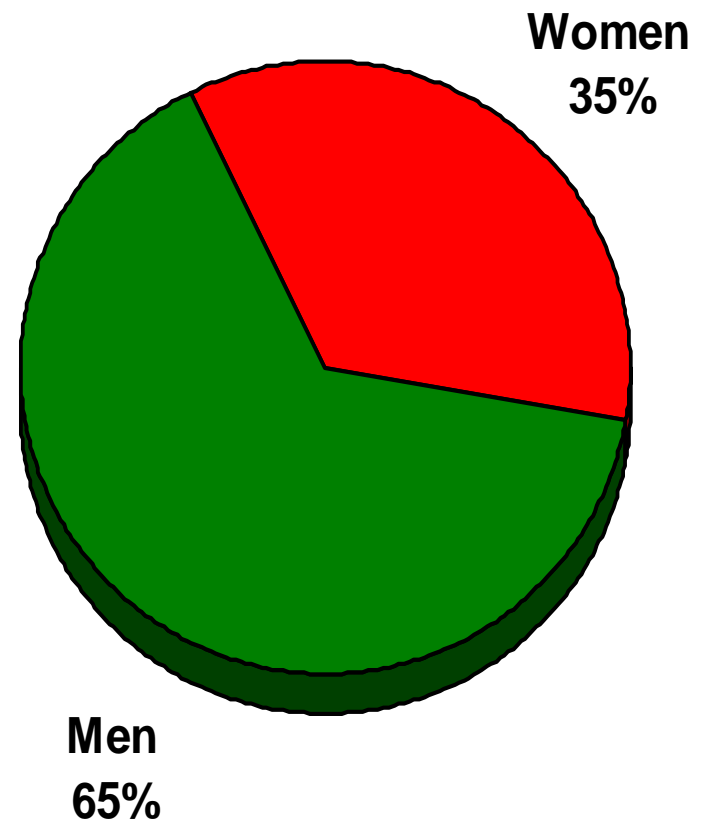
- **2,000** telephone interviews conducted in January 2000 with Fall 1999 diarykeepers
 - National random sample of diarykeepers 12+
 - Listening measures from diaryYielding 239 “Rock” P1s
(144 AOR/85 Alternative)

This group is much more male...

Total Sample

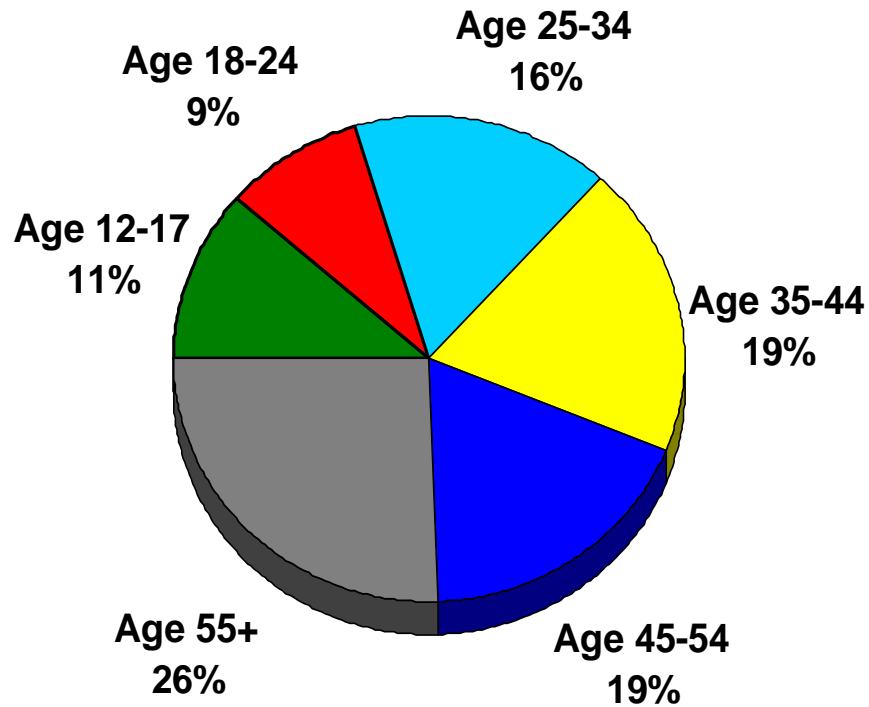


Rock Sample

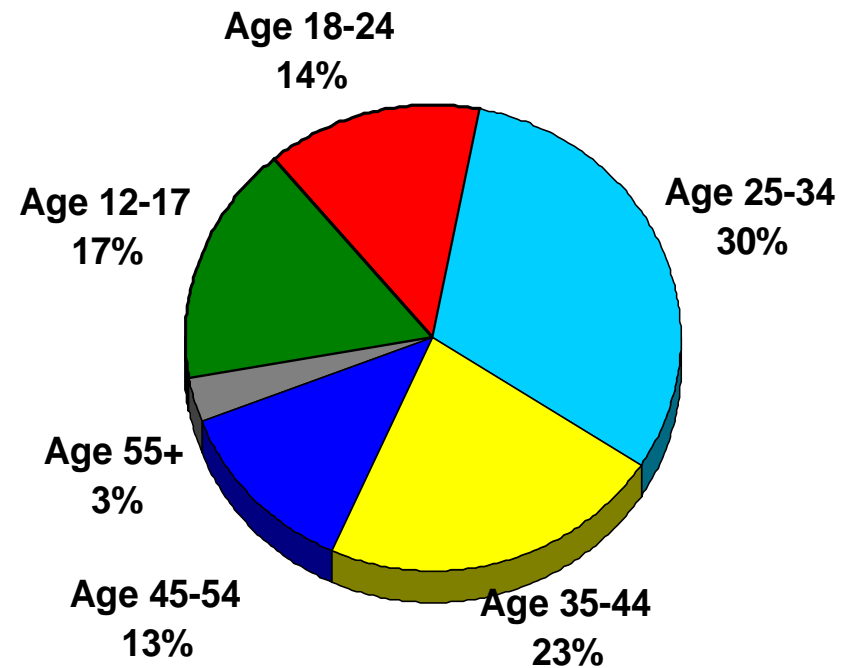


...and much younger

Total Sample



Rock Sample



The Bottom Line

- **In all four surveys**
- **In each and every measure**

Rock Listeners (and especially Alternative) are more Internet oriented than any other group

The Bottom Line for Rock radio

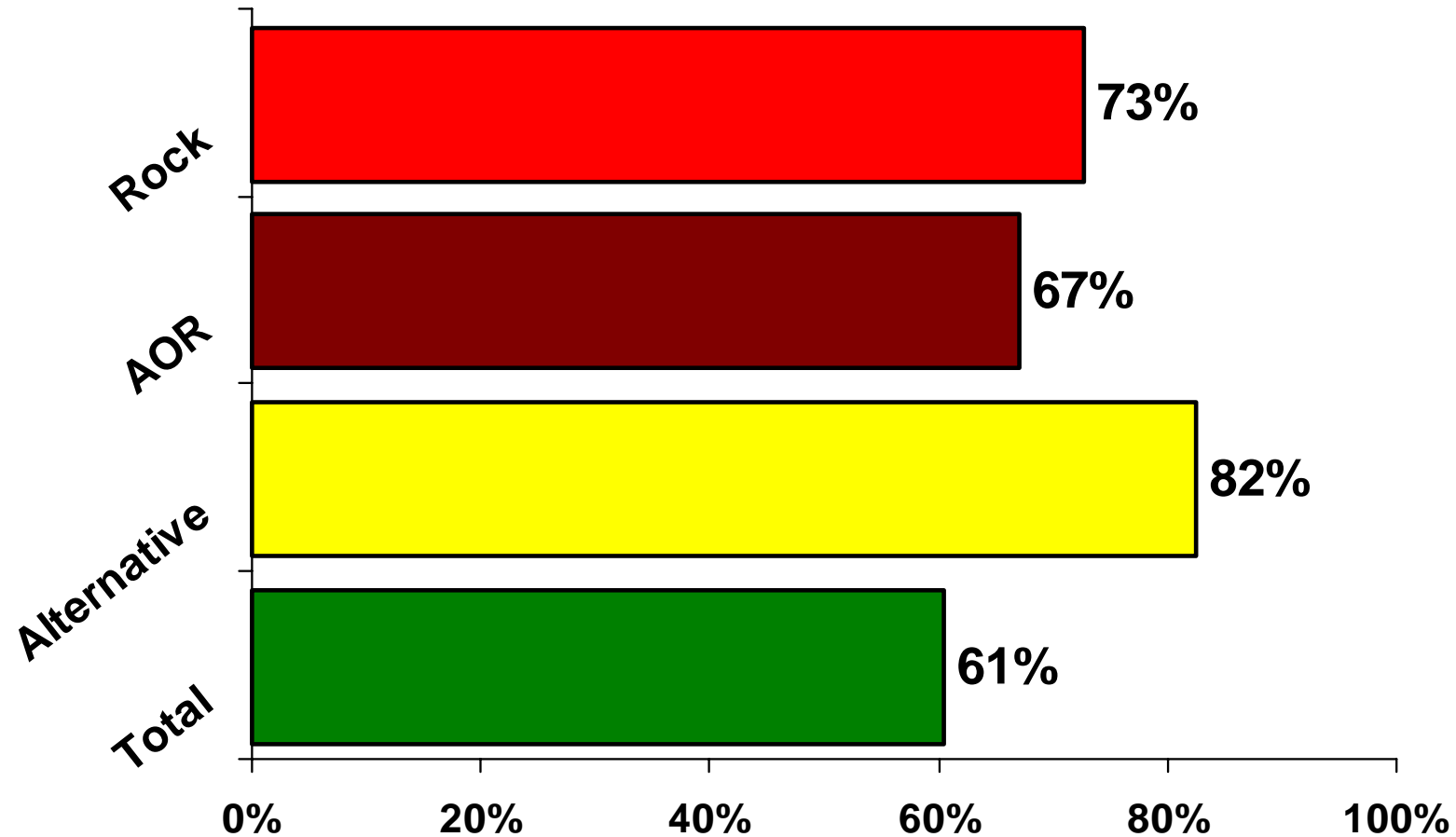
Take any projections about
the impact of the Internet on
Radio and **double** them

The Bottom Line for Rock radio

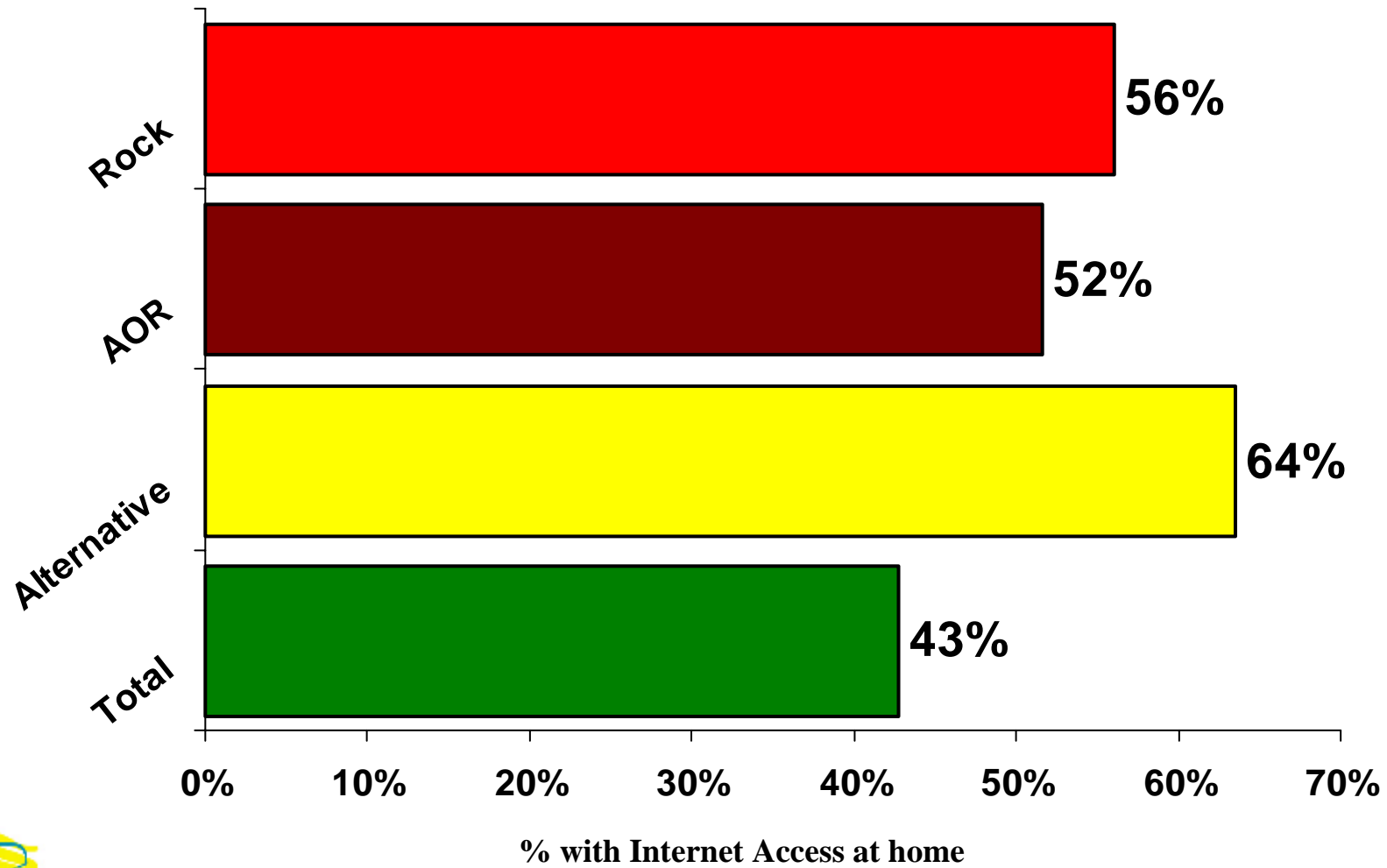
The Internet creates more opportunities for Rock than for any other formats

The Internet

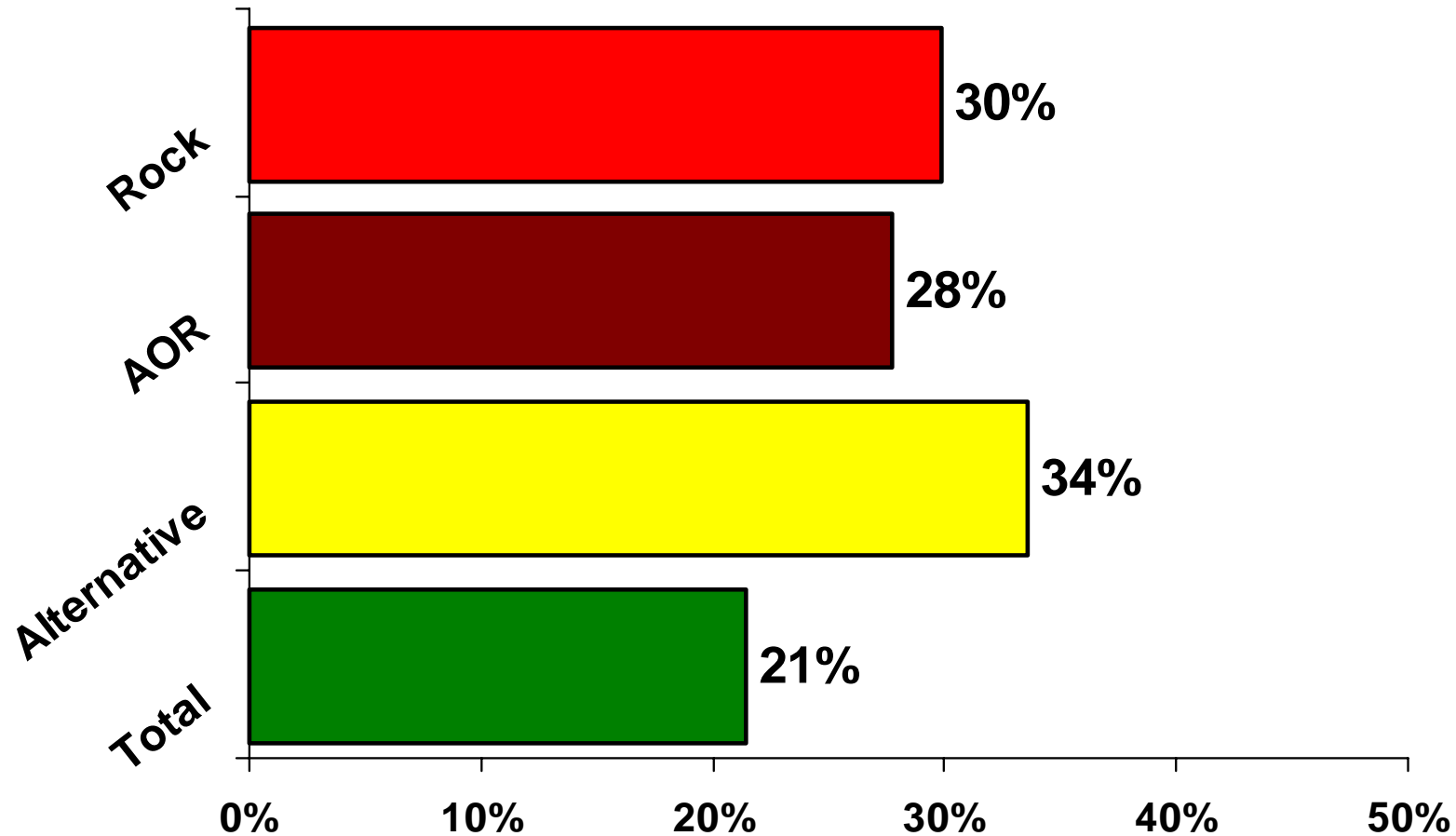
Rock P1s are much more likely to have a computer in their homes



Rock P1s are more connected to the Internet at home



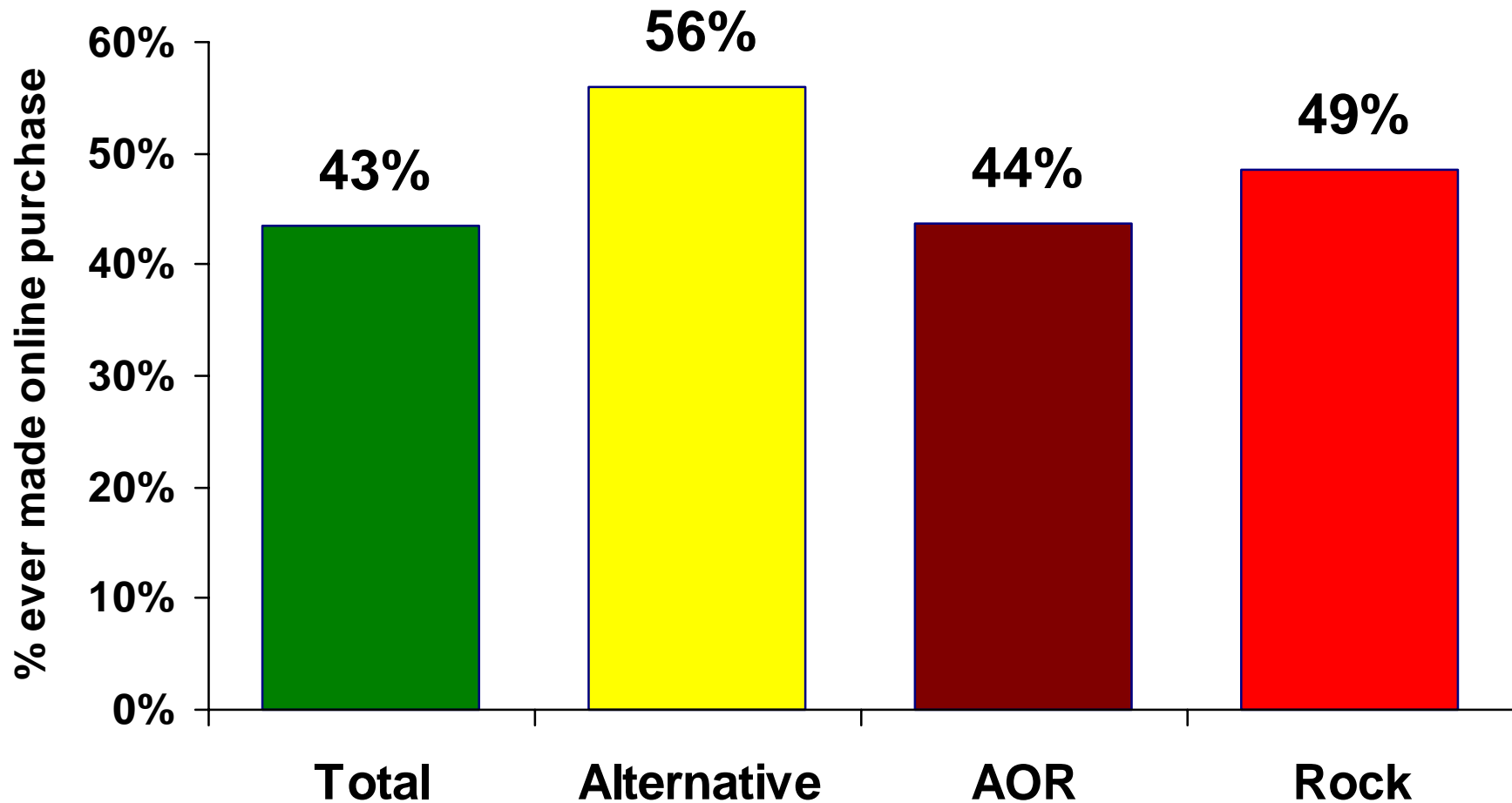
Rock P1s are also more connected to the Internet at work



**When School Internet
access is added, nearly
all Alternative P1s are online
and more than 75% of AOR
P1s are online
(only about 50% of US population is online)**

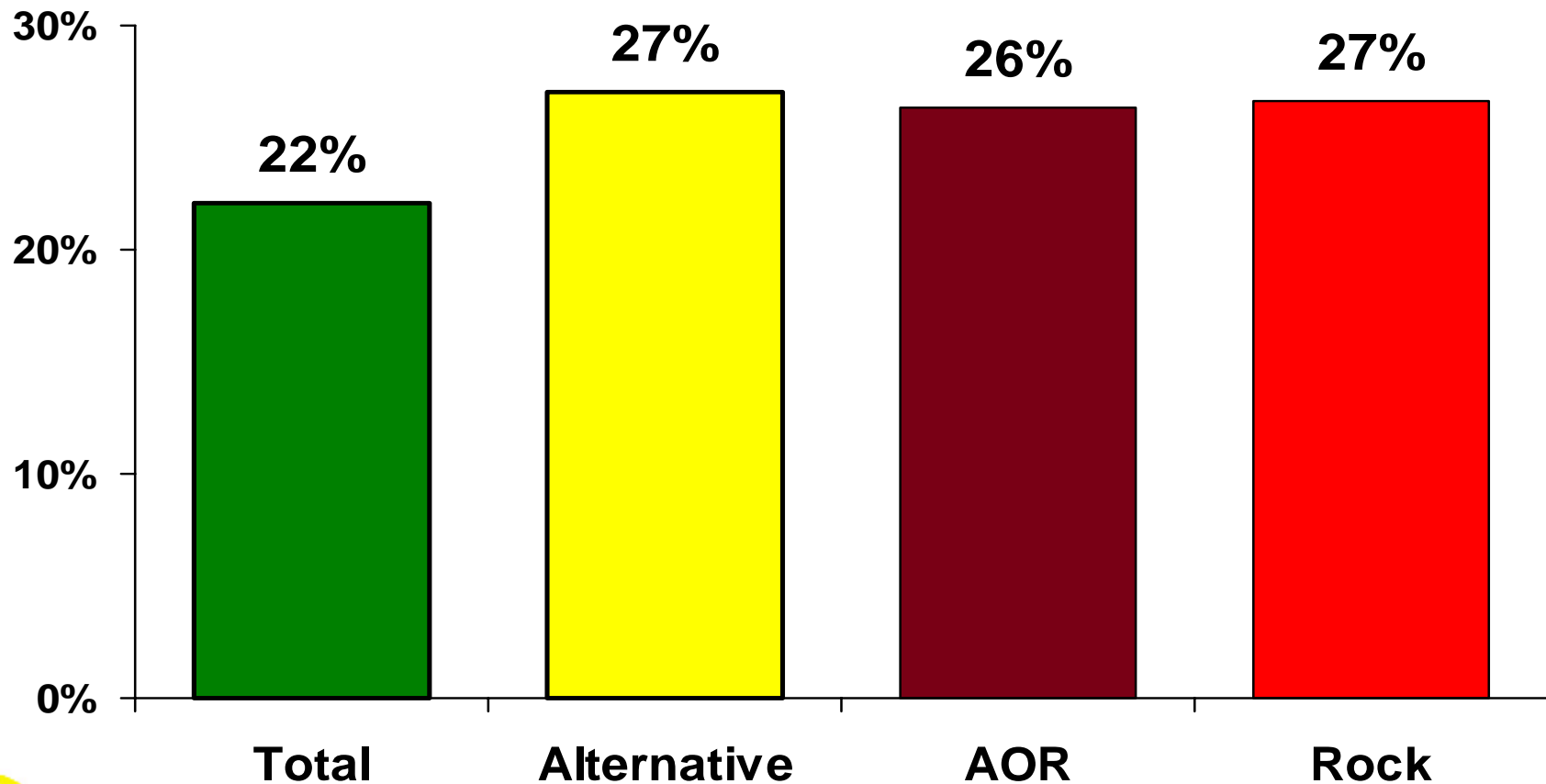
E-Commerce is Going Strong

Rock P1s are more likely to have made purchases online

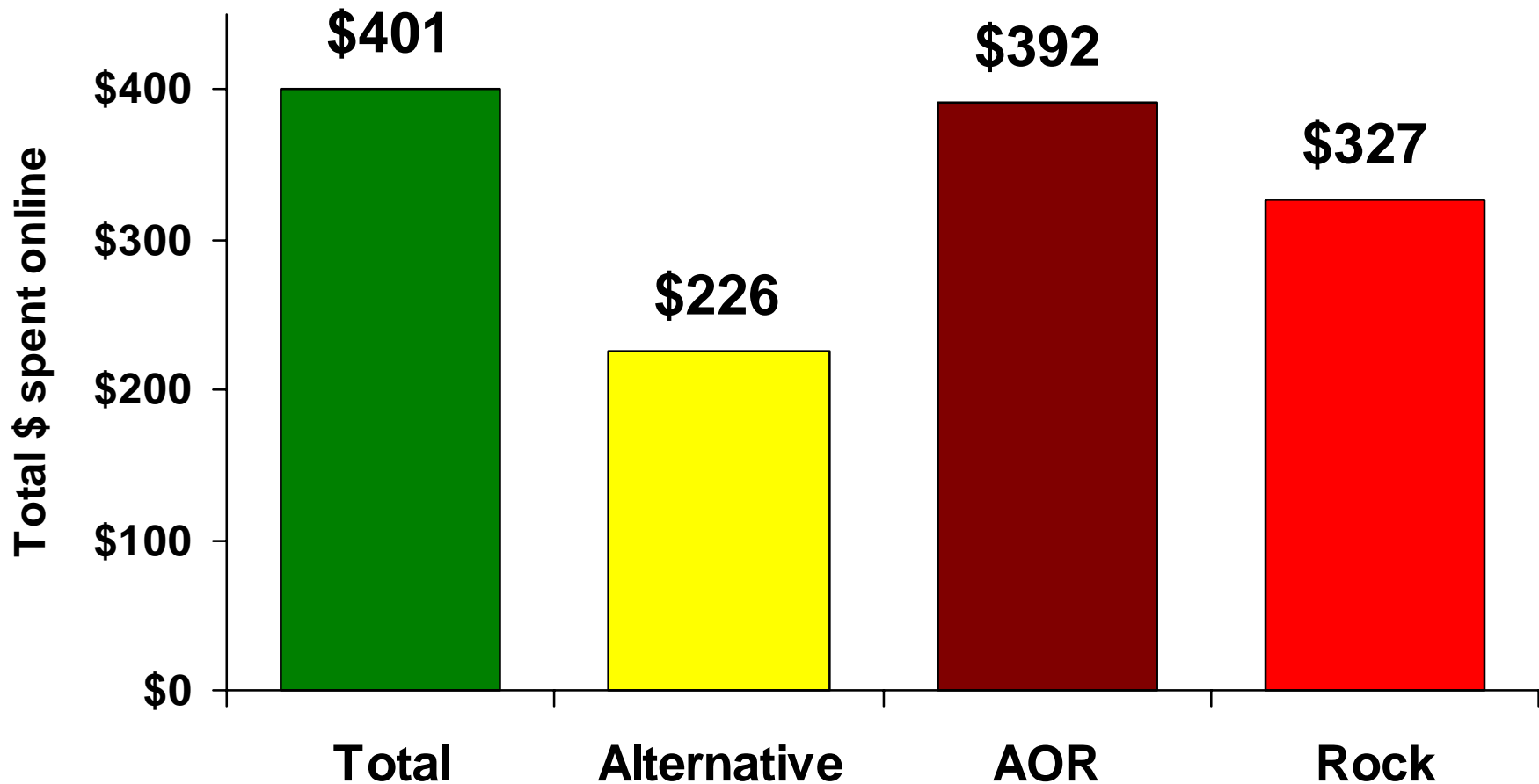


They also purchased more from Web sites during this holiday season

During this past holiday season, did you purchase any gifts through the Internet?



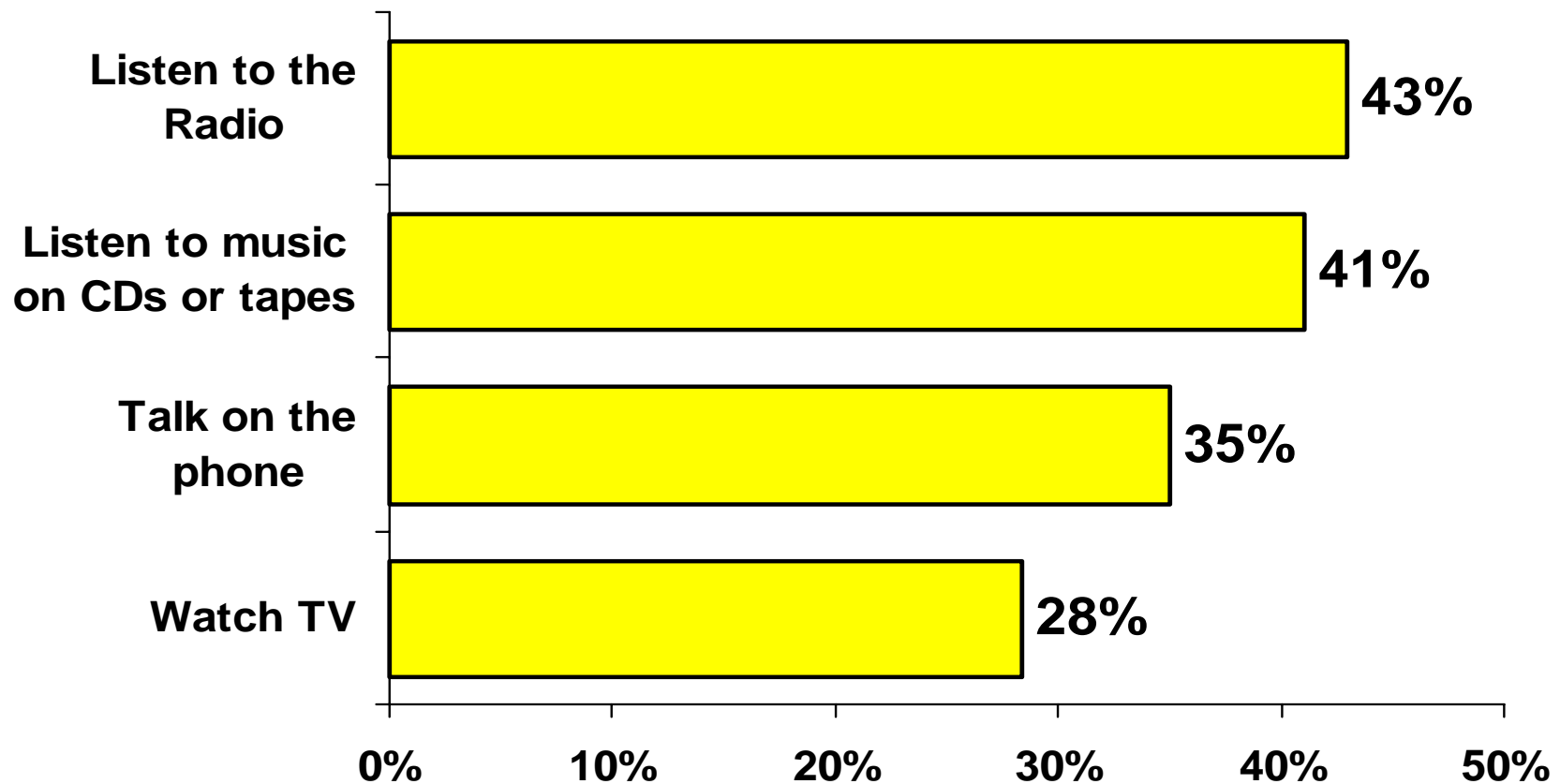
However, in total \$, Rock P1s online shoppers spent less during the holidays



Radio Creates “Dot-Com” Results

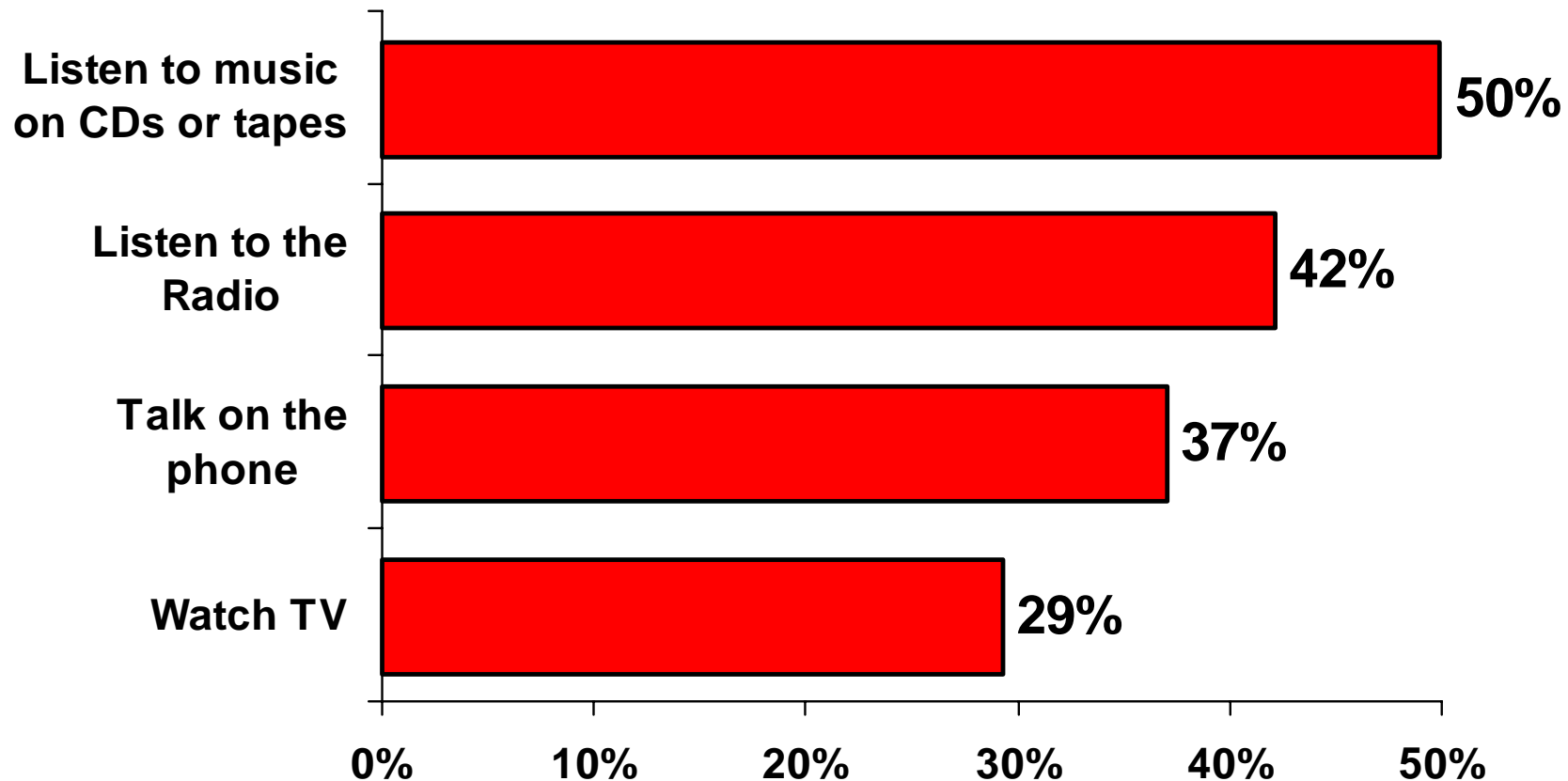
Among the total sample, Radio is the top companion to Web usage

While accessing the Internet, do you frequently or sometimes...

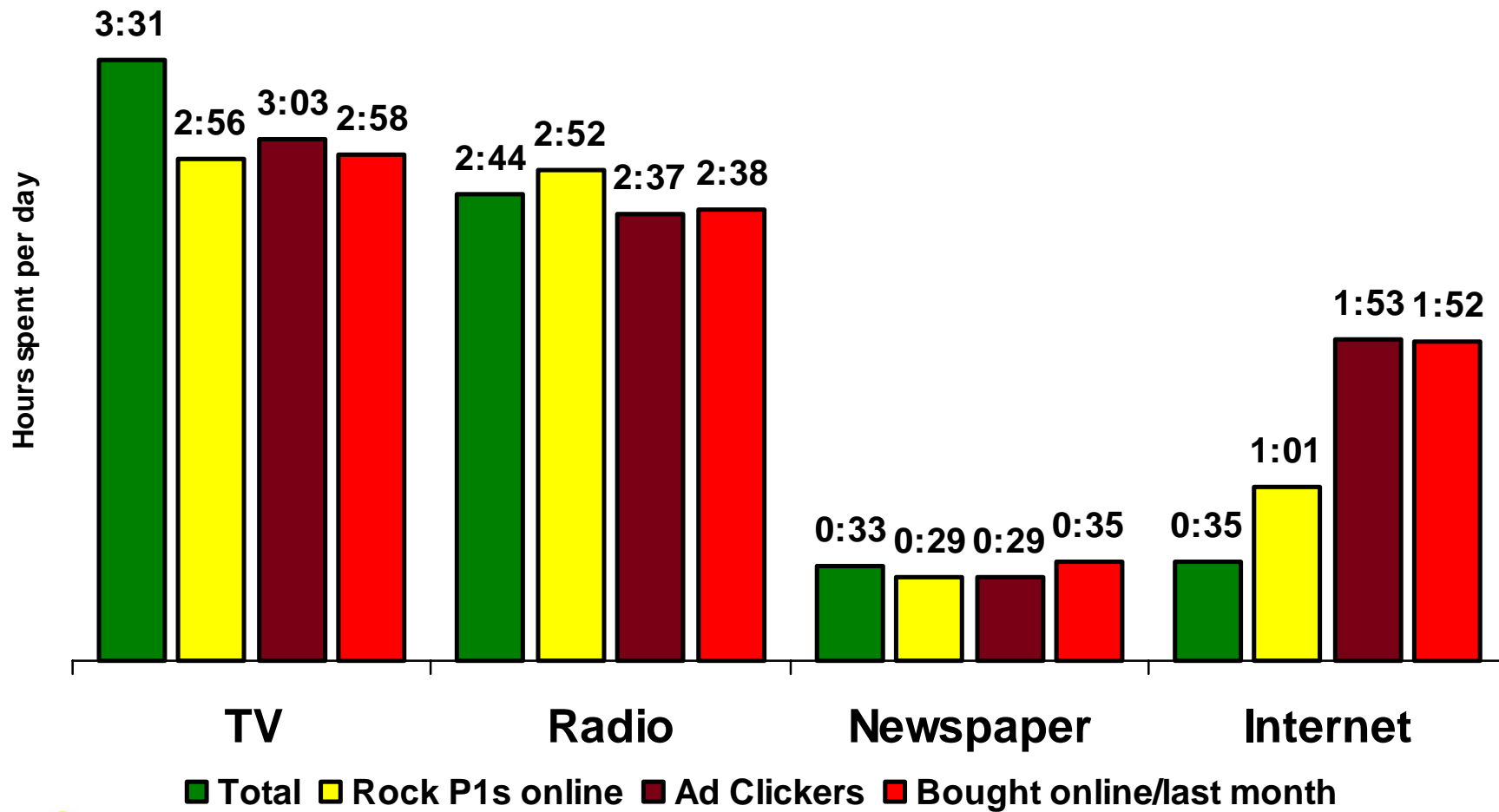


Radio trails CD/tape listening as a companion to Web usage for Rock P1s

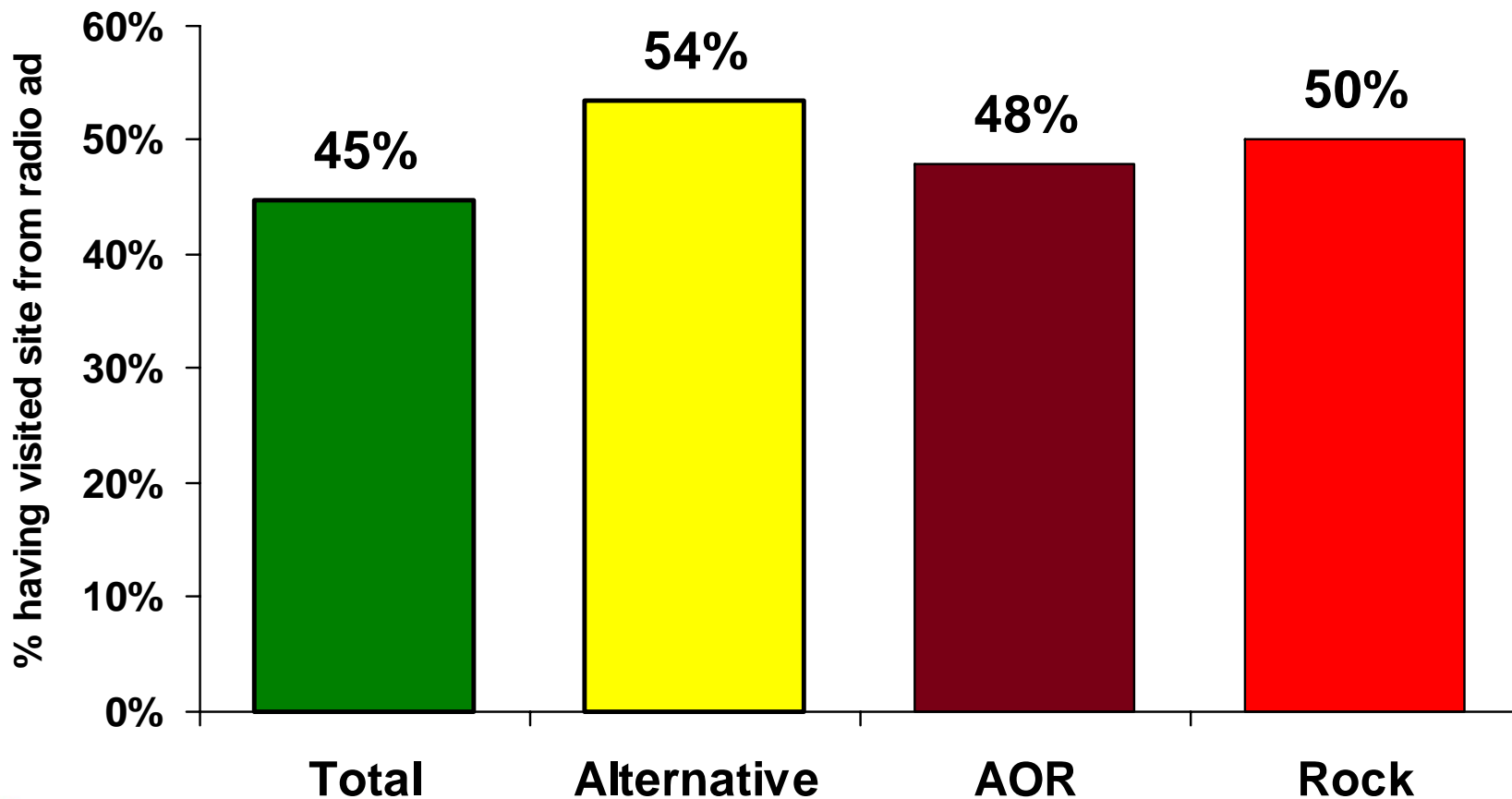
While accessing the Internet, do you frequently or sometimes...



The more involved with the Internet, the less Time Spent watching TV

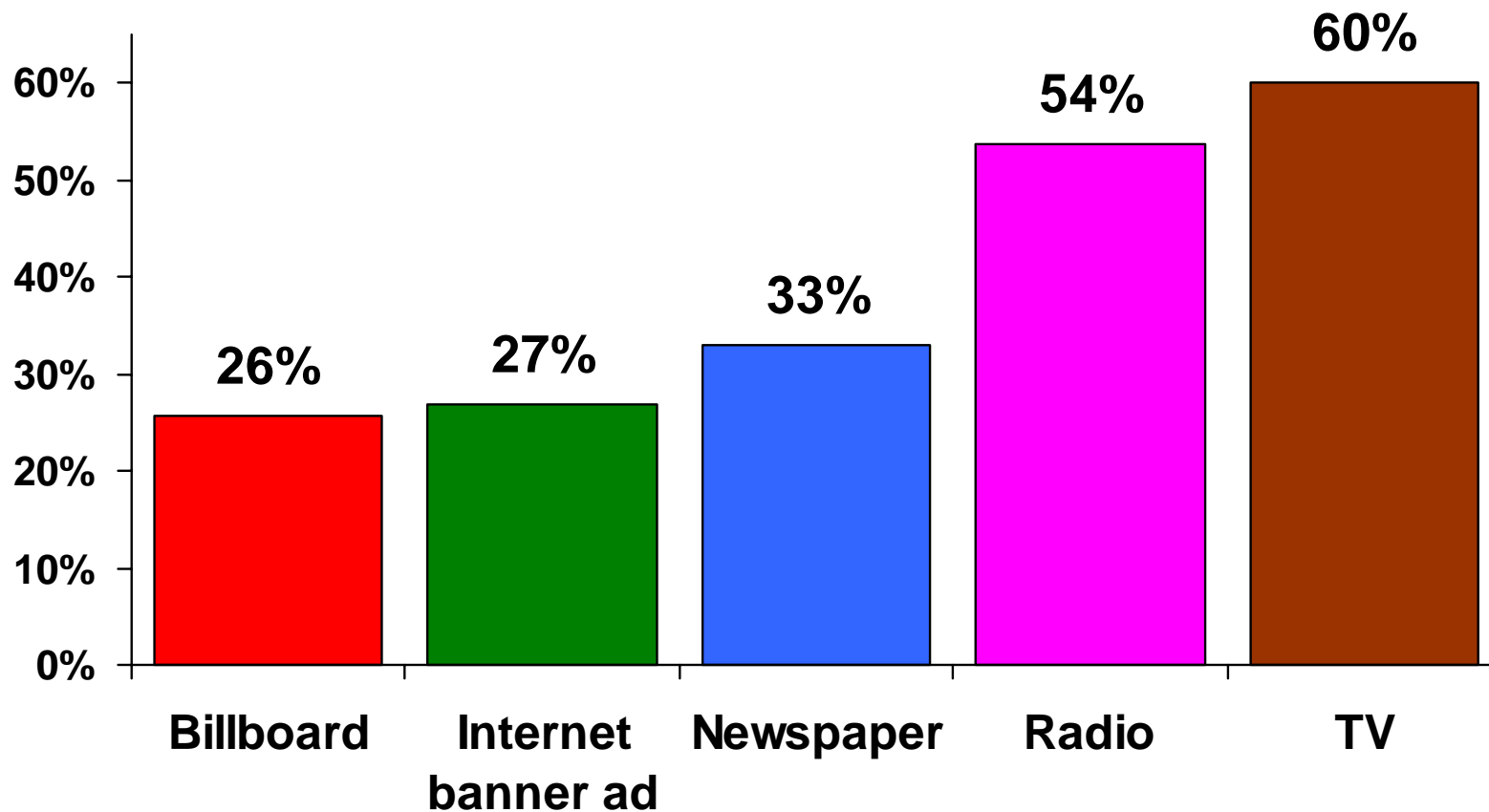


Rock P1s are more likely to have visited a Web site they heard advertised on the radio



Rock P1s learn about new Web sites from the Radio

Frequently or occasionally learn of new Web sites from...



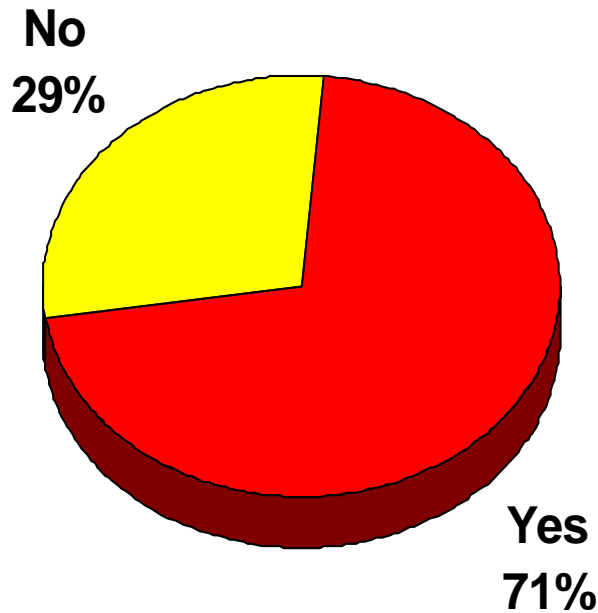


**If you are in a smaller
market, look at Internet IV
on the Edison Web site
www.edisonresearch.com**

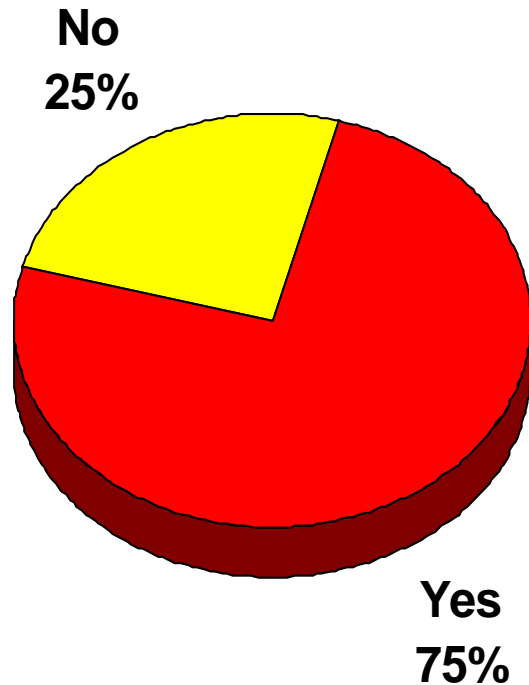
Building a listener-driven Web site

Ever heard a radio station talking about its Web site on the air?

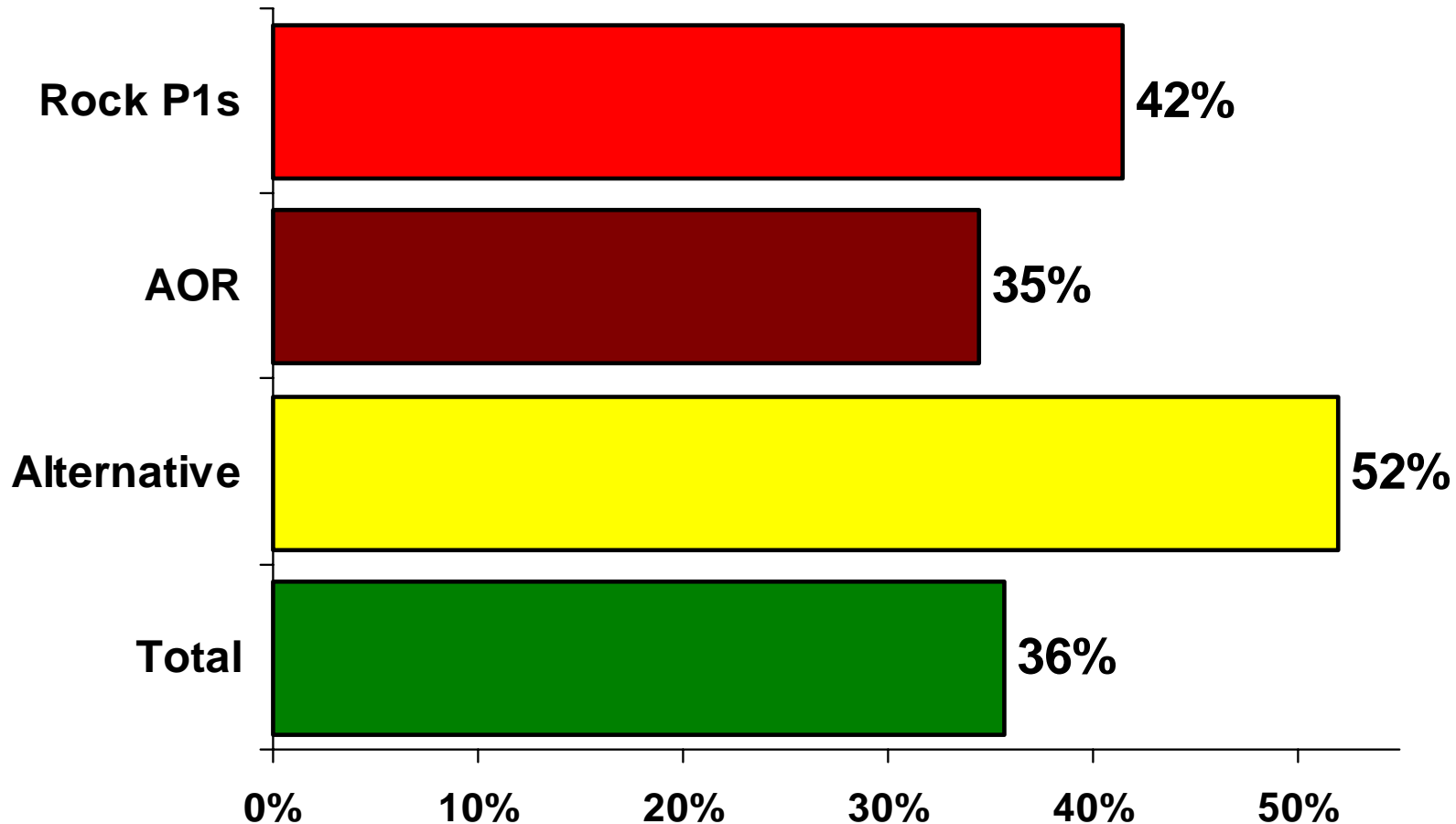
Total



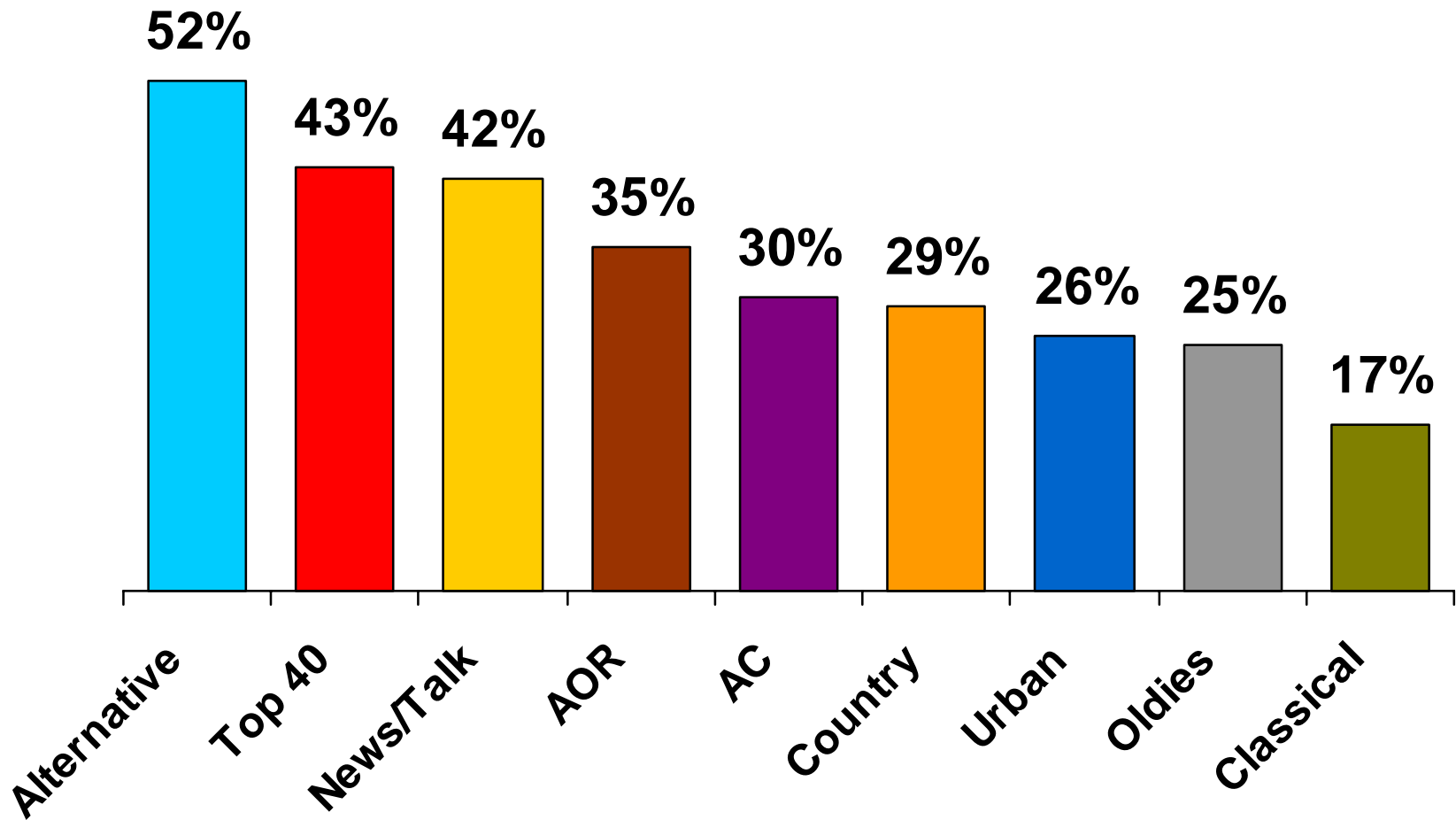
Rock P1s



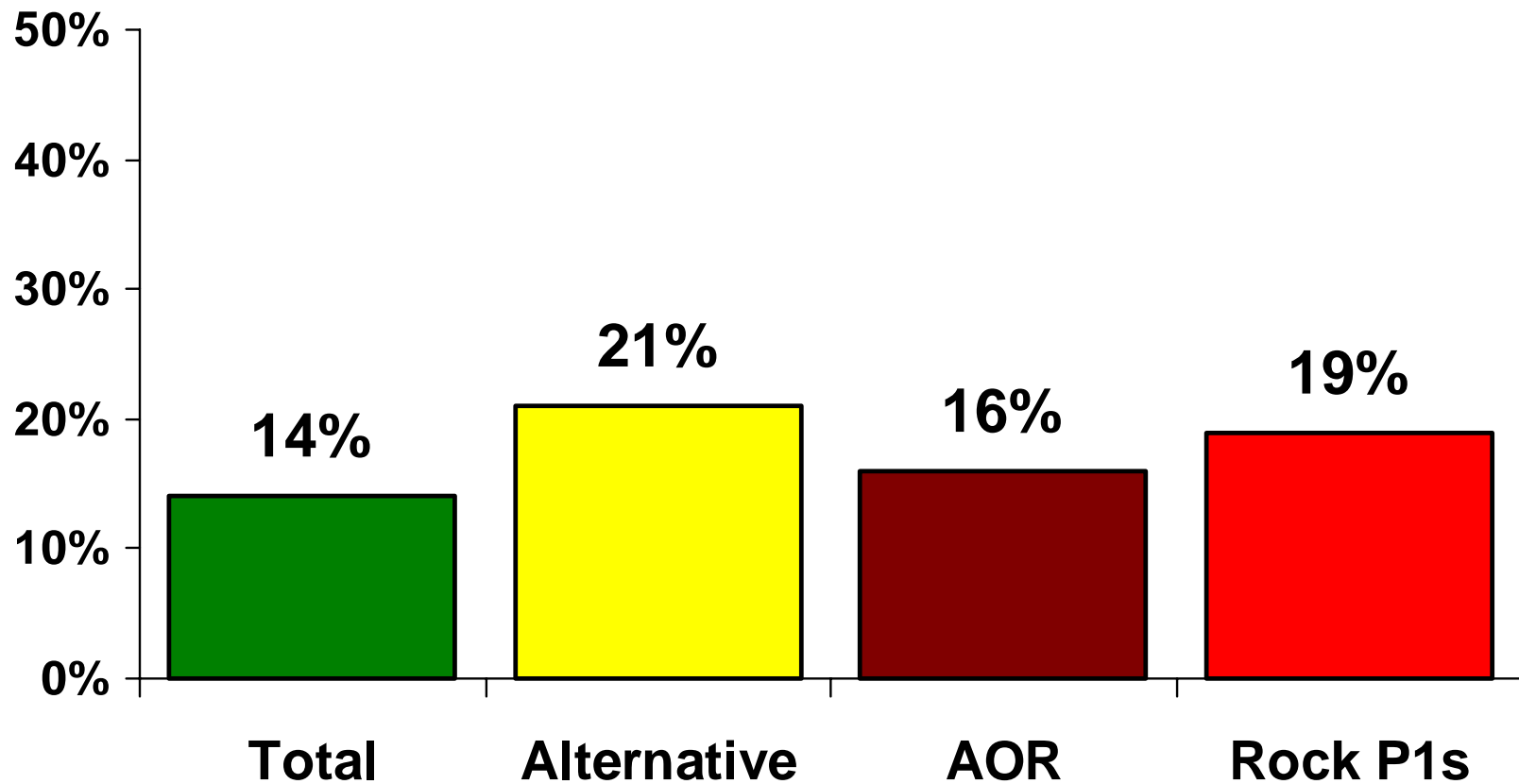
A greater % of Rock P1s have visited a radio station Web site



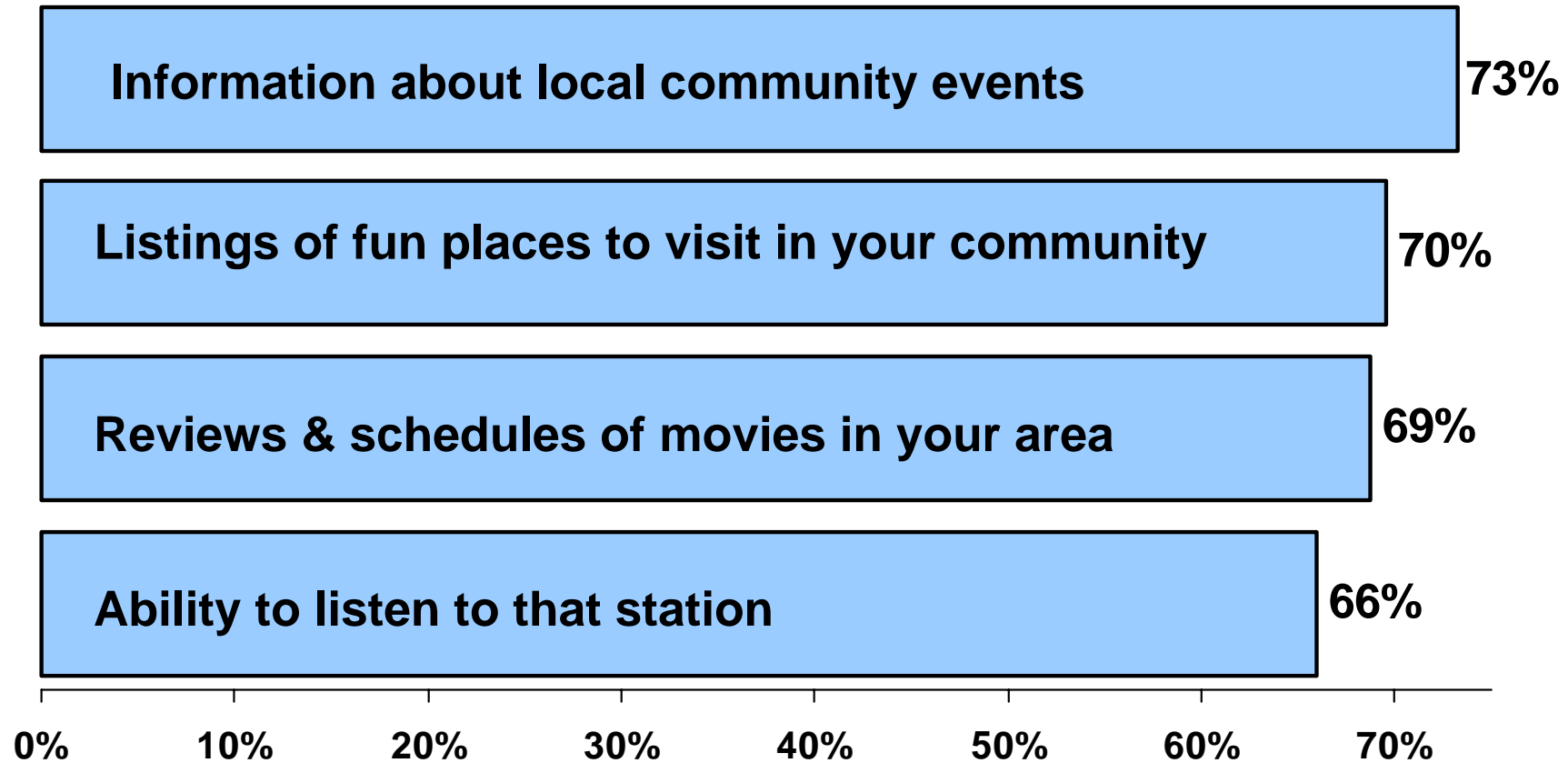
Ever visited a radio station Web site? (By Format)



And more Rock P1s have visited radio station Web sites in the past month

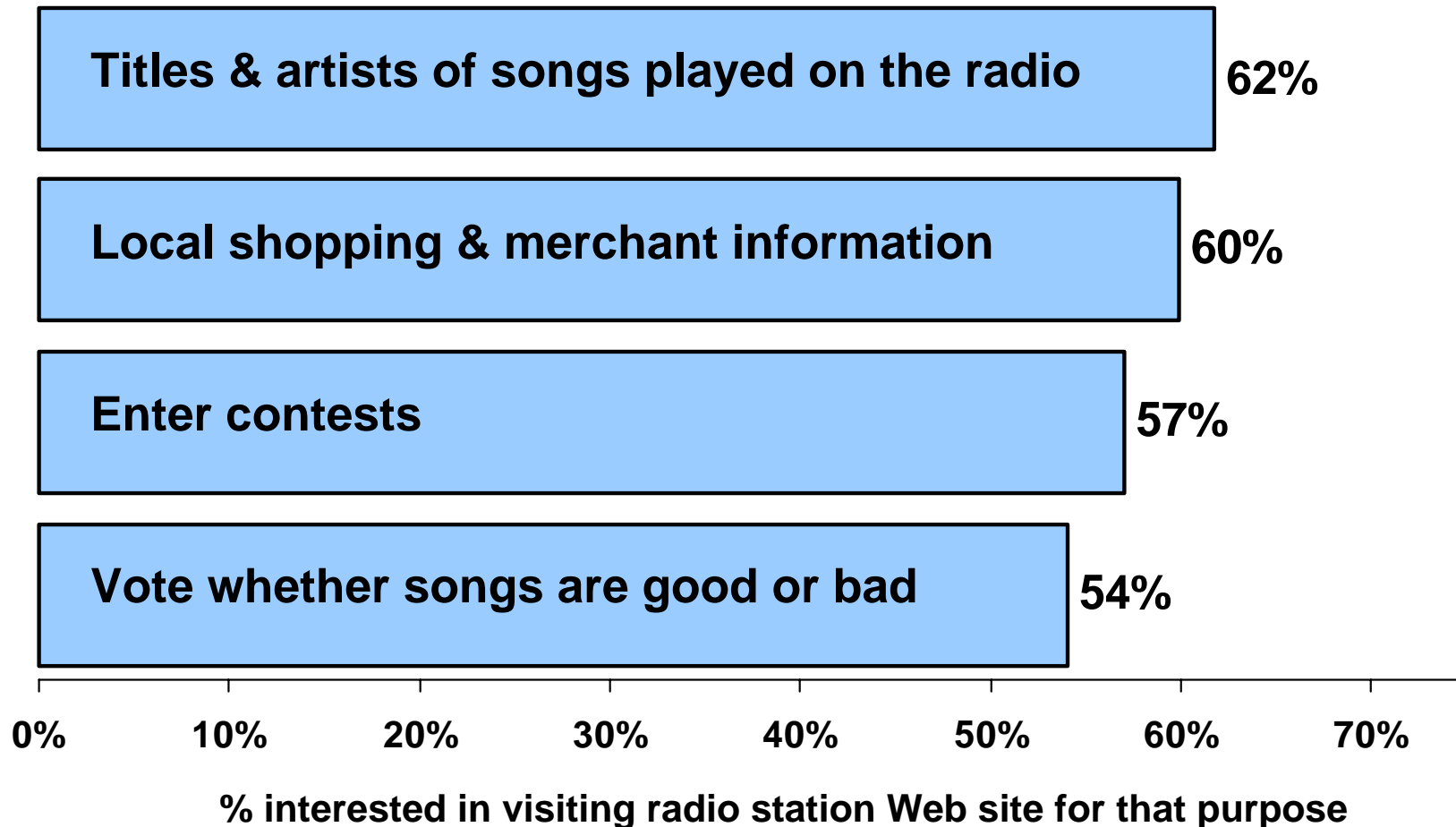


Rock P1s' interest in visiting a radio station Web site for...

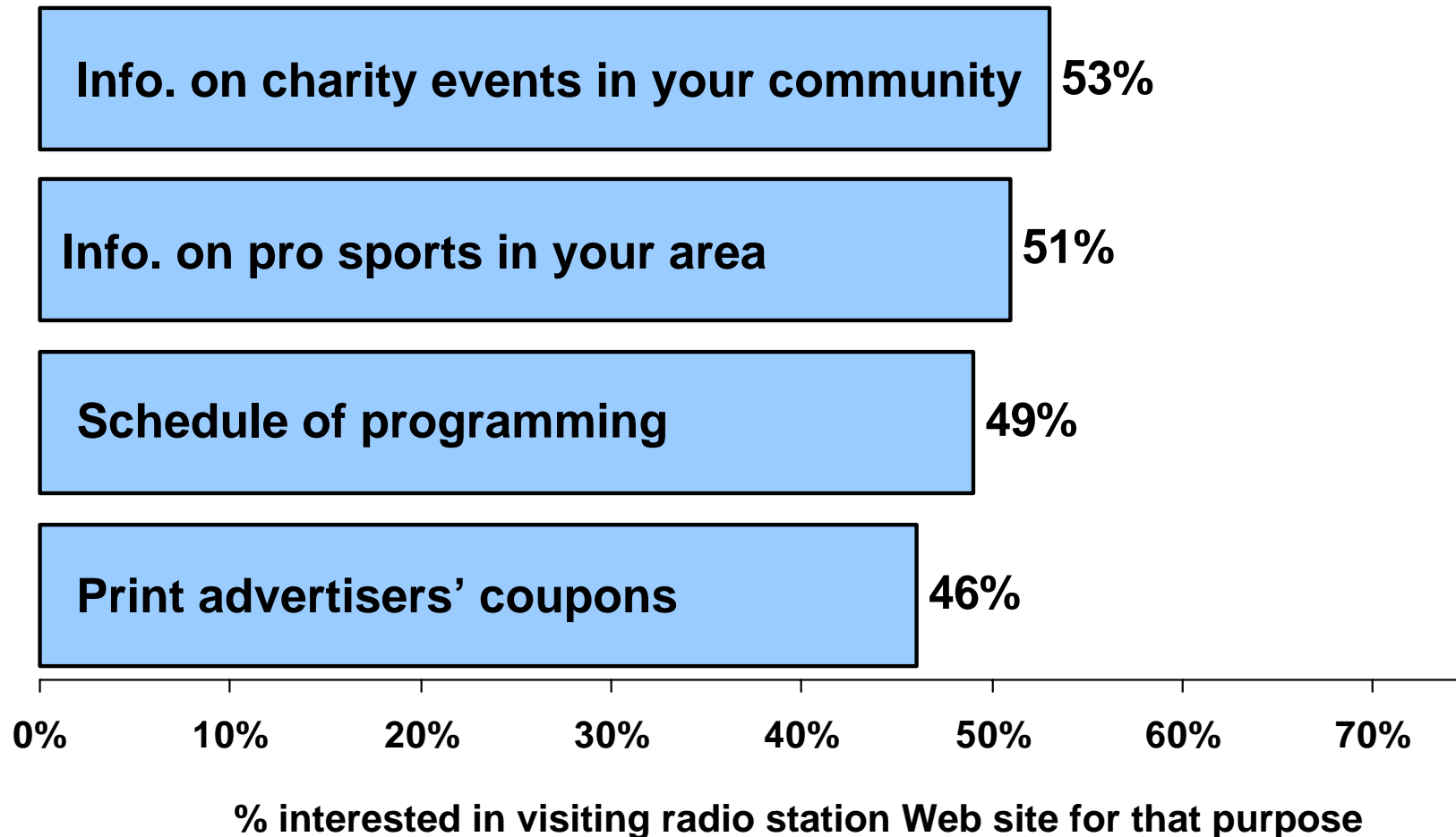


% interested in visiting radio station Web site for that purpose

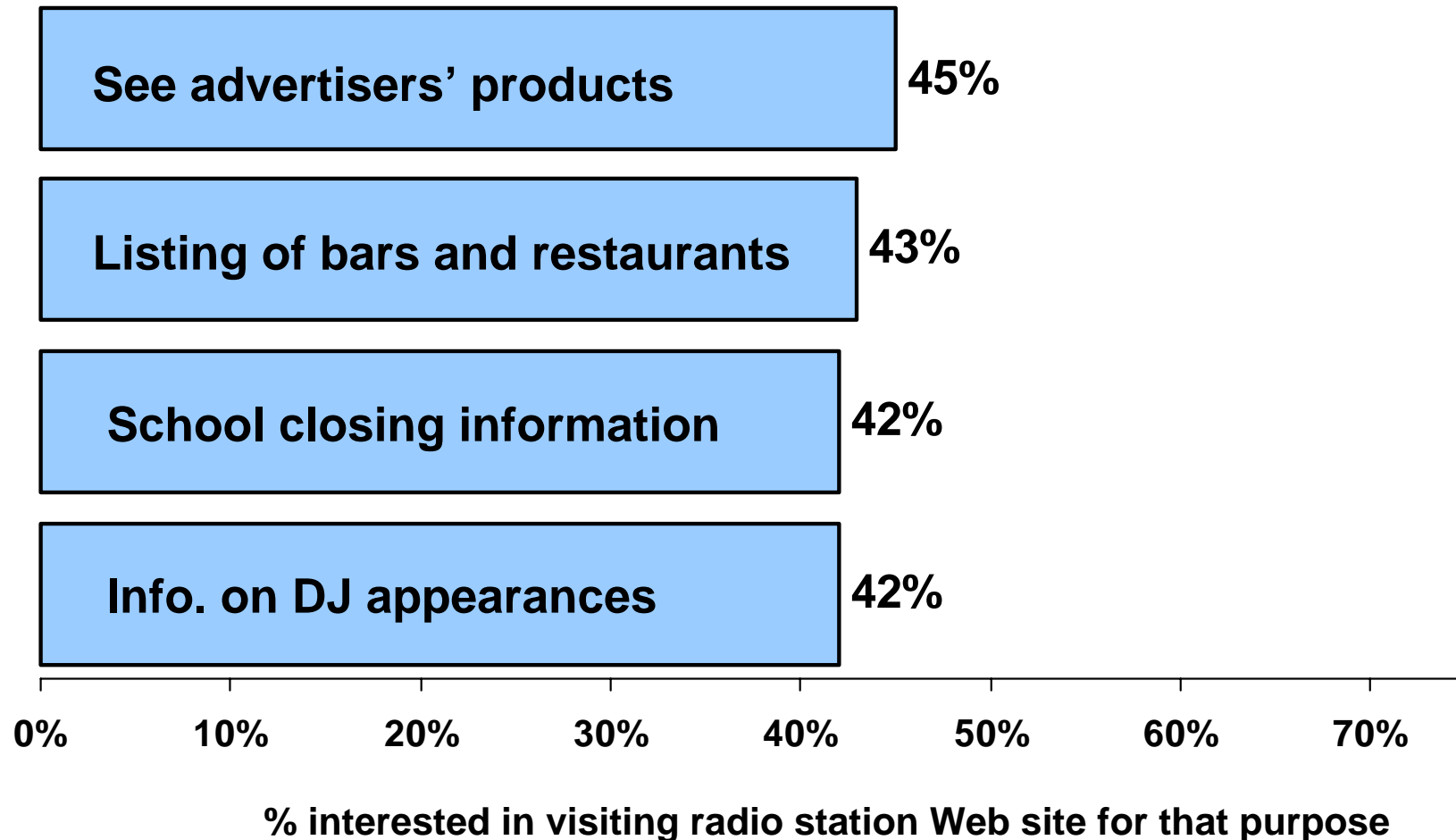
Rock P1s' interest in visiting a radio station Web site for...



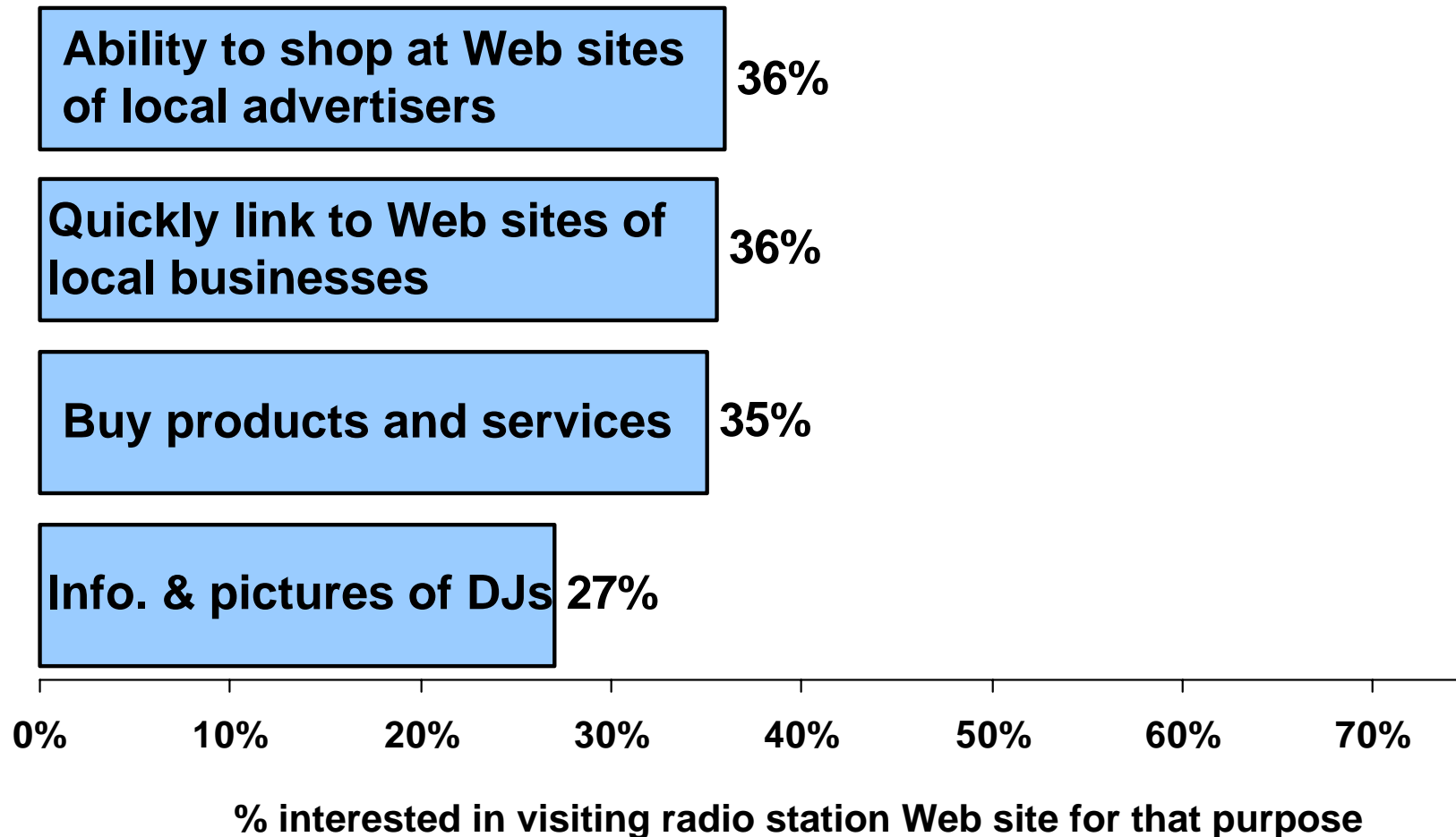
Rock P1s' interest in visiting a radio station Web site for...



Rock P1s' interest in visiting a radio station Web site for...



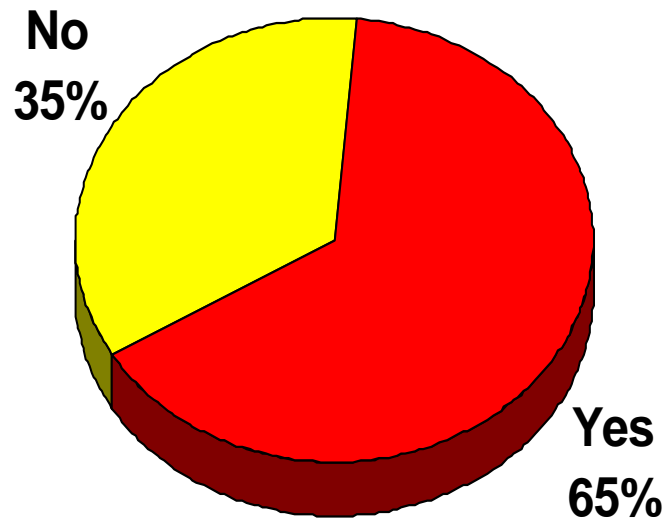
Rock P1s' interest in visiting a radio station Web site for...



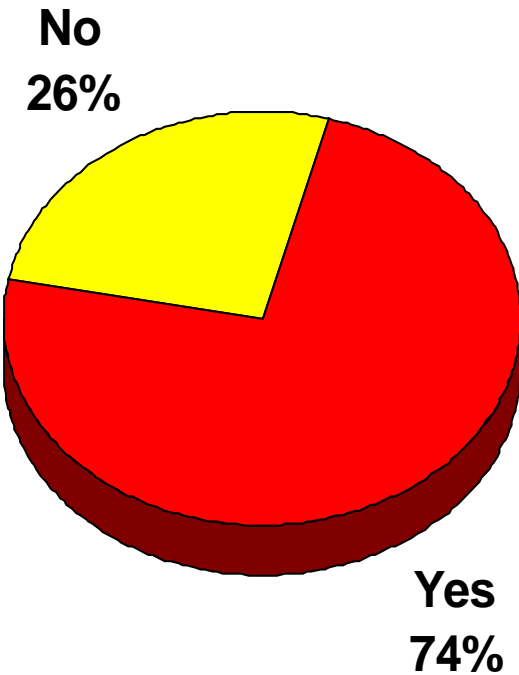
Online listening

Are you aware you can listen to radio stations over the Internet?

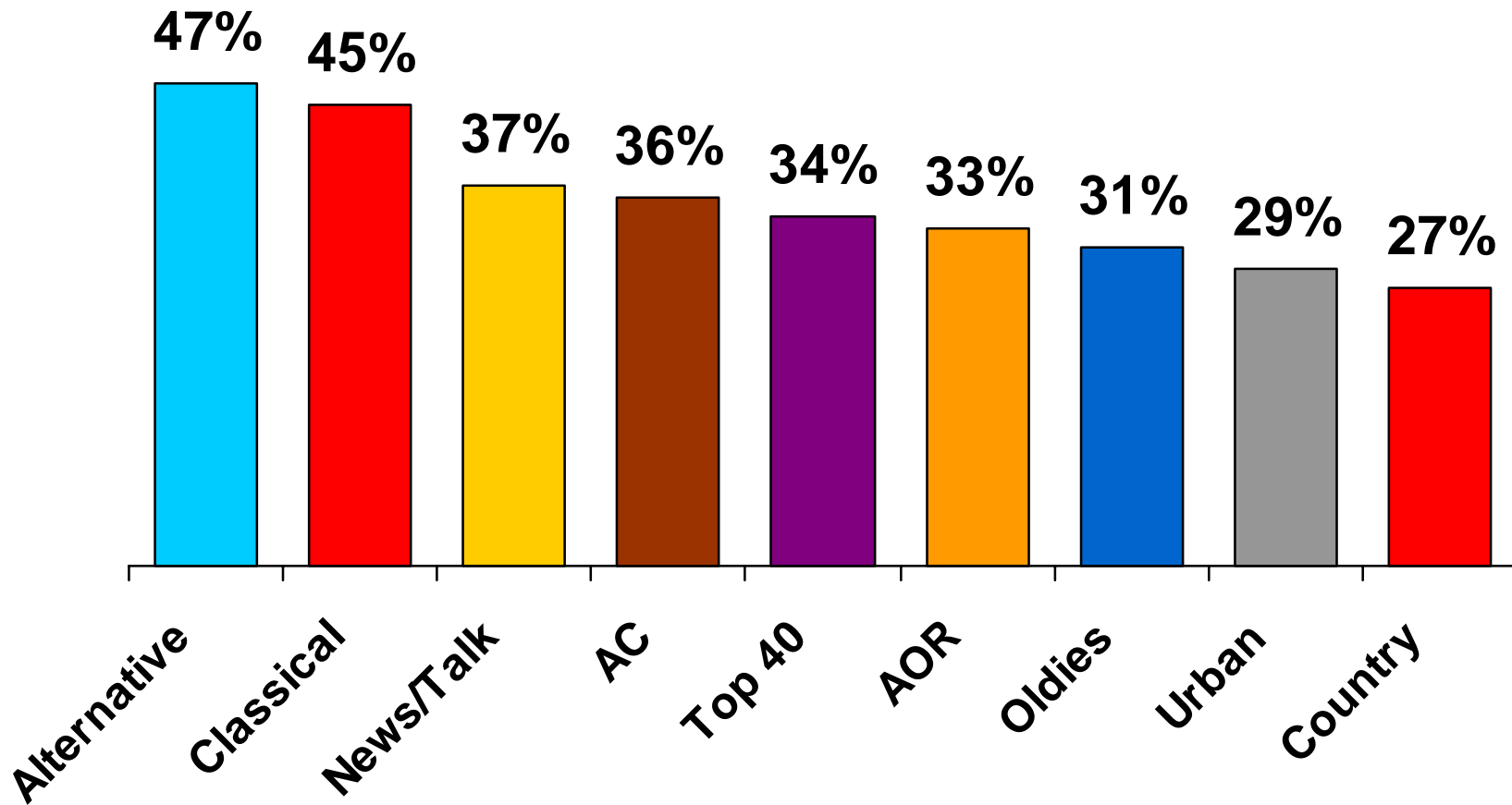
Total



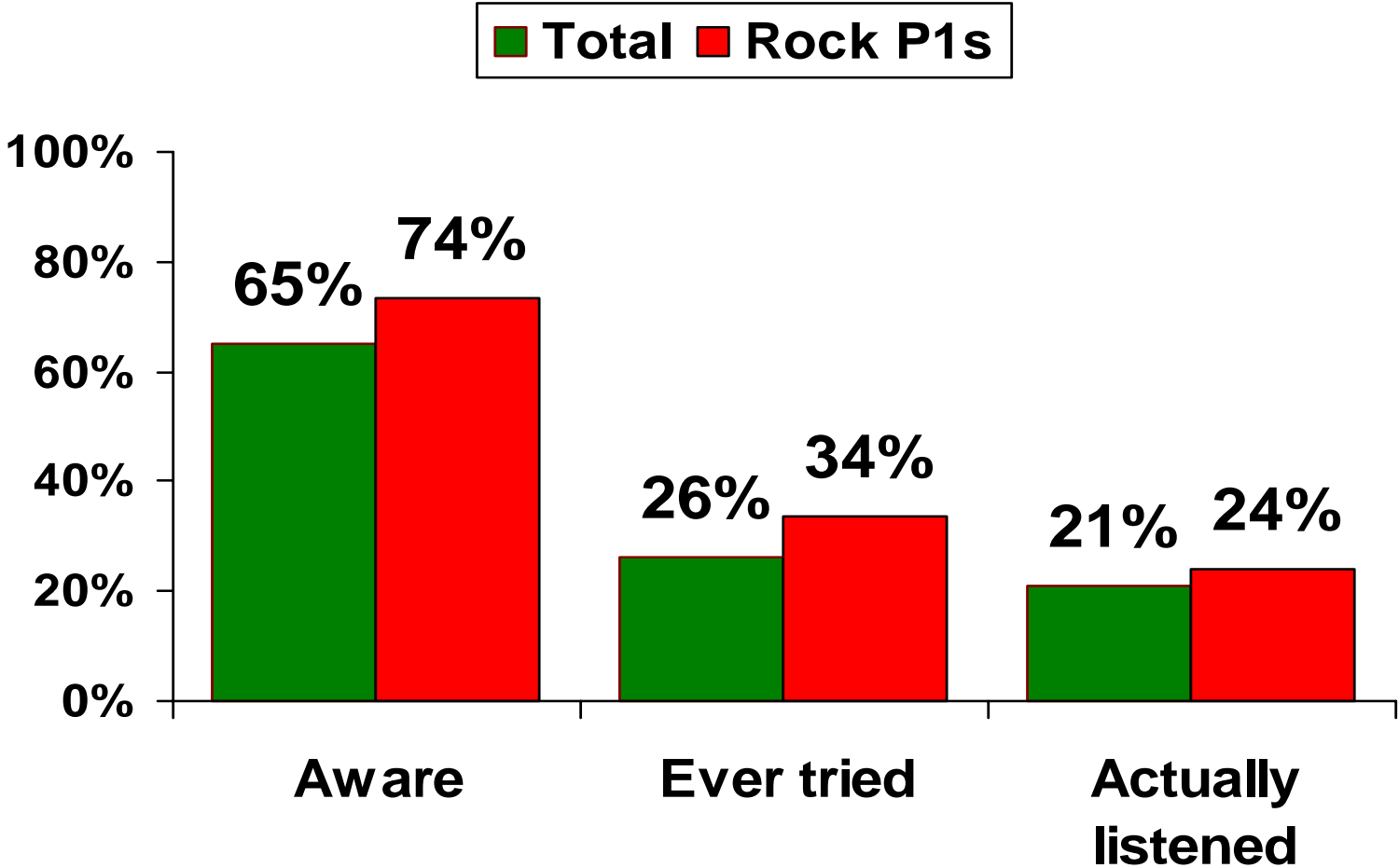
Rock P1s



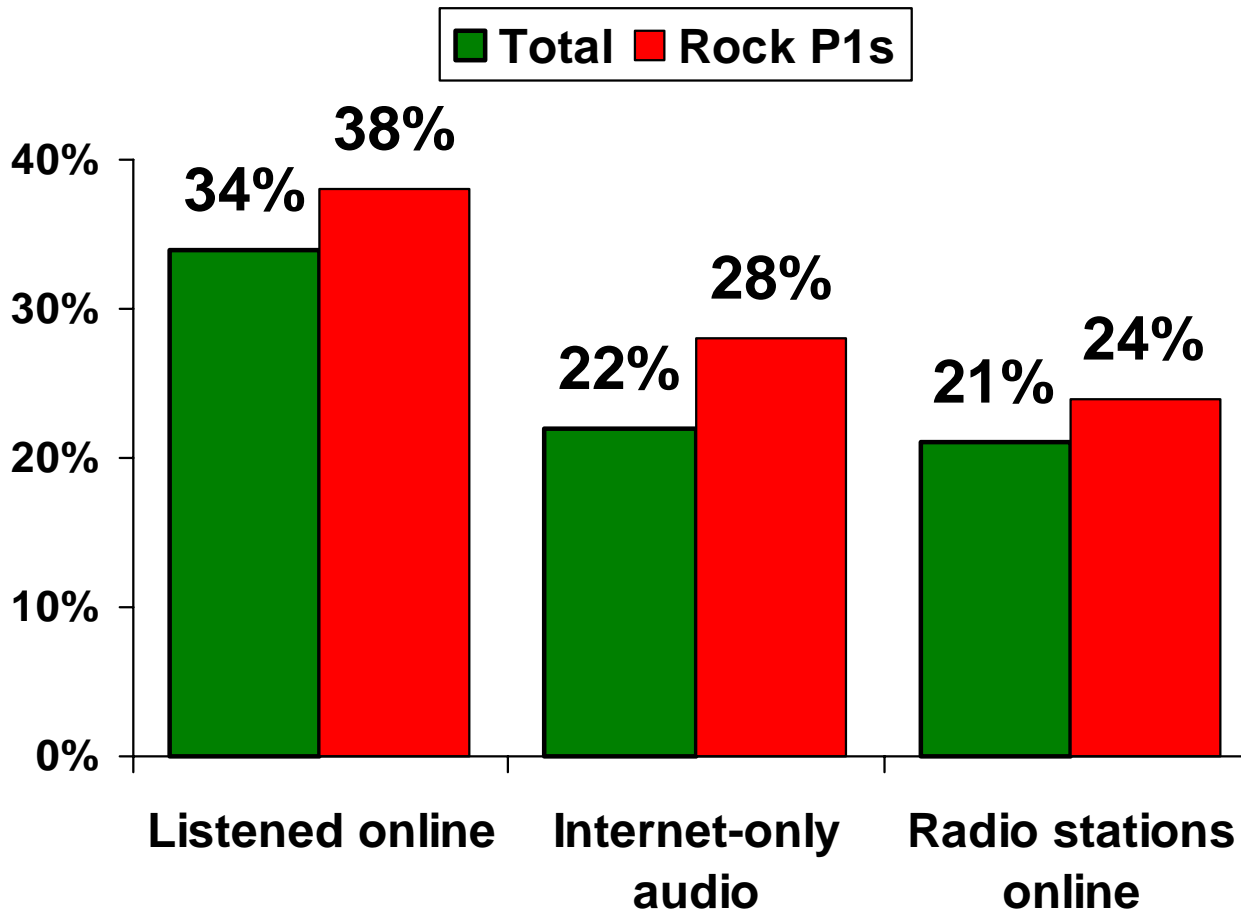
Listened to radio stations/Internet audio channels over the Internet? **(By Format)**



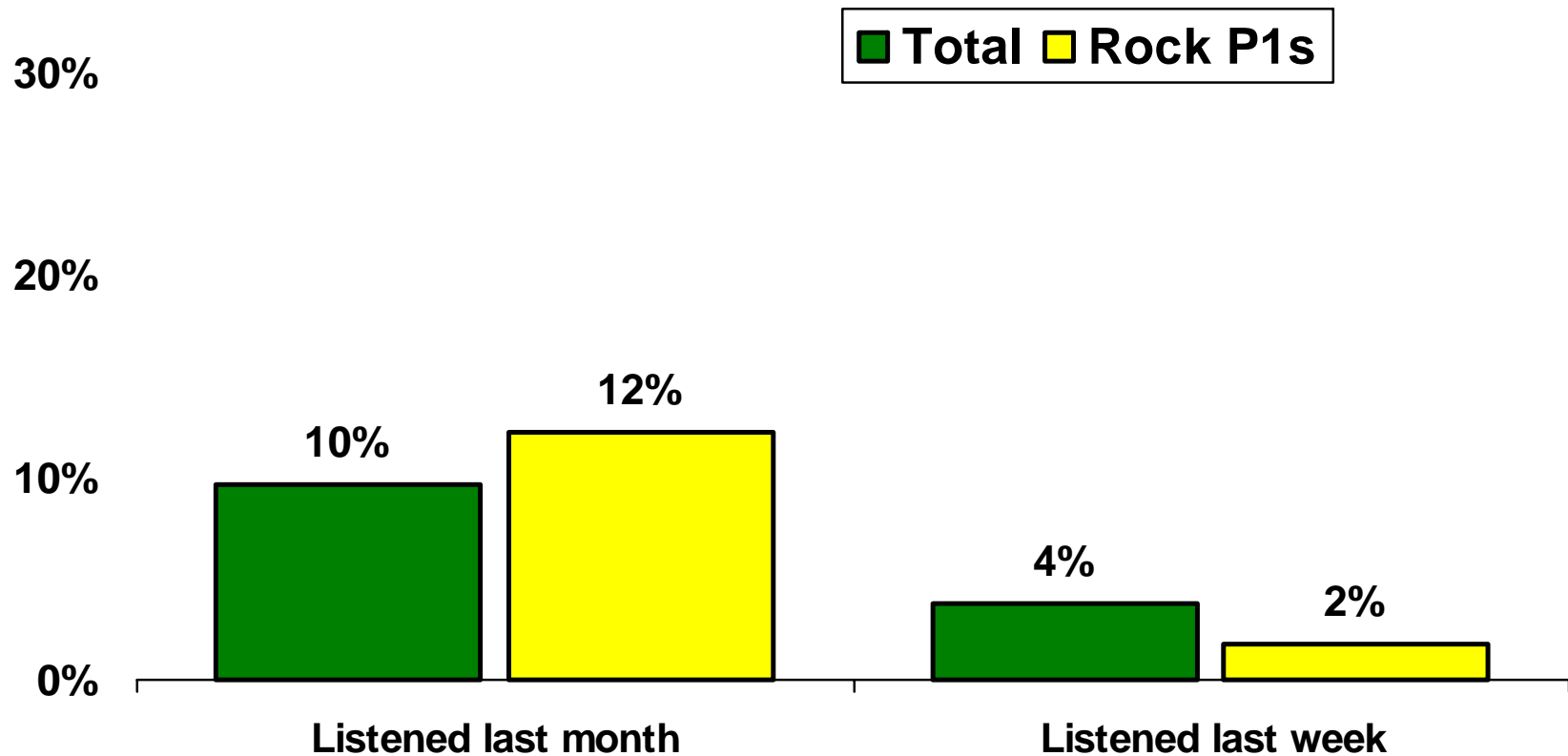
Three-quarters of Rock P1s are aware, while one quarter have listened to radio stations online



Internet-only audio channels are as popular as streamed radio stations



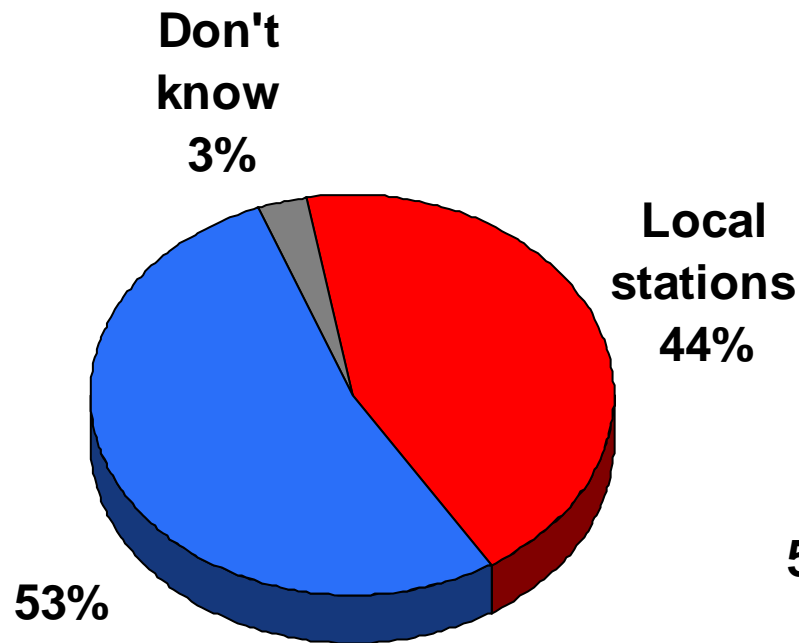
Internet Radio Listening is not yet habitual



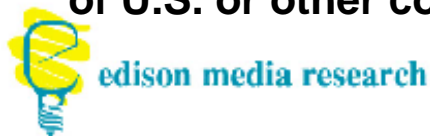
Internet makes signal strength irrelevant

“Which do you listen to most often?”

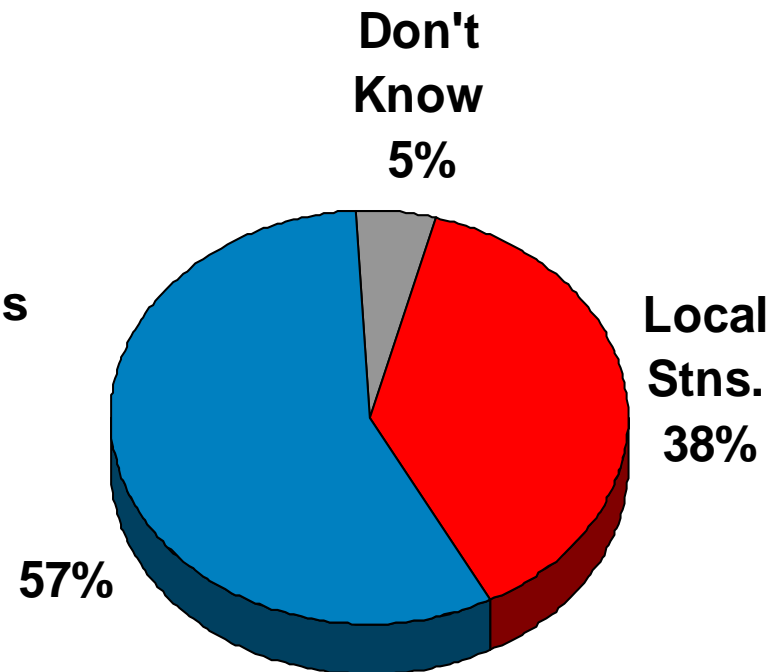
Total



Stns. from other parts
of U.S. or other countries



Rock P1s



Stns. from other parts
of U.S. or other countries

Base: Listened online



Nearly 1 in 3 say listening to radio over the Internet is difficult

Total



Rock P1s

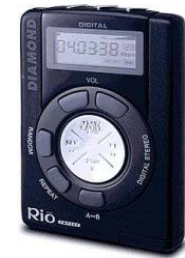


Interest in new devices

New Devices: % “Very interested” in...

Portable device that allows you to play music you download onto your computer from the Web

27%



0%

10%

20%

30%

% very interested

New Devices:

% “Very interested” in...

Device for your car that can play CD quality music without commercials for a monthly fee

23%



0%

10%

20%

25%

% very interested

New Devices: % “Very interested” in...

Ability to listen to Internet audio in your car

21%



% very interested



New Devices: % “Very interested” in...

Device that rebroadcasts Internet audio from your PC onto your FM stereo in your home

20%



0%

10%

30%

% very interested

New Devices: % “Very interested” in...

Device that looks like a radio,
plugs into your phone & plays
Internet audio

11%



0%

10%

15%

% very interested

New Devices: % “Very interested” in...

Ability for your cell phone to play Internet audio

15%



0%

10%

20%

% very interested

New Devices: % “Very interested” in...

PDA that plays Internet audio

10%



0%

10%

15%

% very interested

Recommendations **(your site)**

- **A successful Internet strategy for your Rock or Alternative station starts with your Web site**
 - *Program your Web site as you do your station*
 - **Make your site one that people want to visit every day (several times per day?)**
 - **Provide information about your station and its music**
 - **Provide information about the community**

Recommendations (programming)

- **Integrate your site with your programming**
 - **Say the name of your site as often as possible**
 - **Use the site for DJ interaction; requests; countdowns, etc.**
 - **Run Contests through the site**
 - **Build an email database**

Recommendations (sales)

- **Integrate your station site with the sales effort**
 - **If nothing else, this is practical, because the sooner your site becomes profitable the more commitment station management and ownership will show**
 - **Use the site to reduce clutter on your own airwaves**

Recommendations **(miscellaneous)**

- **Promote your stream and consider co-branded Internet-only channels**
- **Remind listeners to listen to your station while they are online**
- **Come to my 12-24 presentation on Saturday (tons o' fascinating new data)**



Internet IV: “The Rock Spin”

*Internet Data from Alternative
and AOR P1s*