

The Side Channel Study: Extending Your Brand on the Internet



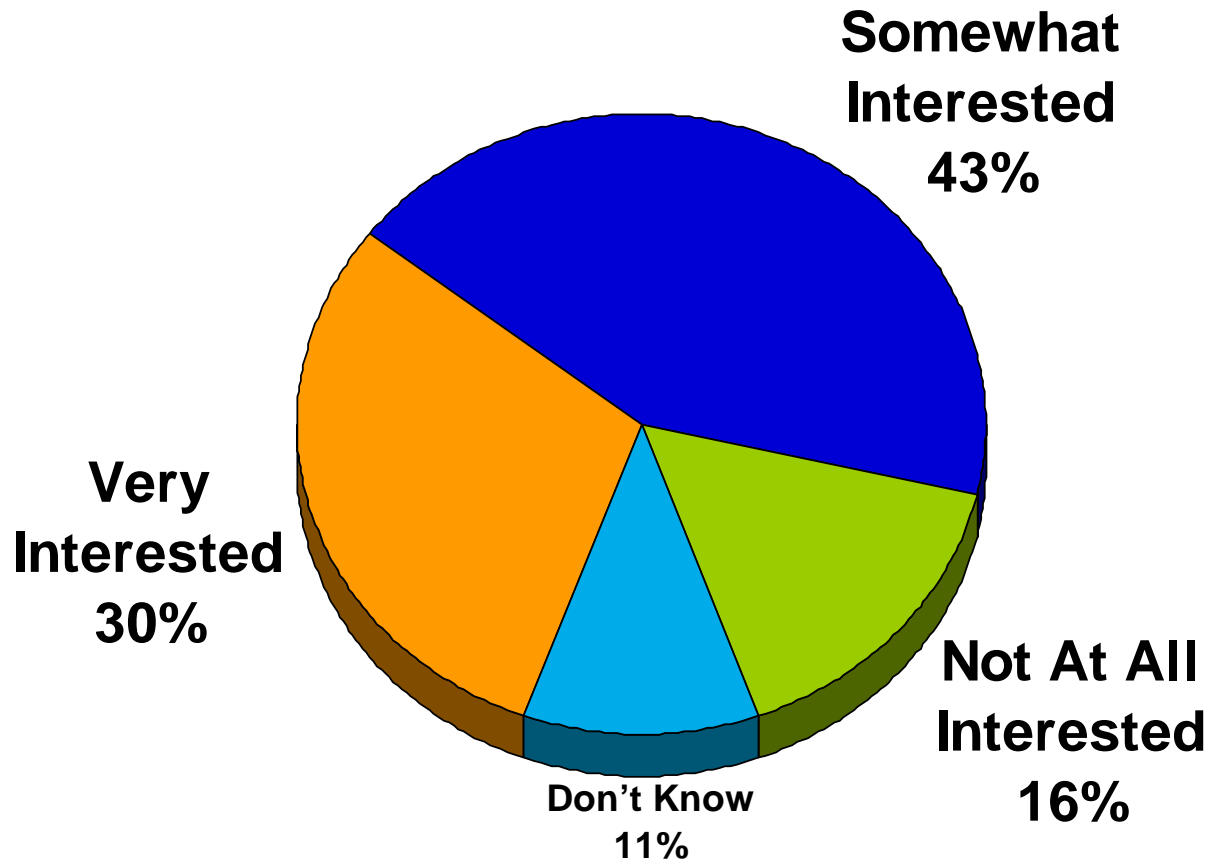
What Exactly ARE Radio Station Side Channels?

- **“Side Channels” or “Sub Channels”**
 - **Internet-based extensions of a radio station’s “over-the-air” programming**
 - **Complements or extends the station’s over the air brand**

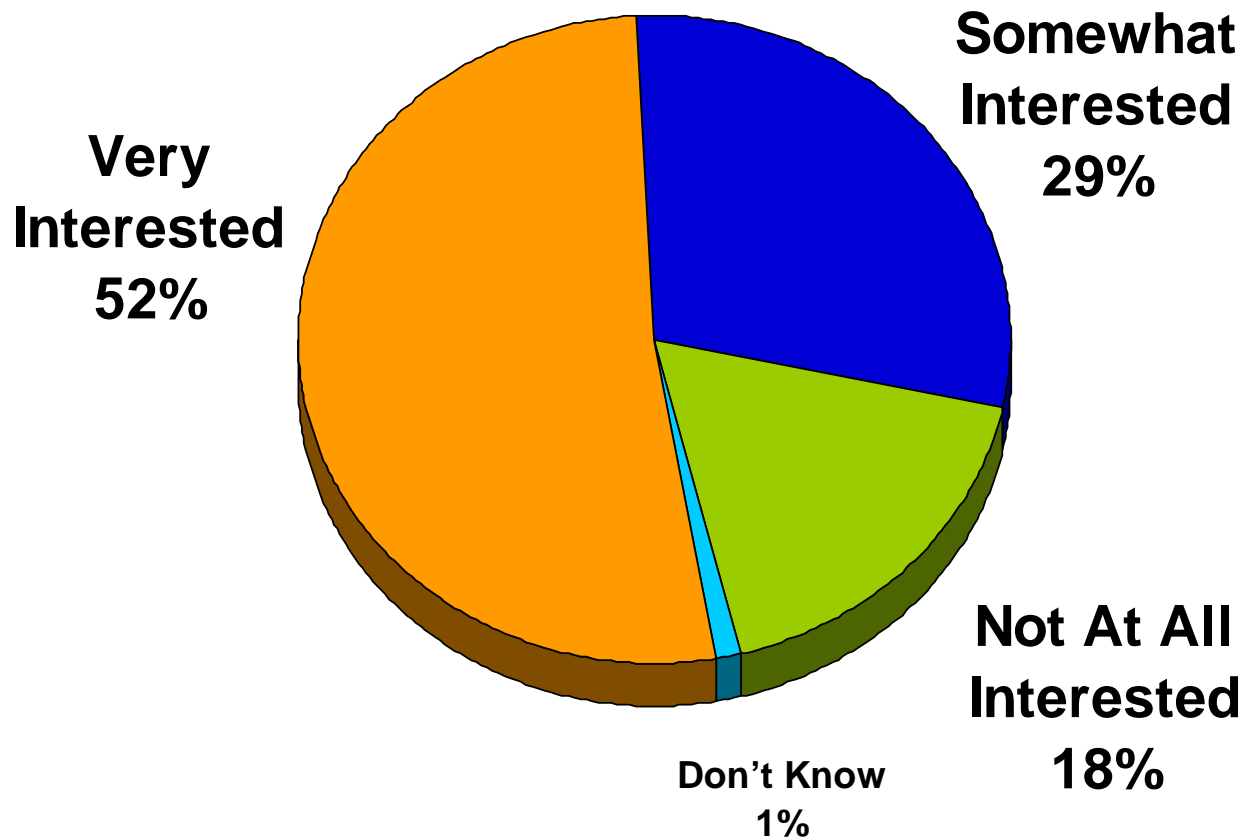
Why Should Your Station Consider Side Channels?

Let's look at data from
Arbitron/Edison Media Research
Internet V...

Radio Station Web Site Visitors Show Great Interest in Side Channels

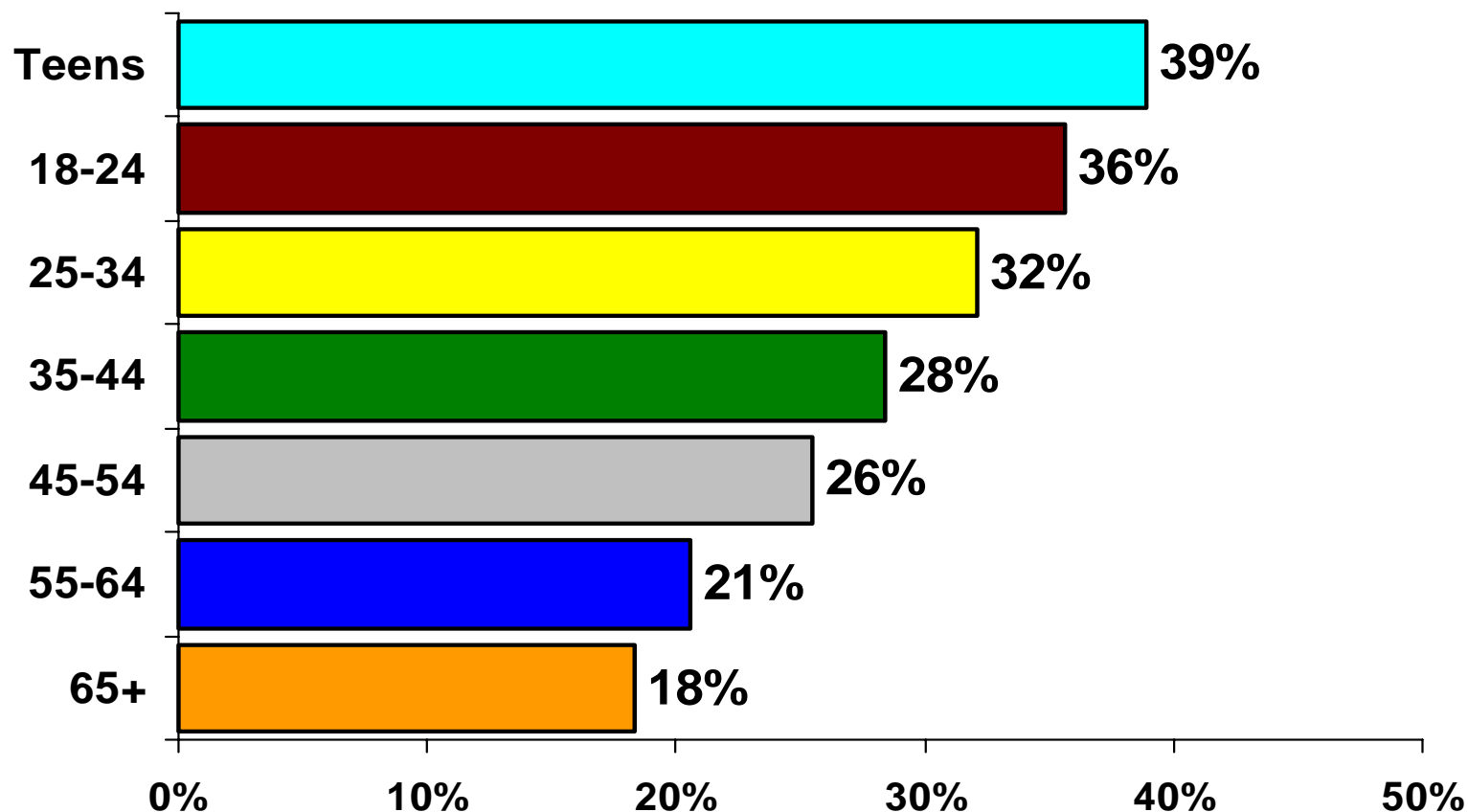


“Audio Streamies” are Even More Interested in Side Channels



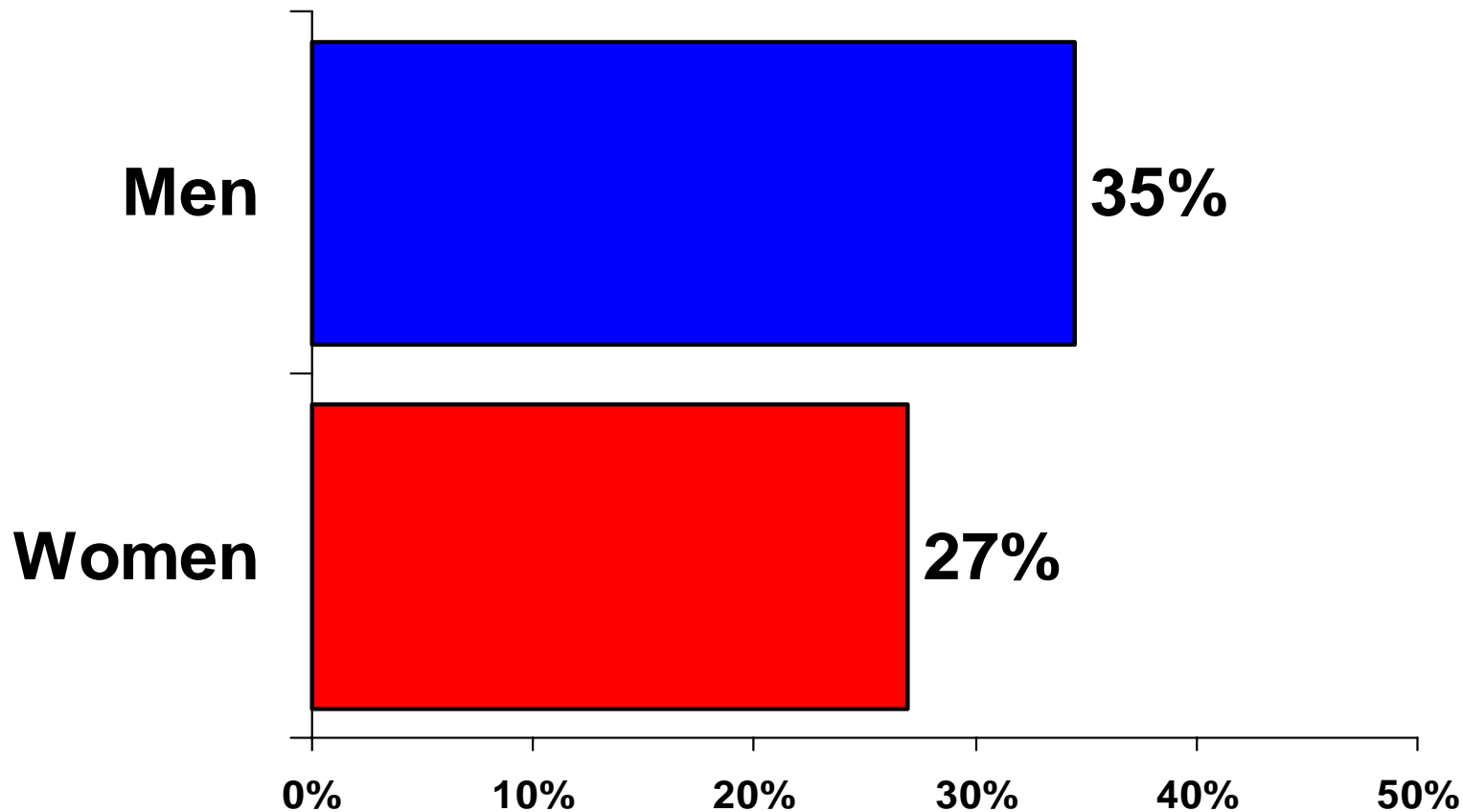
Interest in Side Channels: (By Age)

% Very Interested in listening to "Side Channels" on radio station Web sites



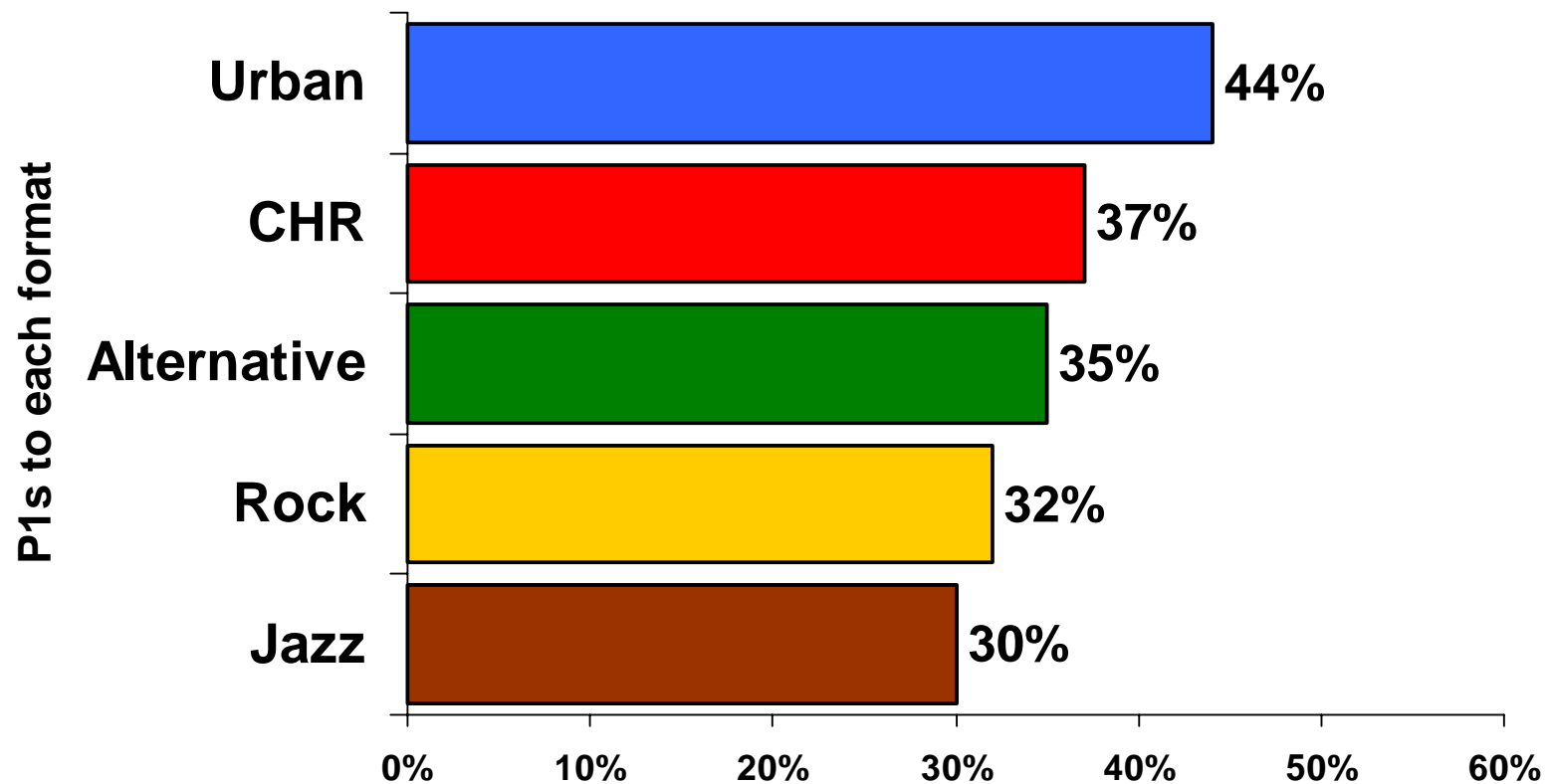
Interest in Side Channels: (By Sex)

% Very Interested in listening to "Side Channels" on radio station Web sites



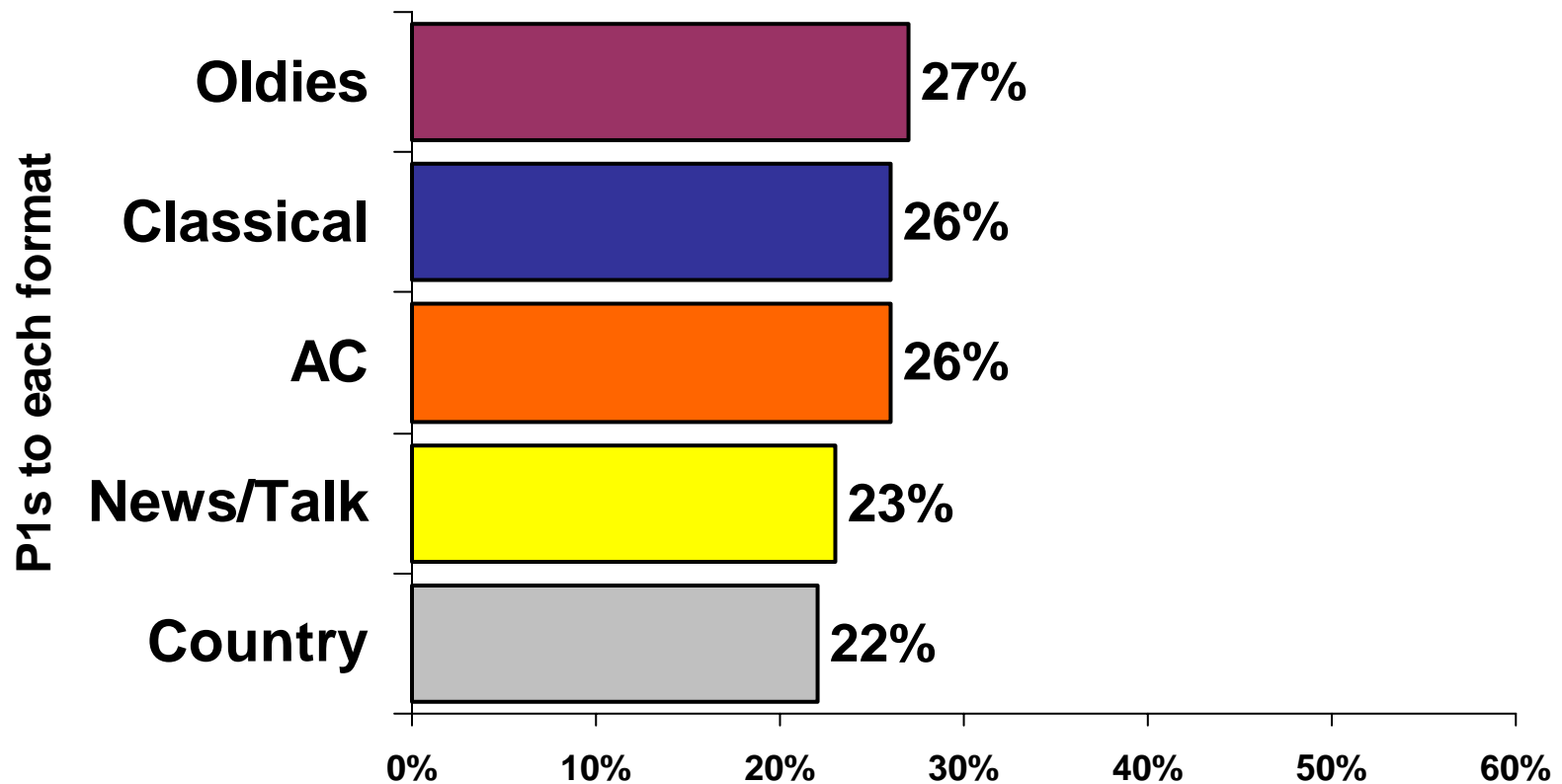
Interest in Side Channels: (By Format)

% Very Interested in listening to "Side Channels" on radio station Web sites



Interest in Side Channels: (By Format)

% Very Interested in listening to "Side Channels" on radio station Web sites





What Do Side Channels Look Like?



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Most Side Channels are Accessible Through the Station's Main Web Site

The screenshot shows the WTOP website in a Microsoft Internet Explorer browser window. The address bar displays "http://www.wtopnews.com/homepage.shtm?". The page features a navigation bar with "LISTEN LIVE" and "WTOP 2" (circled in red). The main content area includes a "LOCAL NEWS" section with a headline "Gore Makes Call For Fairness" and a "FLORIDA RECOUNT" section stating "Bush leads by 537". There are also sections for "WTOP EXTRAS" (including "Secrets of the Vatican" and "Trips & Treks"), "WTOP WEATHER" (reporting "Partly Cloudy" in Washington, DC), and "STOCKS" (showing NASDAQ at 2790.04). A sidebar on the left contains links for "BREAKING NEWS" and "INSIDE WTOP".

Some Side Channels Have Their Own Unique Web Sites



Some Side Channels Open an Audio Player With One Click

The screenshot shows a Microsoft Internet Explorer browser window displaying the WXPN Public Media Player interface. The browser's address bar shows the URL for the audio player. The main content area features a green header with the station's logo and name, a central audio player with a 'Playing' indicator and a 'GO LIVE' button, and a 'Public Conversation™ Live On-Line Chat' banner. Below this, there is a 'Personal Public Radio™' section with a 'Shop!' button and a 'Listen Live' button. The browser's right-hand side contains several advertisements, including one for 'Public NewsRoom™' and another for 'the BLOOD of STRANGERS' web chat. The browser's status bar at the bottom indicates the connection is to the Internet.

Some Side Channels Offer a Variety of Music Choices

[Login](#) | [My Profile](#) | [Create Site](#) | [Interest Guide](#)

107.5
the end.

[-Listen to 107.5 the end right now](#)
[-Exclusive End Music Channels](#)
[-End Buzz Track](#)

endmusic.com

Home

107.5
the end.

Exclusive End Music Channels

107-5 The End plays the full spectrum of music - from the great old stuff to the best new stuff and everything in between. To listen to the End's Music Channels, you need Windows Media Player. If you don't have it, [download it here](#).

Channel 1: The *History* Channel
[Click here](#). Over Memorial weekend, 107-5 The End presented the "History of Modern Music" weekend. We had such a huge response and so much interest we decided to turn the 80s channel into the "History" channel and replay the music from the weekend for you. We'll be featuring different years each week on the "History" Channel - from the beginning to the End. Week #1 features music from 1977-1979. [Click here](#) for this week's track listing.

Channel 2: The *New Music* Channel
[Click here](#). New End music 24 hours a day hosted by 107-5 The End's Andrea. If you have any feedback on any of the songs you hear on the New Music Channel, e-mail them to us [here](#). Also, [click here](#) for what's featured on the New Music Channel this week.

[Another exclusive End music channel is coming soon.](#)

Channel 3: The *Christmas* Channel
Frankly, we don't want you wasting time listening to FM 100 for lame Christmas music. We want to put you in the Christmas spirit, not put you to sleep. And hey, since they're already hawking Christmas stuff at Costco and WalMart, we don't think it's too early.

How the Study Was Conducted

- **7,247 respondents surveyed in November 2000**
 - **3 Commercial and 3 Public radio stations**
 - **1,931 pop-up surveys of visitors to Side Channels**
 - **5,316 pop-up surveys of visitors to the home page of the Web site of these same radio stations**

Participating Commercial Radio Stations

- **WRIF/iRIF: Detroit Rock station & its harder rocking Side Channel**
- **WTOP/WTOP2: Washington News station & its government news Side Channel**
- **KENZ (“The End”): Salt Lake City Alternative station & one older music Side Channel and one newer music Side Channel**

Participating Public Radio Stations

- **KPLU**: Seattle NPR station & its eclectic music Side Channels
- **WXPN**: Philadelphia NPR station & its eclectic music Side Channels
- **KCRW**: Los Angeles NPR station & one eclectic music Side Channel and one news Side Channel



Side Channel Listening

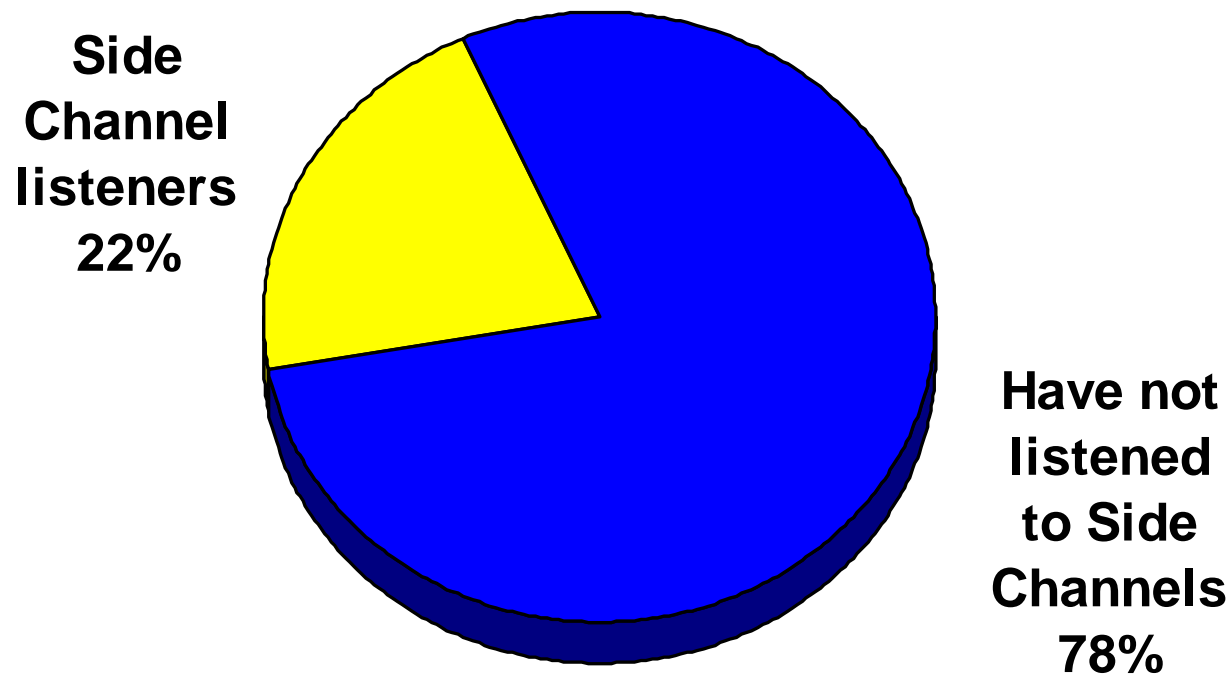


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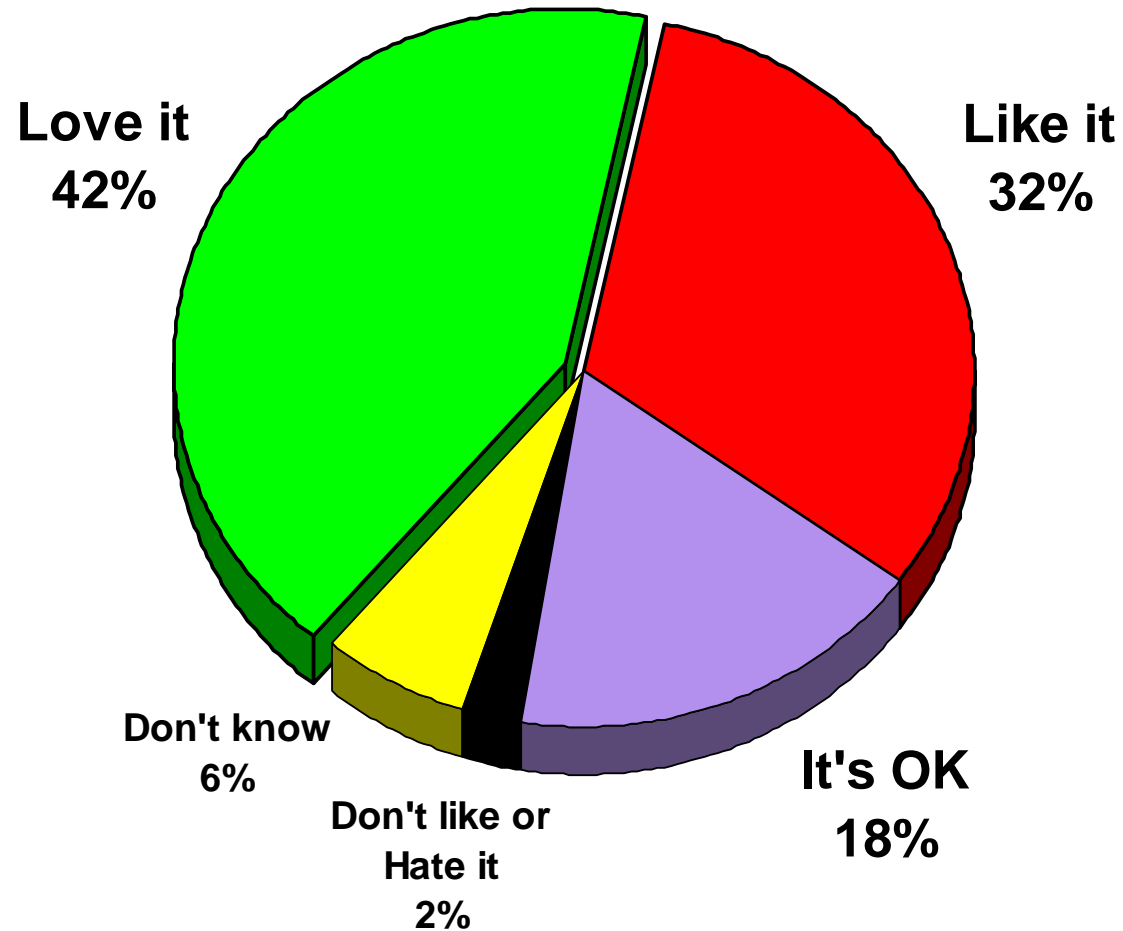
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1 in 5 Visitors to the Station's Main Web Site Have Listened to Station's Side Channel

Among those visiting radio station Main Web site



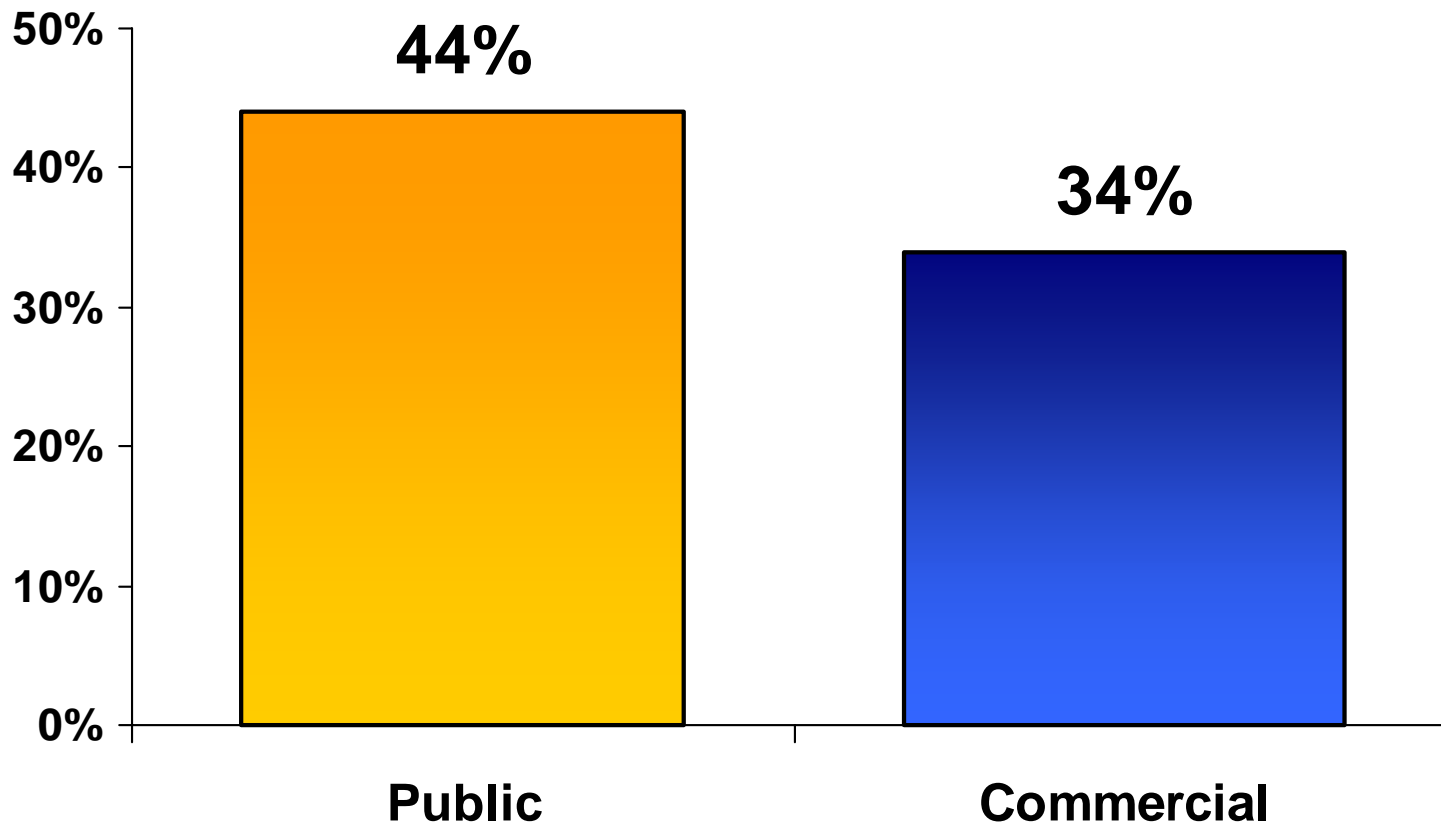
Side Channel Listeners Overwhelmingly Enjoy the Experience



Base: Side Channel listeners

Greater Passion is Shown For Public Side Channels

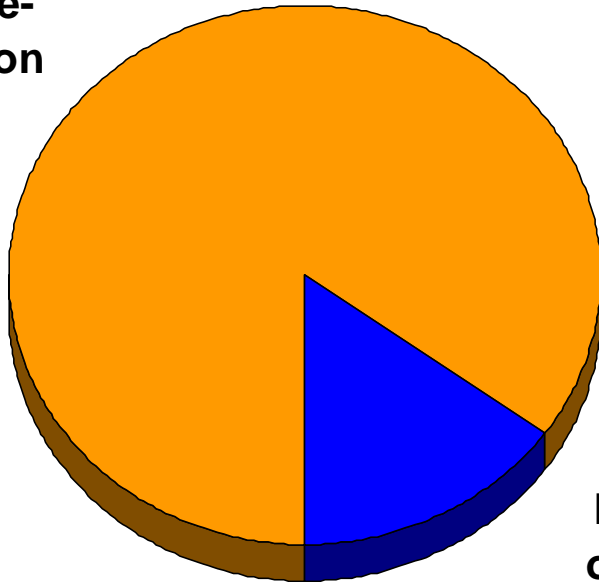
% Of Side Channel Listeners who said "Love it"



More Listening to Public Station Side Channels Comes From Non-Over-the-Air Listeners

Commercial Stations

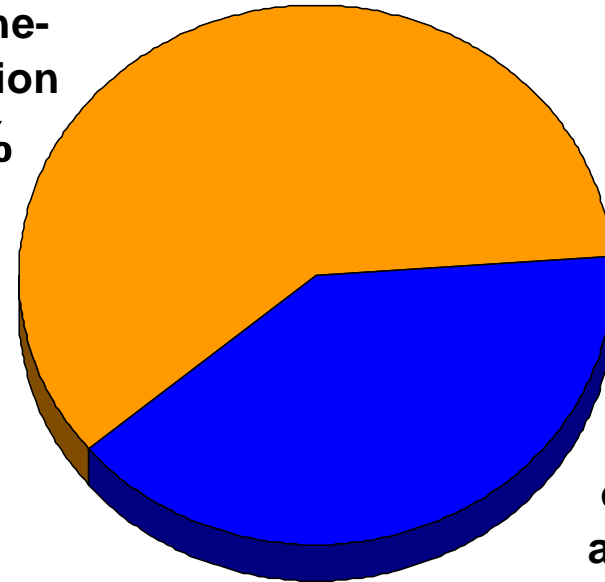
Listen to
over-the-
air station
85%



Don't
listen to
over-the-
air station
15%

Public Stations

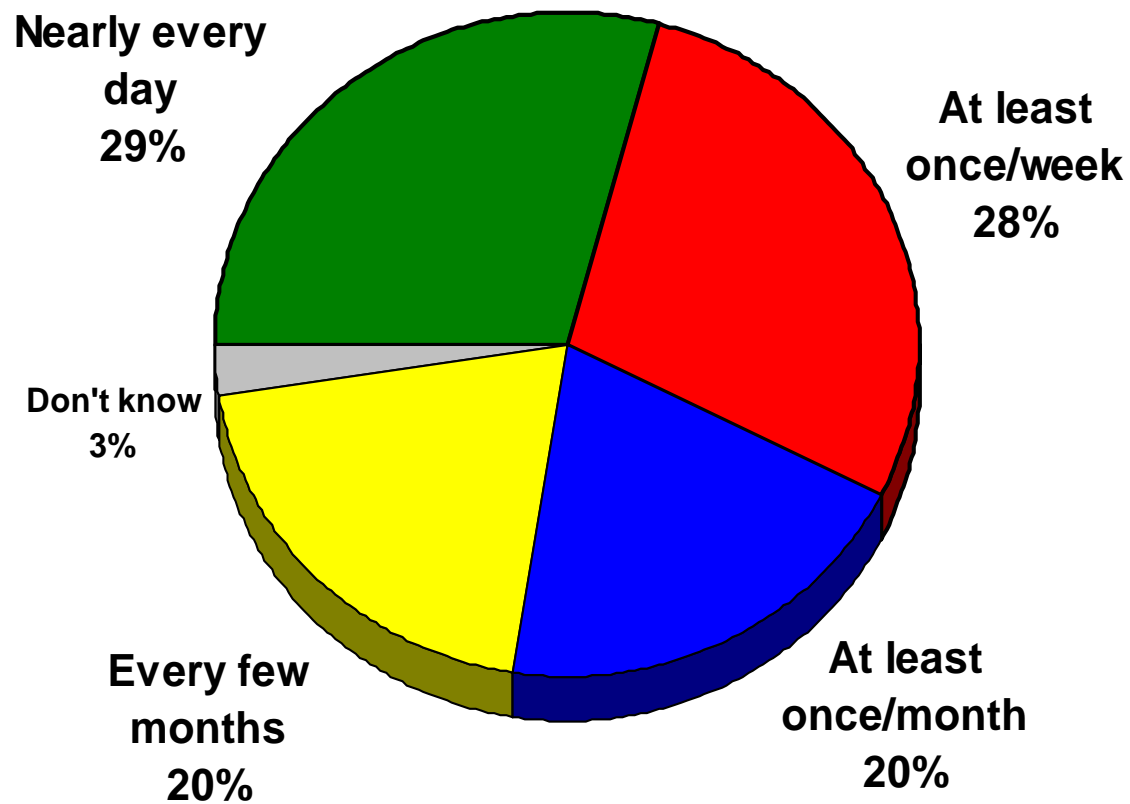
Listen to
over-the-
air station
60%



Don't
listen to
over-the-
air station
40%

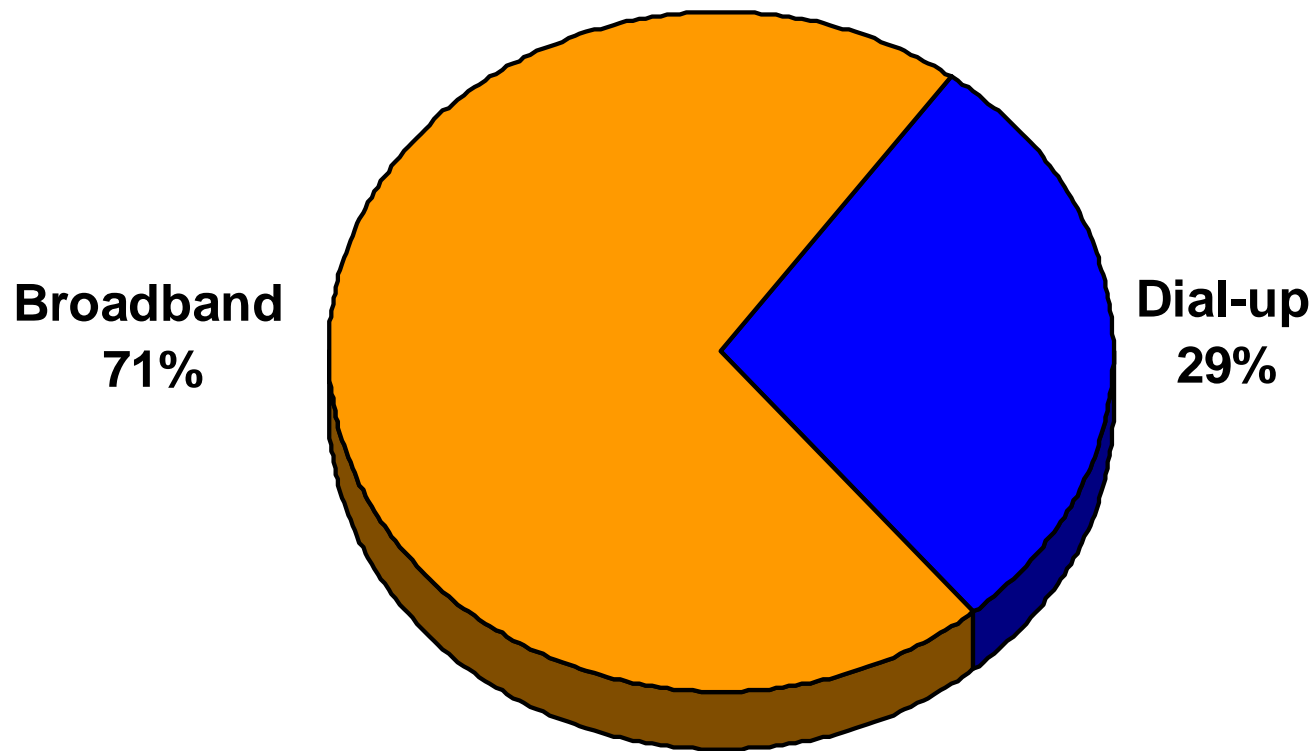
Nearly 1 in 3 of Side Channel Listeners tune in on a Daily Basis

Frequency of listening to that Side Channel



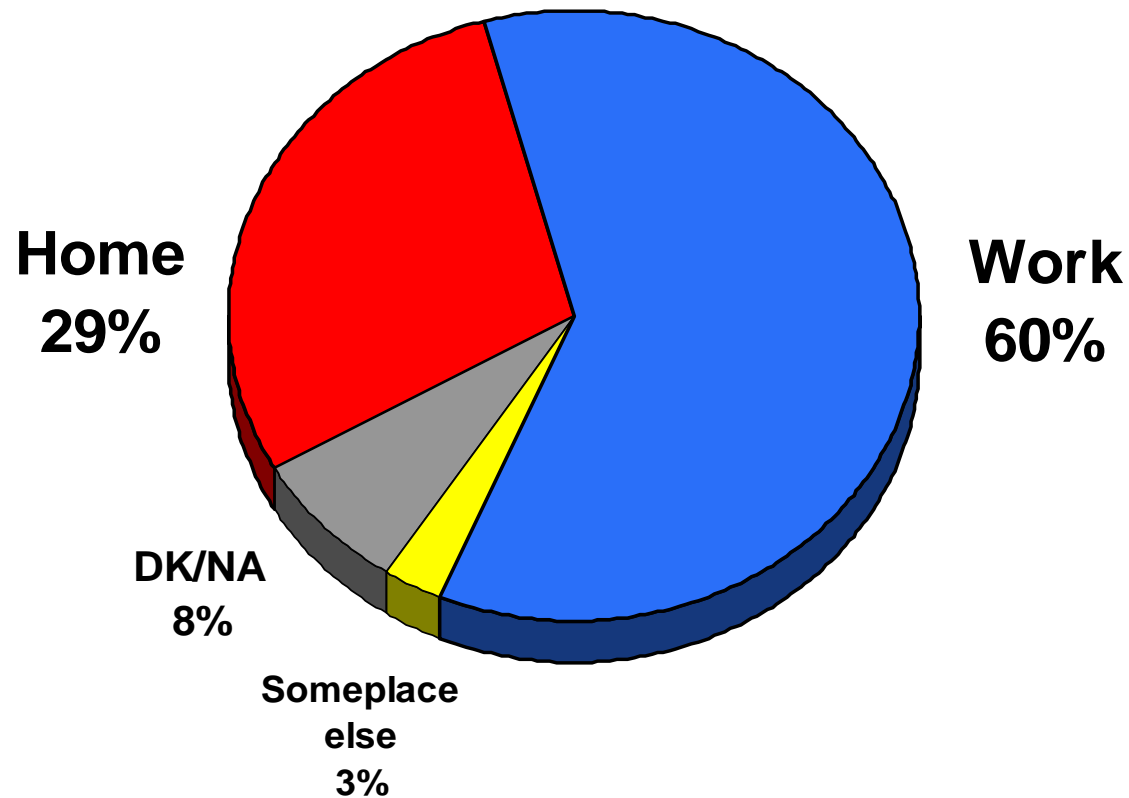
Most Side Channel Listeners have Broadband

% of Side Channel Listeners with cable modem, ISDN, DSL or T1/T3



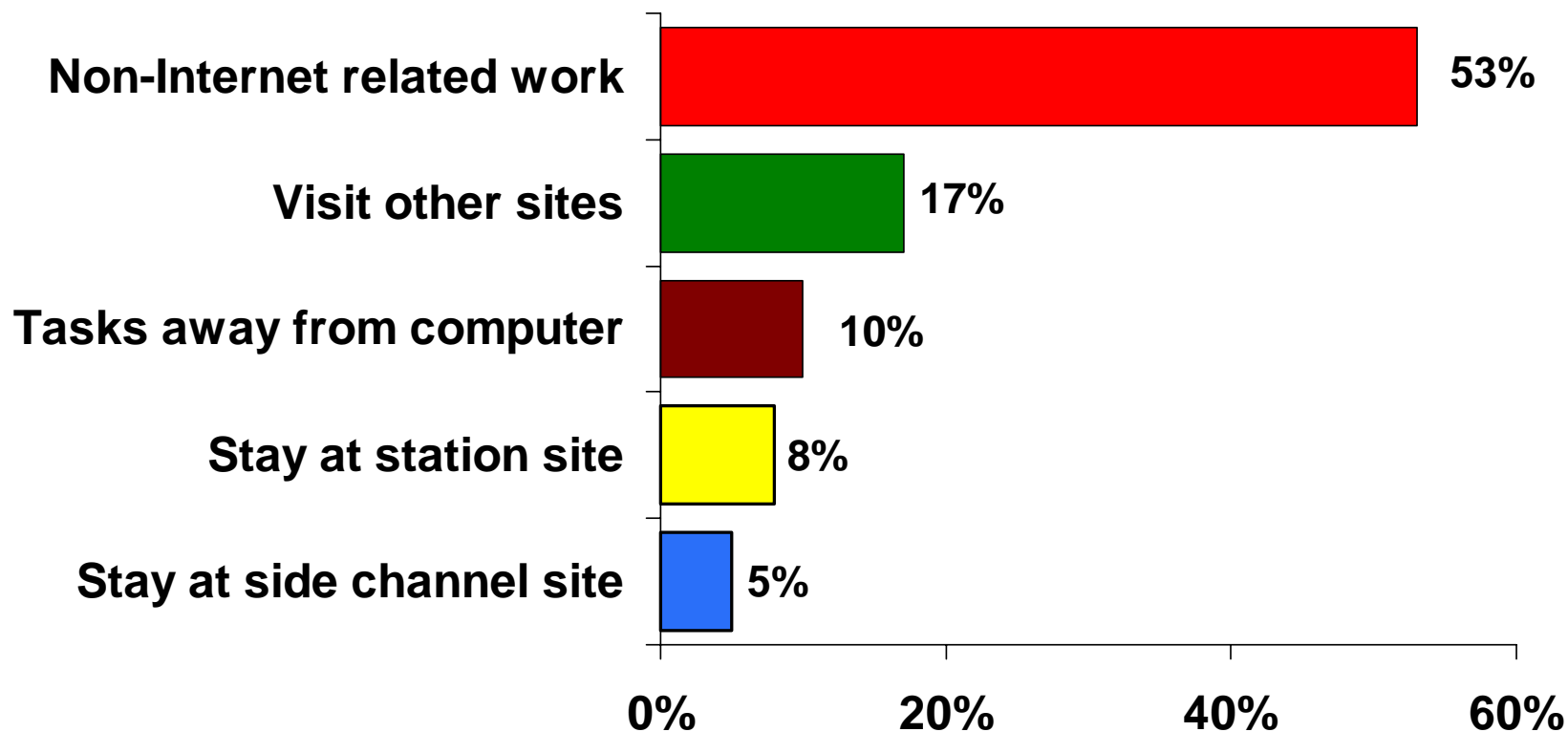
Workplace is Primary Location for Side Channel Listening

In which location do you listen to the Side Channel the most?

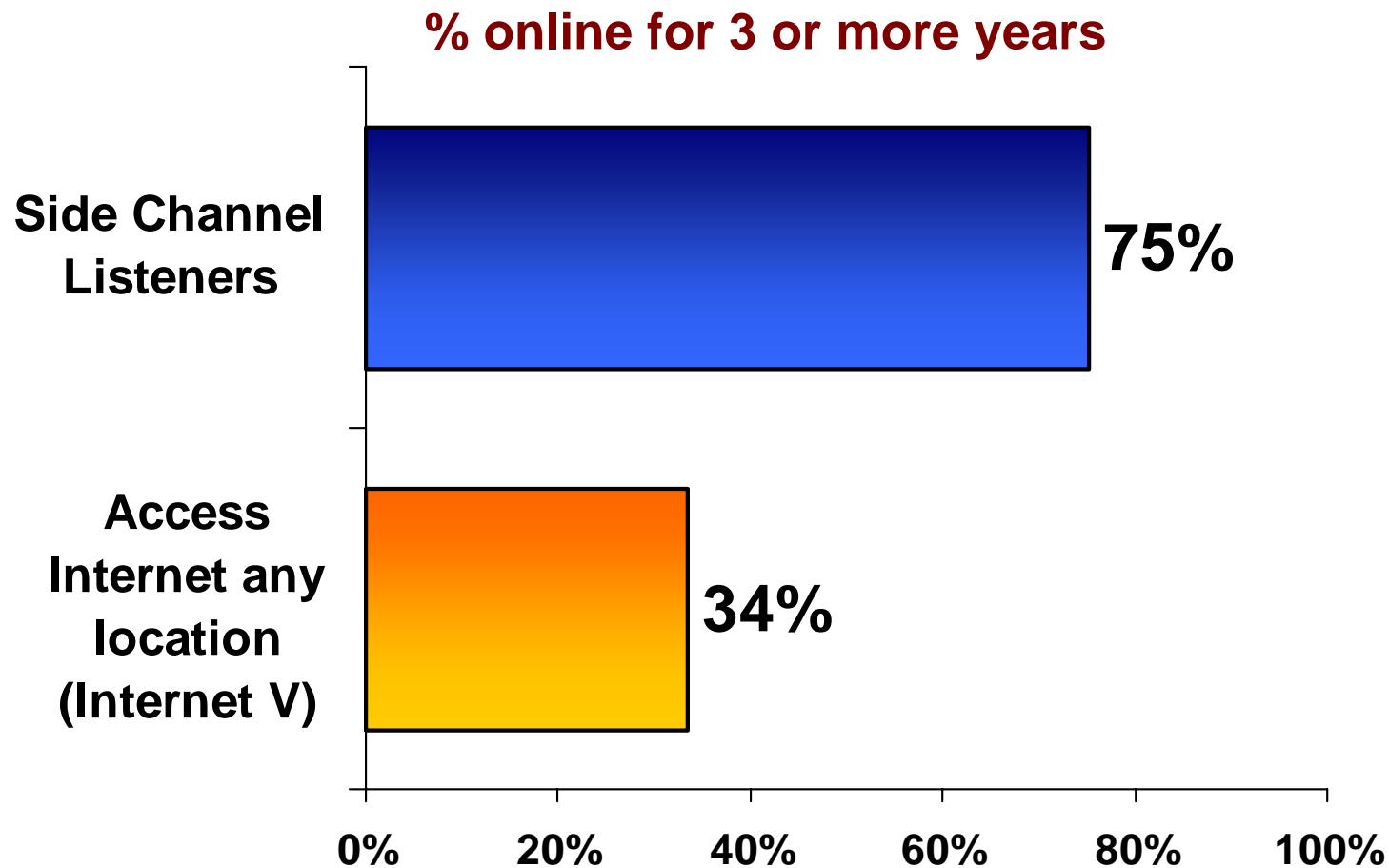


Side Channel Listening Accompanies Computer Work

Which best describes what you are doing while listening to Side Channel?

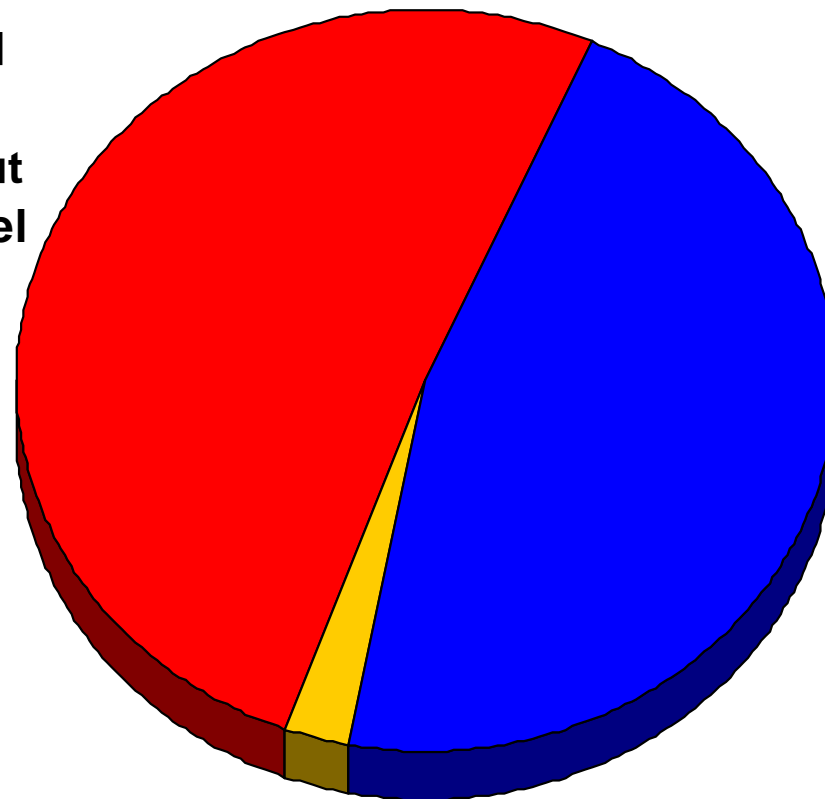


Side Channel Listeners Are Online Veterans



Nearly Half of Station Web Site Visitors Have Not Heard Station Talking About its Side Channel

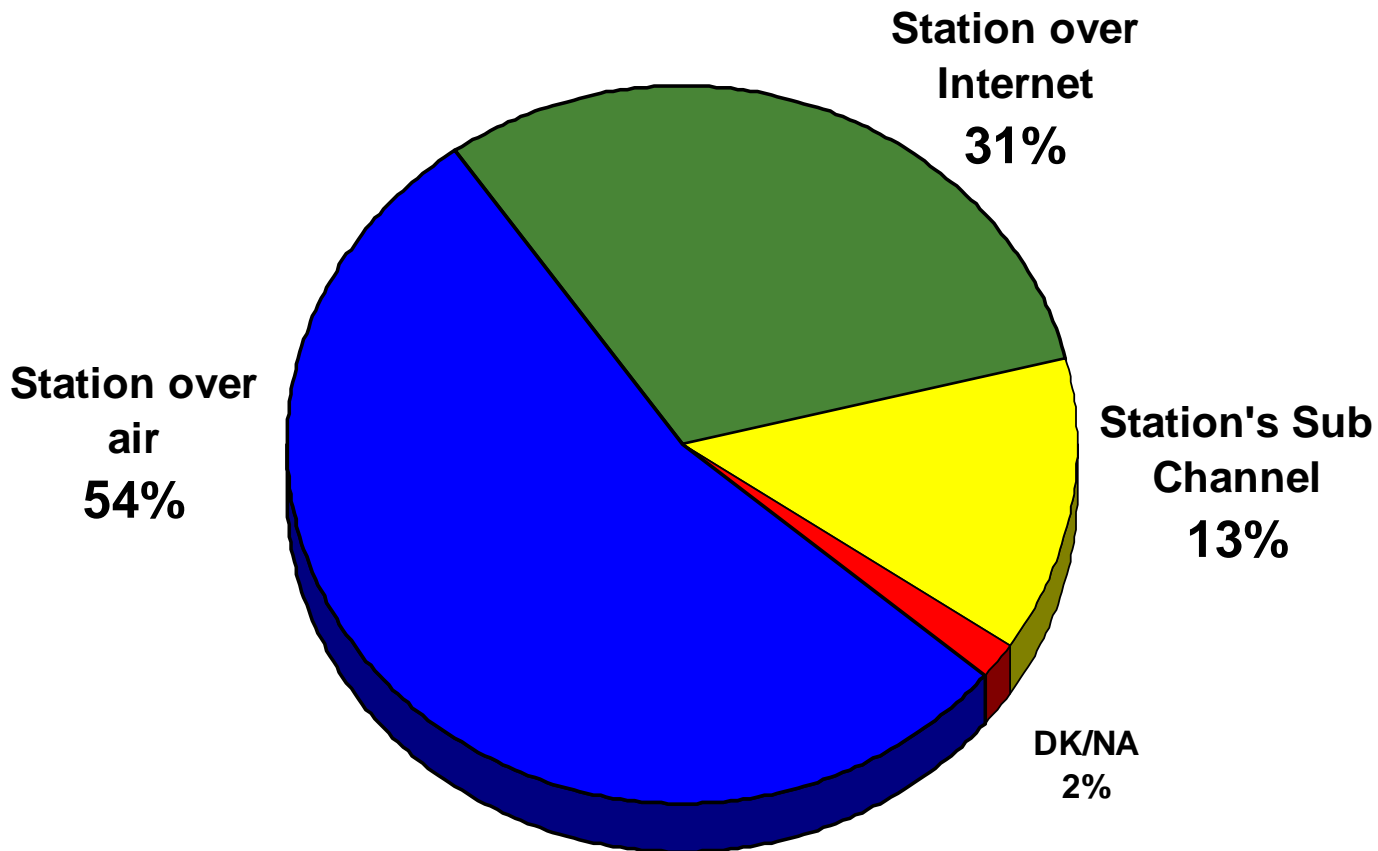
Have heard
station
talking about
Side Channel
51%



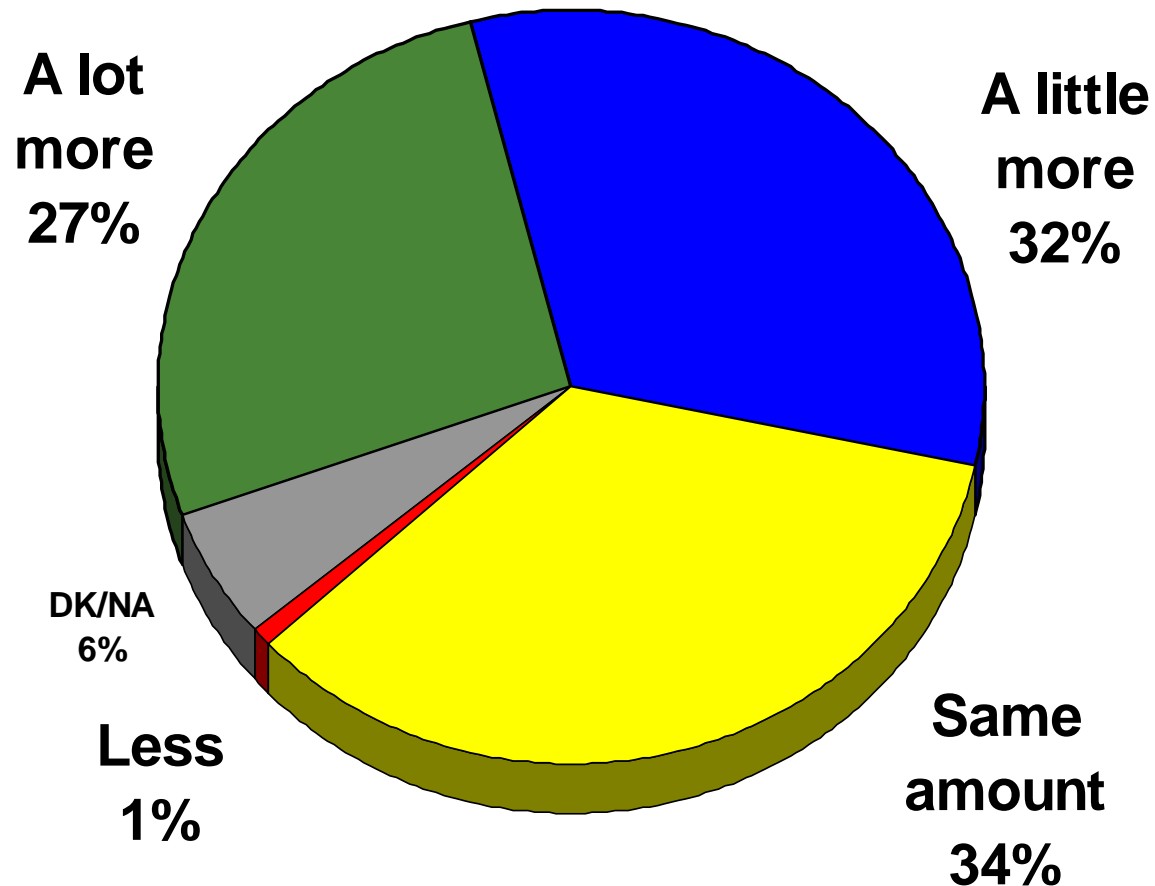
Have not
heard station
talking about
Side Channel
47%

Don't Know
2%

Which do you listen to most: Over the Air Station, Station Online, or Station Side Channel?

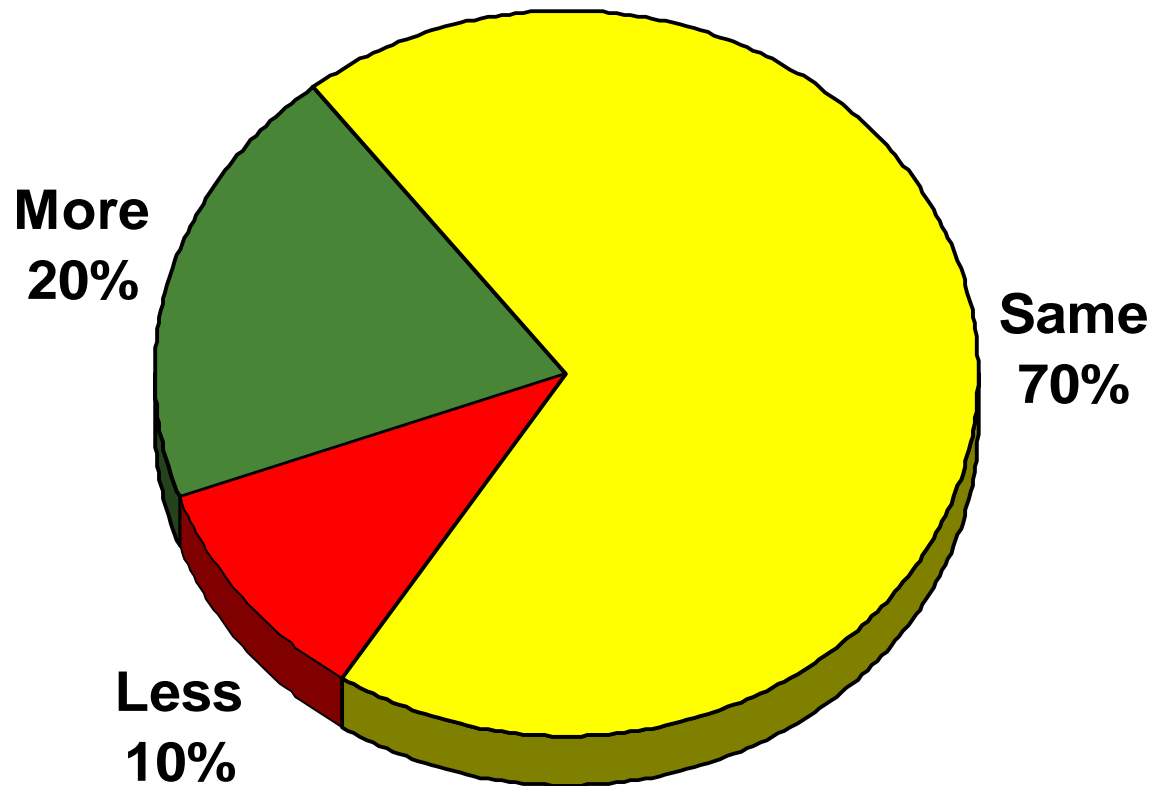


1 in 4 Side Channel Listeners Expect to Spend a Lot More Time Listening to the Station's Online Audio in the Future



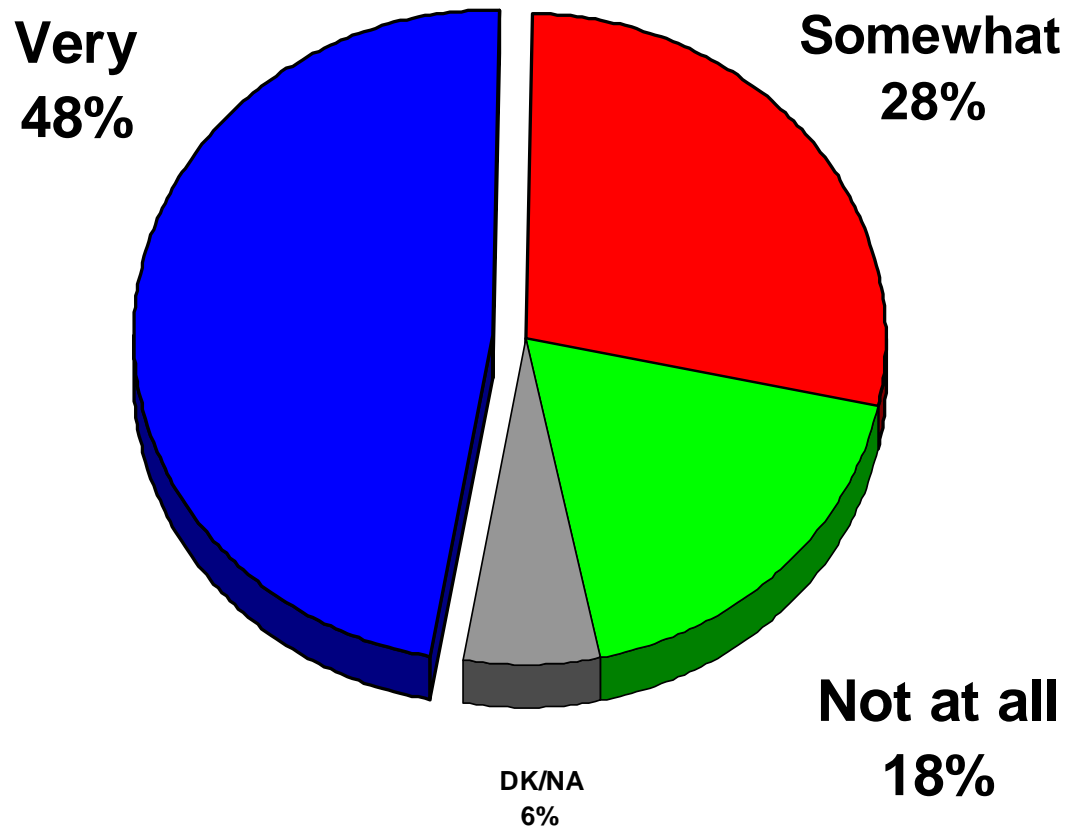
Little Evidence of Over-the-Air Cannibalization by Side Channels

Because of the time you spend listening to Side Channel, are you listening to over-the-air station...



Strong Interest in Listening to Side Channels in the Car

Interest in ability to listen to Side Channels in the car



Base: Side Channel listeners



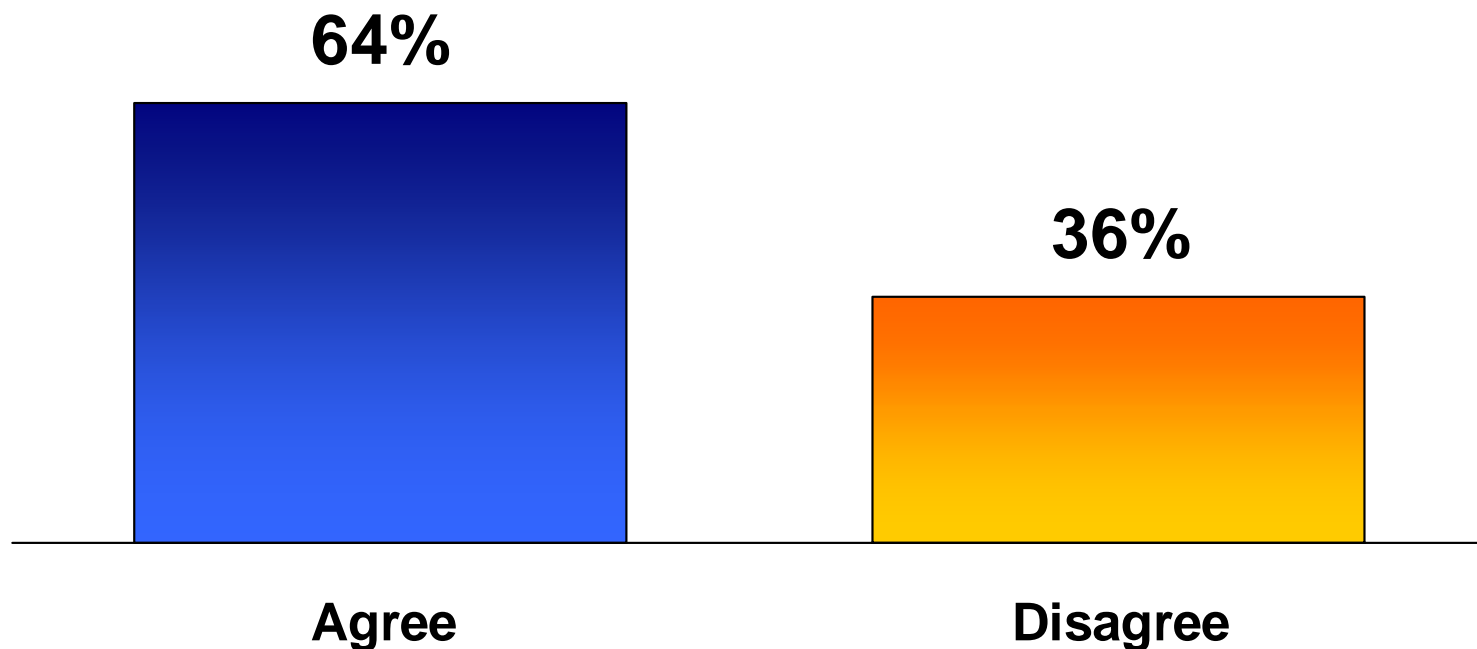
Agree/Disagree Statements about Side Channels



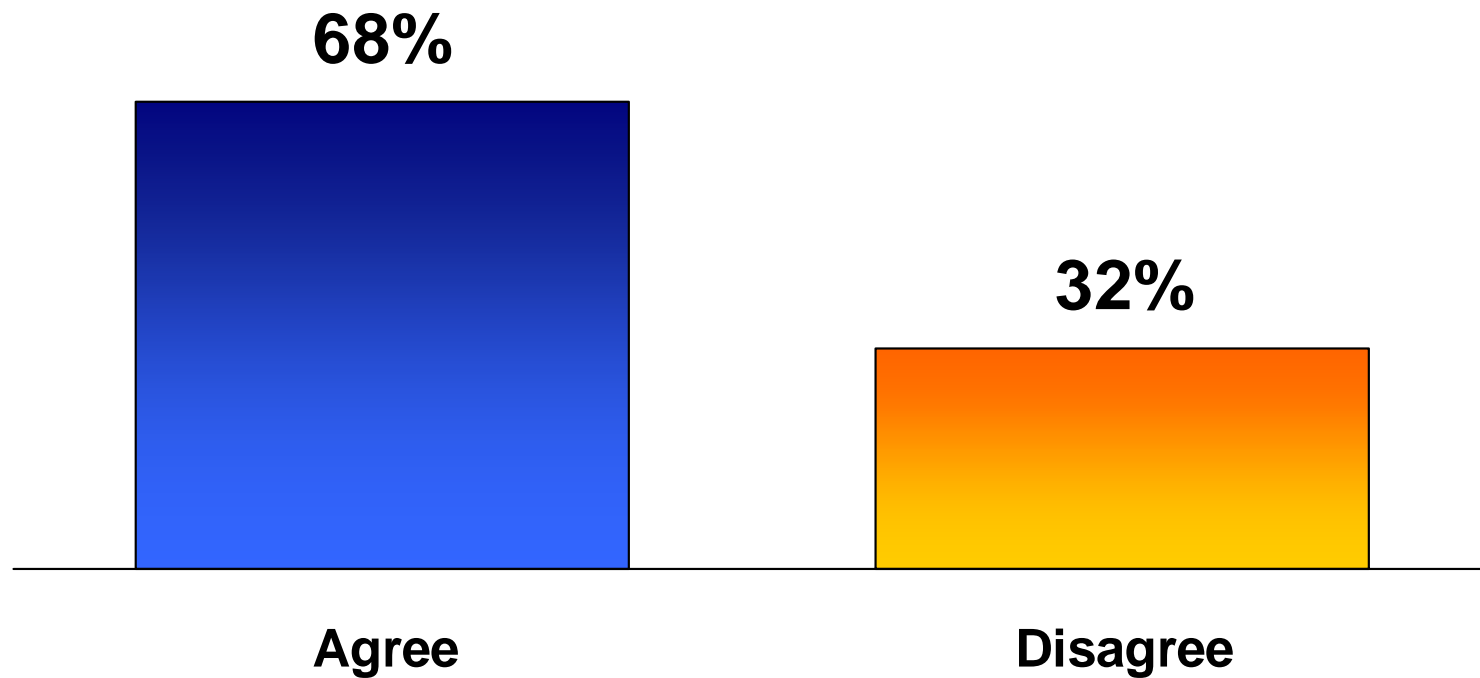
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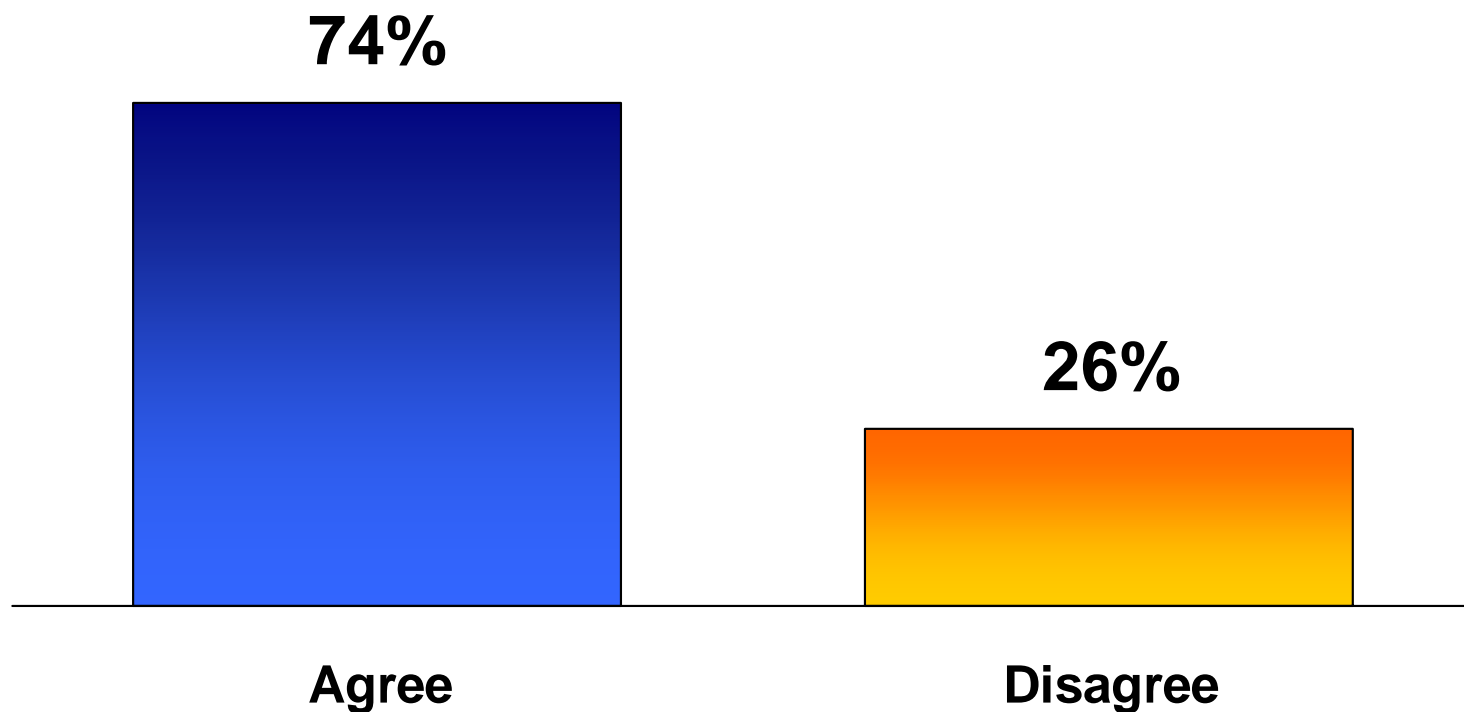
“Compared to the Station, the Side Channel Plays More of the Type of Music I Prefer”



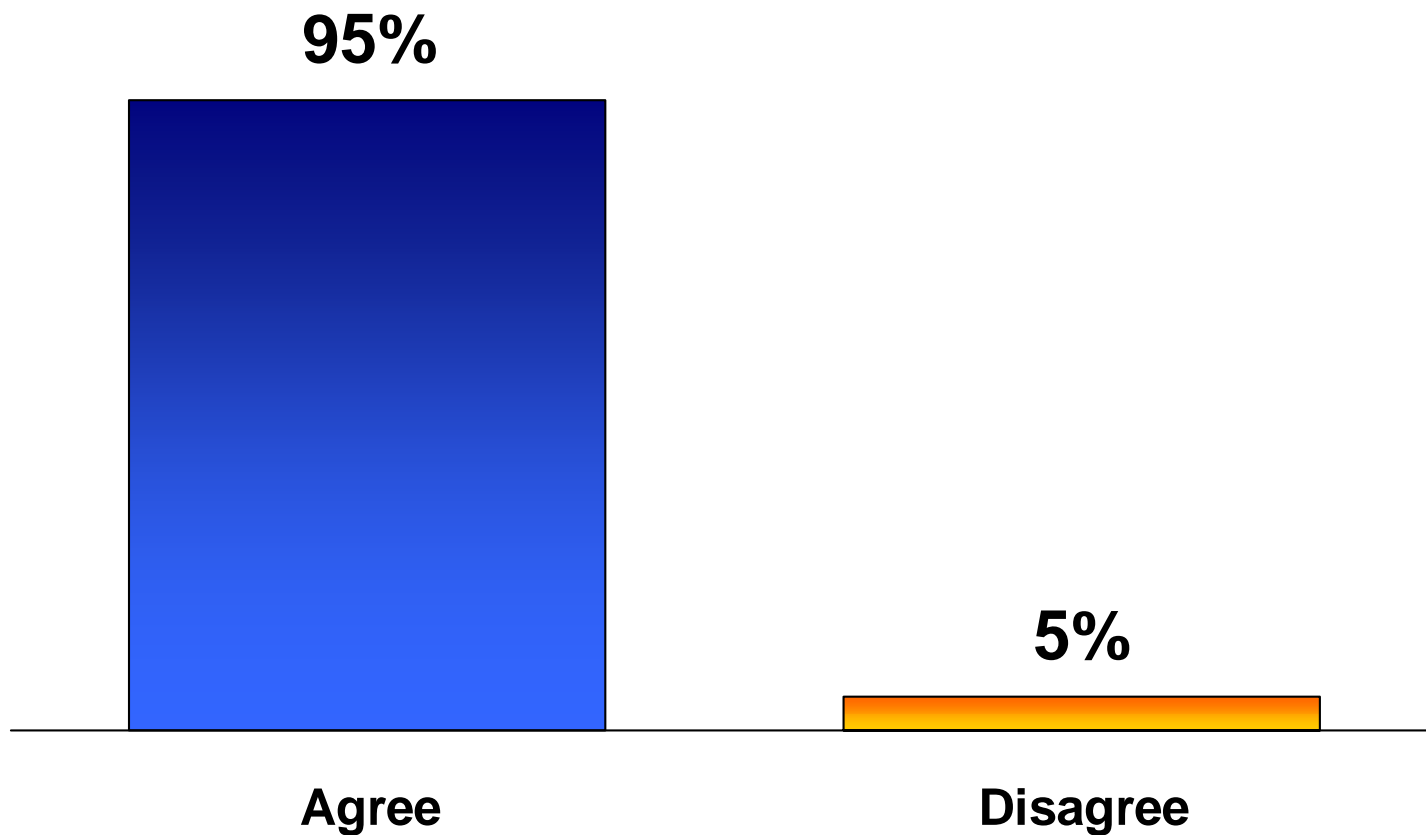
“I Visit the Station Web Site More Often Because I Enjoy Listening to the Side Channel”



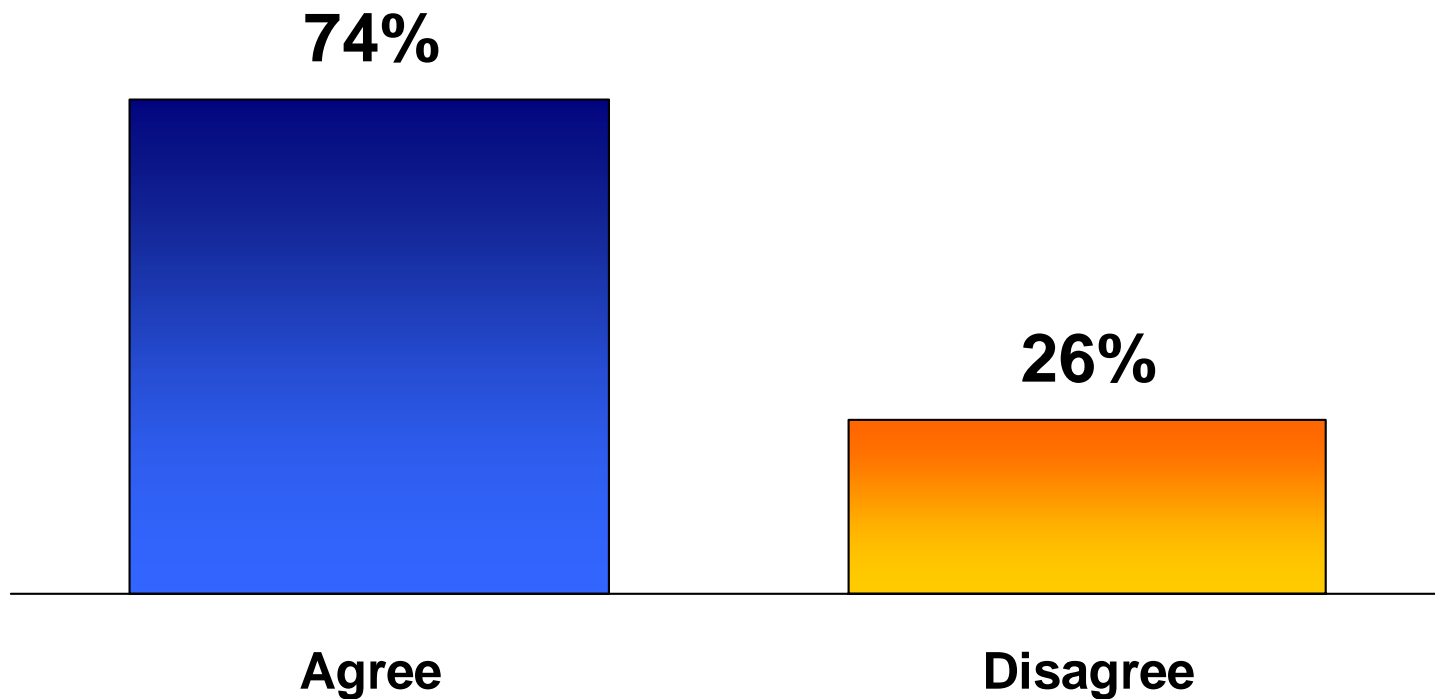
“This Radio Station Should Have More Internet-Only Audio in Addition to this Side Channel”



“I Would Recommend this Side Channel to My Friends”



“If the Station Did Not Offer Webcasts, I Would Listen Elsewhere to Similar Programming Online”





Consumers Speak about Side Channels

Consumers Speak about Side Channels

■ What do you like most?

“Access to different music that is normally difficult to find in general”

“Different than anything we can pick up on regular radio here in Denver”

“Each kind of music has its own channel, so I can pick the kind of music I'm in the mood for”

“Hearing different musicians that I may have missed by listening to other mainstream radio stations”



Consumers Speak about Side Channels

■ What do you like least?

“To be honest, listen to those channels for a few days in a row, and it's like top 40 radio. How many times can you listen to "Like a Rolling Stone" and "Saturday Night Fish Fry" without turning it off.”

“You don't have the name of song/artist displayed. Can you compete with NetRadio or Spinner without that?”

Consumers Speak about Side Channels

■ What do you like least?

“There are no DJs and no discussion of the programming. It reminds me, at best, of the canned music on airplanes.”

“I might as well be listening to a CD, good music but no sense of being “in touch” like with radio.”

“Every 3rd song really bites, BAD. They hold onto bad songs for months and months that never make it live.”

Recommendations



Recommendations

1 Radio Stations must consider Side Channel strategies

- ✓ Listeners are highly interested, enjoy the experience, and will recommend side channels to friends
- ✓ Side Channel listeners say they stay with your Web site longer

Recommendations

② Develop a full-fledged Side Channel marketing strategy

- ✓ Determine most important unfilled niches for your brand
- ✓ Must fit your brand definition
- ✓ R&D lab for future over-the-air formats

Recommendations

③ Don't get too hung up about over-the-air cannibalization

- ✓ Evidence shows Side Channel listeners spend the same or more time with the over-the-air station
- ✓ If you don't offer a compelling webcast, your listeners will find online content elsewhere

Recommendations

④ Don't hide your Side Channel

- ✓ Promote it on-air and off
- ✓ Make it a prominent part of your Web site
- ✓ Convert Web site visitors into Side Channel listeners

Recommendations

⑤ Sell Advertising on your Side Channel

- ✓ Evaluate selling the ads yourself and/or working with a webcast ad sales representative firm
- ✓ Do your homework on ad insertion
- ✓ Test to prove effectiveness and build success stories

Recommendations

⑥ Create and sell branded Side Channels for big employers and sponsors

✓ Ex: “KXYZ’s Austin Dell Channel”

Recommendations

7 Big revenue opportunity for Public stations

- ✓ Public Radio listeners fit the profile of heavy Internet users
- ✓ Commercial stations should consider Joint Sales Agreements with Public Side Channel properties

Recommendations

- 8 If you don't have time or resources to focus on a Side Channel... outsource it**

Recommendations

9 Program your side channels with as much care as your over-the-air content

- ✓ You never get second chance to make a first impression

What's at stake?

The last word from the consumer

“I used to only listen to 101.5 on the radio. When I was unable to listen to it on the Internet, I browsed around and found another station that I like. So now I listen to the other station as well.”

Free Copies of all Arbitron/ Edison Media Research Studies

www.edisonresearch.com

www.arbitron.com

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