

Edison Media Research/Arbitron

Radio Station Web Site Content: An In-Depth Look

BY:

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Overview

Over the past two years, Edison Media Research and Arbitron have been at the forefront of research on audio and the Internet with a series of insightful and provocative studies. *Internet Study V*, released in September 2000, is the latest in this series and focuses on topics ranging from the latest trends in Internet use, to the buying power of “Streamies,” to the importance of radio station Web sites.

As the Internet continues to grow, a radio station’s online presence becomes increasingly important; as such, it is crucial to know both what features radio station Web sites have and what features visitors to the sites are looking for. To date, however, the radio industry lacks a comprehensive synthesis of this information. Therefore, we present “*Radio Station Web Site Content: An In-Depth Look*”; a report which not only addresses what content radio station Web sites currently have, but also presents recommendations as to what content they should have.

The research detailed in this report represents only part of the findings of *Internet Study V*. A summary, “*Internet Study V: Startling New Insights About the Internet and Streaming*,” can be found free of charge at www.edisonresearch.com and www.arbitron.com.

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How the Study was Conducted

The data in this report comes from the Edison Media Research/Arbitron *Internet Study V*. *Internet Study V* consisted of three main parts: a telephone survey of Arbitron diary-keepers, an online survey of radio station Web site visitors, and a content analysis of radio station Web sites.

The first part of *Internet Study V* was a telephone survey of 3005 Arbitron radio diary-keepers. Conducted in July 2000, the survey explored the latest trends in Internet use. A national random sample of Arbitron diary-keepers over the age of twelve was selected from all those participating in Arbitron’s Spring 2000 survey.

The second part of *Internet Study V* was a survey of radio station Web site visitors. A total of 14,703 Web site visitors were queried about their experience and evaluation of radio station Web site content through online “pop-up” surveys. The visitors to Web sites of 33 leading radio stations around the country, representing every major format, were surveyed in August 2000.

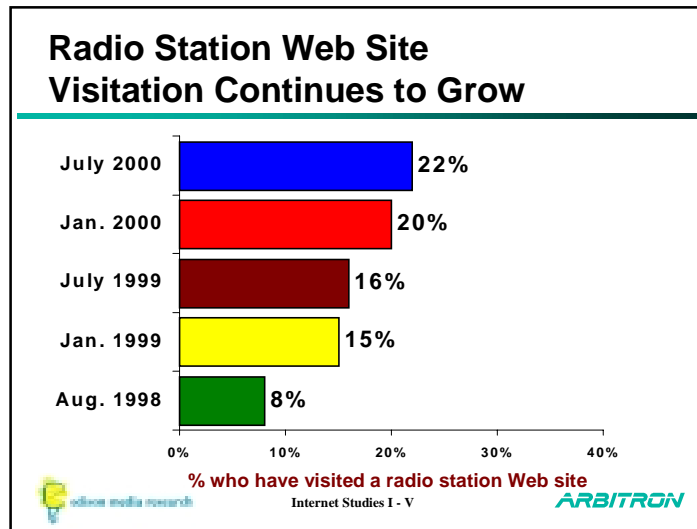
The content analysis was conducted between July and September 2000. We examined a total of 412 radio station Web sites from 30 markets. These markets, listed in the table to the right, were chosen based upon their 2000 market-size ranking by Arbitron; included in this study were the ten largest markets, ten markets with a market-size ranking of between 11 and 55, and ten markets with a market-size ranking of between 56 to 101. The 412 Web sites represent a random sample of two-thirds of all radio station Web sites within these 30 markets.

30 Markets included in Radio Station Web Site Content Analysis	
Market	2000 Arbitron Market-Size Ranking
New York	1
Los Angeles	2
Chicago	3
San Francisco	4
Philadelphia	5
Dallas-Ft. Worth	6
Detroit	7
Boston	8
Washington, D.C.	9
Houston-Galveston	10
Seattle-Tacoma	14
Minneapolis-St. Paul	17
Tampa-St. Petersburg	21
Cincinnati	26
Kansas City	30
Columbus, OH	34
Indianapolis	38
Greensboro-Winston Salem	42
Memphis	46
Rochester	52
Dayton	56
Honolulu	60
Fresno	65
El Paso	70
Harrisburg-Lebanon, PA	77
Springfield, MA	80
Wichita	84
Mobile	88
Johnson City, TN	96
Ft. Wayne, IN	101

The basics on radio station Web site visitors

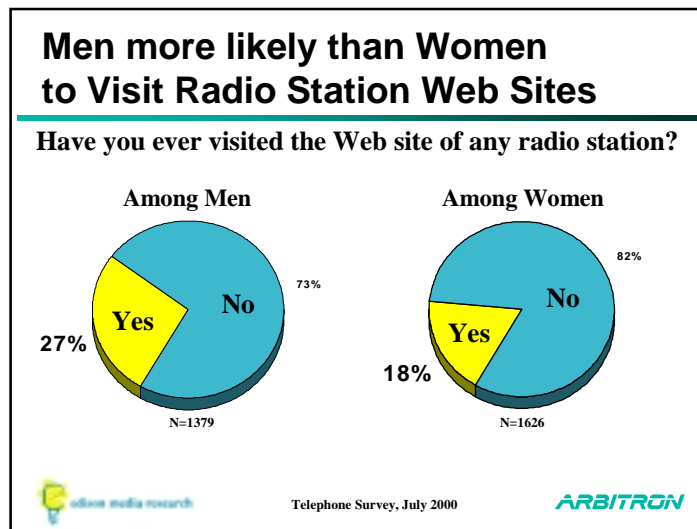
How many people are visiting radio station Web sites?

According to *Internet Study V*, 22% of Americans (age 12+) have visited a radio station Web site. This projects to a total of about 50 million Americans having ever visited a radio station Web site.



Who are the people visiting radio station Web sites?

Internet Study V showed that, in general, men are more likely than women to have visited a radio station Web site (see the graph below).



In addition, younger people are more likely than their older counterparts to visit radio station Web sites. As the table below illustrates, those most likely to have visited a radio station Web site are 12 – 17 year olds, while people age 65 and older are the least likely.

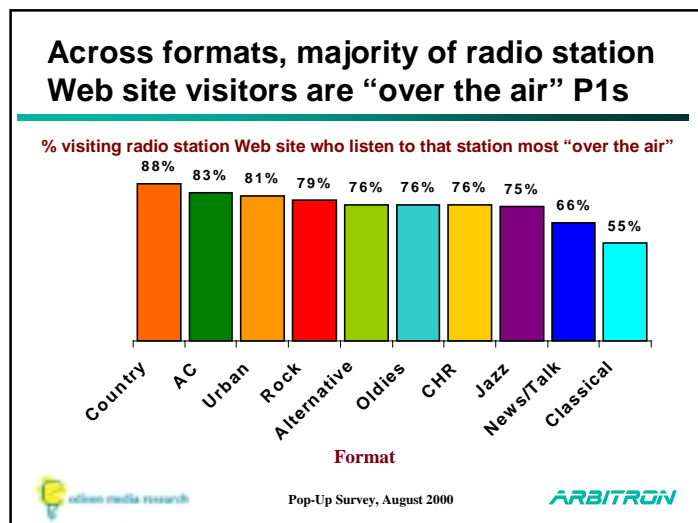
Younger People more likely than Older People to Visit Radio Station Web Sites		
Among ...		% who have ever visited a radio station Web site
Age	12 - 17 (N=327)	36 %
	18 - 24 (N=318)	35
	25 - 34 (N=484)	29
	35 - 44 (N=604)	22
	45 - 54 (N=529)	20
	55 - 64 (N=318)	12
	65+	3
	65+	(N=425)

The overwhelming majority of radio station Web site visitors are P1 listeners to that radio station.

Most radio station Web site visitors (76%) are “over the air” P1s to the station whose Web site they visited. In essence, radio station Web site visitors are the same people radio stations work so hard to please with their “over the air” broadcasts. Therefore, it is vitally important for radio stations to pay attention to what these people want from radio station Web sites.

The graph to the right shows that, of the eleven formats examined in the Pop-up Survey, only News/Talk (two stations) and Classical (three stations) Web sites received a large number of visitors who do not also listen to the station most “over the air.”

In general, almost all (90%) of the radio station Web site visitors come the “over the air” broadcasts of the stations whose Web sites they visited.



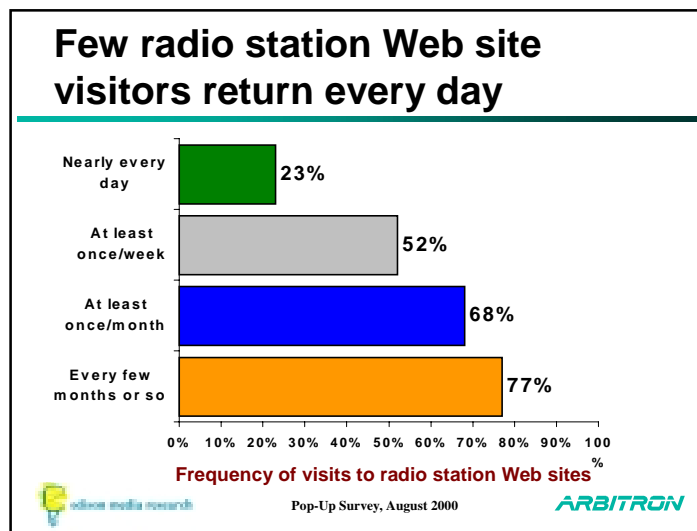
Radio is an effective way of spreading the word about radio station Web sites.

Eight out of ten radio station Web site visitors said they had heard radio stations talking about their Web sites on the air. In addition, nearly 75% of radio station Web site visitors said they had first learned about the Web site they were visiting by hearing the station talking about it on the air.

It comes as no surprise that a radio station’s “over the air” broadcast is the most effective way to increase awareness of and visitation levels to that station’s Web site.

Few radio station Web site visitors return every day.

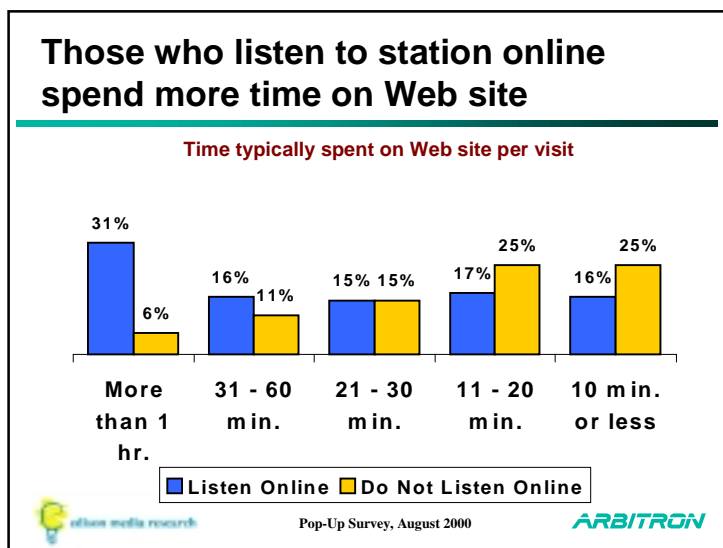
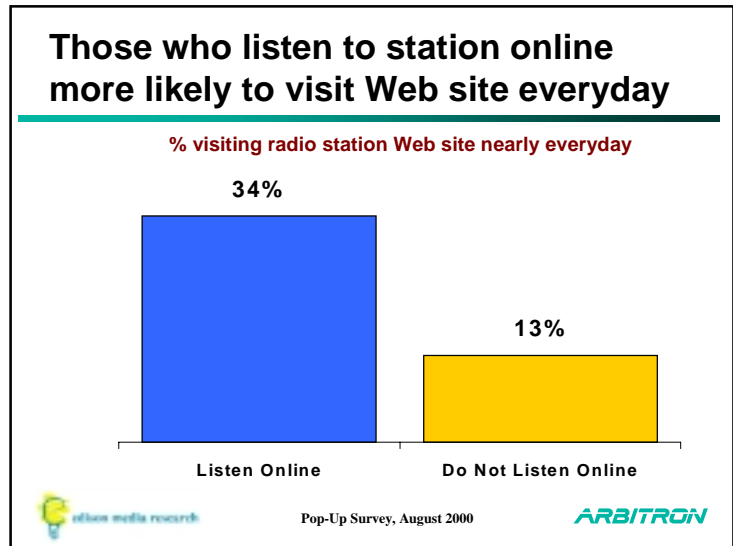
When asked how often they visited the Web site they were evaluating, 68% of the radio station Web site visitors polled said they visit at least once a month. Yet fewer than 25% say that they visit those radio station Web sites every day.



At the same time, among those who visit radio station Web sites, more than half have these sites bookmarked in their Web browser. This indicates that many visitors have the desire to return to these Web sites on a regular basis. The reason people do not visit on a daily basis, as we will discuss later in this report, is primarily due to the mismatch between the content that is currently offered by radio station Web sites and the content that visitors really want from these Web sites.

Streaming audio makes a radio station Web site “super-sticky.”

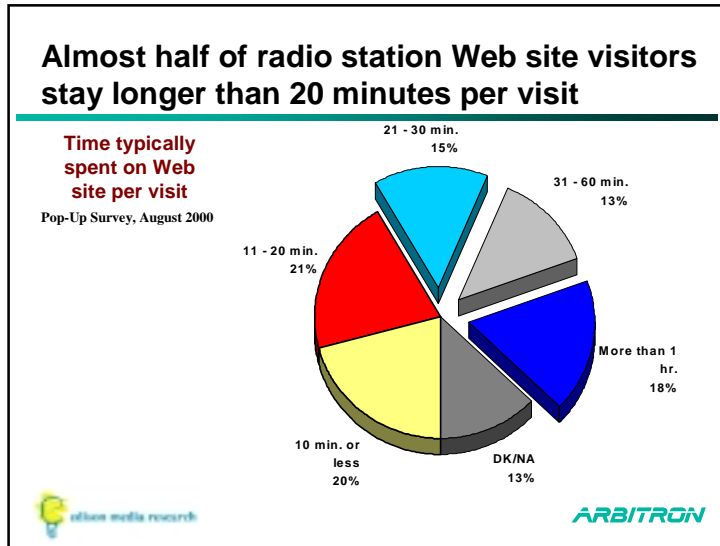
Streaming is an essential element to a successful radio station Web strategy. People who listen to a radio station online visit that station’s Web site more often and spend more time on that site when they do visit. The graph to the right shows that daily radio station Web site visitation is much higher among those who listen to that station online compared to those that do not listen online.



The graph to the left shows that more than 30% of those who listen to that station online say they spend more than one hour at the station’s Web site each time they visit, compared to only 6% of those who do not listen to that station online. Clearly, streaming gets people to visit, visit more often, and stay on a radio station site.

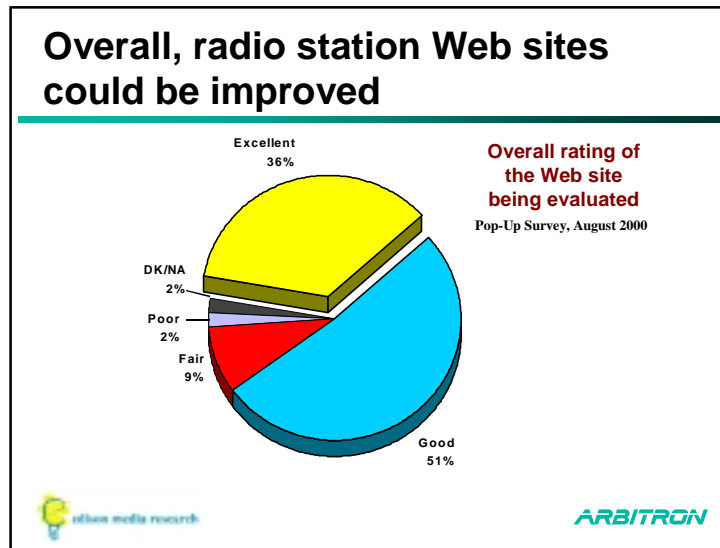
Many visits to radio station Web sites last longer than 20 minutes.

Of those who visit radio station Web sites, nearly half of them typically stay longer than 20 minutes. As the graph below shows, 46% of the radio station Web site visitors polled said that their visits typically lasted 21 minutes or longer. The length of a typical visit is impressive, especially considering the fact that many of the features offered on these Web sites do not encourage people to remain for long periods of time.



What do people think about radio station Web sites?

When asked to assess the radio station Web sites, the visitors polled were generally positive. As the graph below shows, only 10% of people rated the Web site they were visiting as *Fair* or *Poor*. However, there is room for improvement—only 36% said the site they were rating was *Excellent*.



Radio station Web site visitors were also asked a series of agree/disagree questions related to the sites. Seen in the table below, these findings indicate that, in general, radio station Web sites could be enhanced. In response to “*This site is very entertaining,*” only 36% strongly agreed. Likewise, only 32% of radio station Web site visitors polled agreed strongly with the statement, “*This site makes me want to visit often.*”

Positive Assessments of Radio Station Web Sites	
Do you agree or disagree with the following statements regarding this site?	Agree Strongly
It is easy to find the information I am looking for	49 %
This site is very entertaining	36
This site makes me want to visit often	32
This site has a great list of fun things to do in my local area	27
This site takes too long to download	8
Pop-Up Survey	

Do radio stations give their Web visitors what they want?

In our content analysis, we found that many radio station Web sites do not include the features most desired by Web site visitors. Radio station Web site visitors were asked to rate their interest in different features on radio station Web sites. As we can see in the table below, the most popular radio station Web site feature is the *Ability to listen to the radio station*; however, less than 60% of the Web sites stream their audio and allow people to *Listen to live broadcasts*. *Information about local concerts*, the second most wanted feature, was found on only half of the Web sites. A mere 6% of the Web sites gave the *Title and artist of songs currently playing*, which is the third most desired feature.

Many Radio Station Web Sites Don't Give Visitors What They Want		
Web Site Feature	Rank of interest in each Web site feature*	% radio station Web sites with each feature**
Ability to listen to the radio station	1	59 %
Information about local concerts	2	50
Titles and artists of songs recently played on the station	3	6
To enter contests	4	49
Listings of fun and interesting places to visit in local community	5	27
Opportunity to vote on whether songs are good or not	6	13
Information on local weather	7	44
Schedule of programming	8	63
Information on and pictures of DJs	9	78
To contact or e-mail the DJs and personalities	10	53
Traffic information	11	12
Information on upcoming DJ and personality appearances in local area	12	43
Listings of local restaurants and bars	13	10
"Side channels" (Additional Internet-only audio provided on the site)	14	1
Reviews and schedules of movies playing in local area	15	17
Information on professional sports in local area	16	26
Information on charity events in local community	17	25
To print out coupons from advertisers	18	8
Local shopping and merchant information	19	13
To buy radio station clothing and other merchandise	20	11
To see an advertiser's products	21	9
To buy products or services (other than station merchandise)	22	14

*Rank based on % *Very Interested* in finding each feature on a radio station Web site (from Pop-Up Survey);
 **Base: All radio station Web sites (n=412) (from Content Analysis)

On the other end of the spectrum, the most common feature among radio station Web sites is *Information about and pictures of personalities* (found in 78% of the Web sites). However, the online survey indicates that only 43% of those polled were very interested in getting *Information on and pictures of DJs*. While this is a feature that is certainly warranted on a site, it exemplifies their type of content that is not likely to encourage everyday visitation.

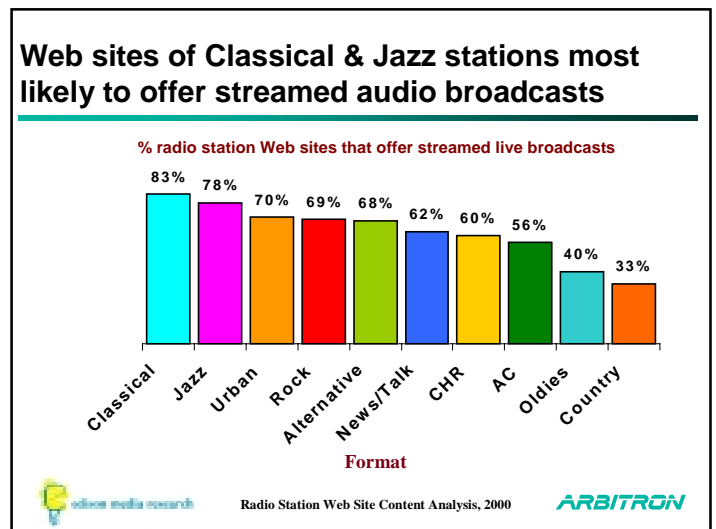
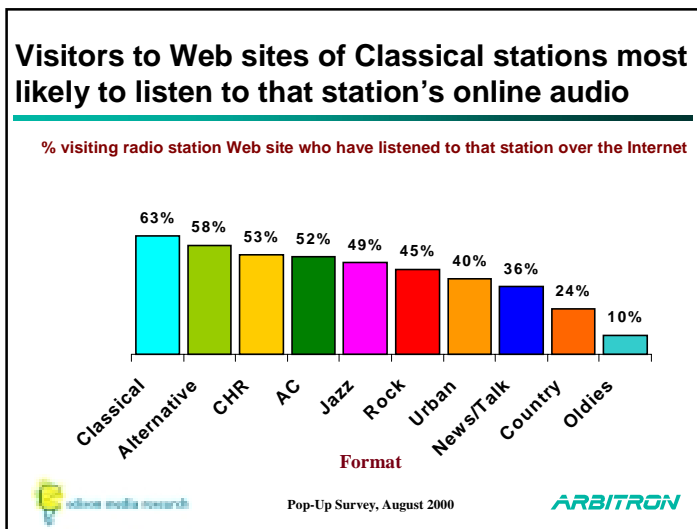
In essence, few radio station Web sites are vibrant and active enough to compel daily visitation. Instead, many of these sites are little more than Internet brochures for radio stations and fail to provide visitors with the features they want. Therefore, next we present a detailed look at what people do and do not want from radio station Web sites.

What do radio station Web site visitors want?

People want to listen to the radio over the Internet, but many radio stations still don’t stream their audio online.

As previously mentioned, the most desired radio station Web site feature is the *Ability to listen to the radio station* over the Internet. Of the radio station Web site visitors polled, 64% say that they are “very interested” in listening to the streamed live broadcast. However, our content analysis revealed that only 59% of the radio station Web sites offered this feature. As such, it is not surprising that barely half of the radio station Web site visitors polled (53%) said that they had ever listened to any radio station over the Internet. The interest is there, but the opportunity often is not.

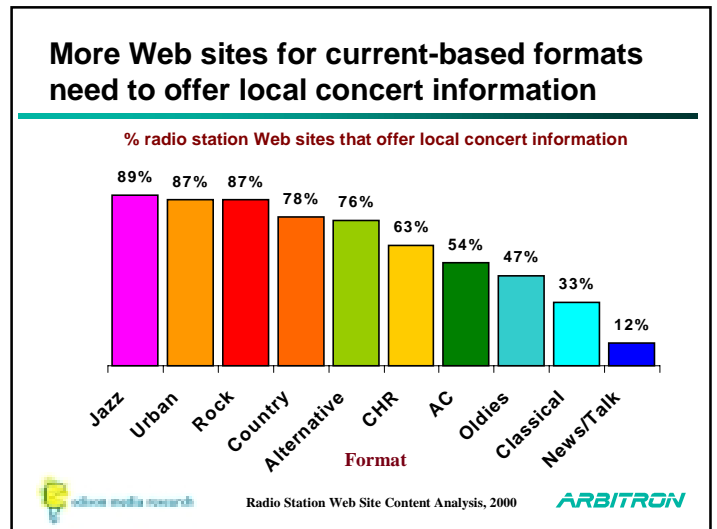
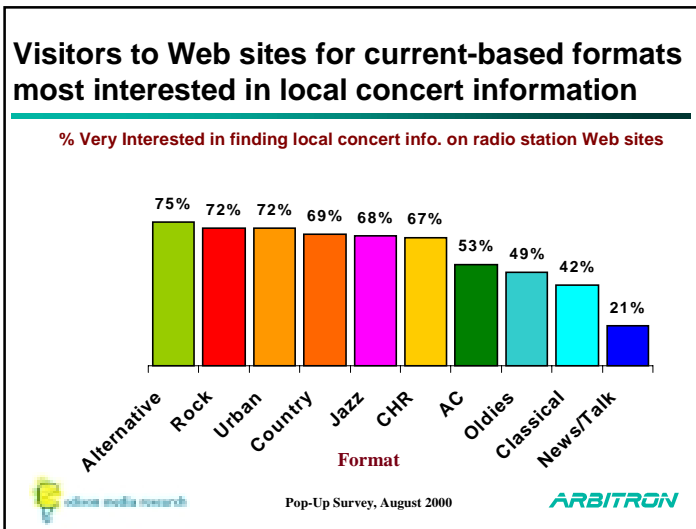
Station format is an important consideration in the profile of those listening to radio over the Internet. Overall, about half of radio station Web site visitors (47%) said they have ever listened to the streamed live broadcast of the radio stations whose Web sites they were visiting. However, we find dramatic differences by format. As the graph below left shows, those visiting the Web sites for the three Classical radio stations in the Pop-Up Survey are the most likely to listen to that station over the Internet, while visitors to the three Oldies Web sites and the five Country Web sites are the least likely. Our content analysis shows similar format differences, as illustrated in the graph below right. While 83% of Web sites for Classical stations (six stations) offer streamed live broadcasts, only 40% of Oldies Web sites (30 stations) and 33% of Country Web sites (43 stations) do so.



People are interested in getting information about upcoming local concerts from radio station Web sites.

Over 60% of those polled said they were very interested in getting *Information about local concerts* from radio station Web sites. However, of the 412 radio station Web sites analyzed, only 50% included this information.

Interest in concert information varied considerably by format and, as the graph below left shows, tended to be highest among Web site visitors to current-based formats like Alternative (three stations), Urban (one station), Country (five stations), and CHR (four stations). Interest was also high among visitors to Web sites of the three Rock stations and the three Jazz stations. However, as we can see in the graph to the right, our content analysis revealed that Alternative (25 stations), Country (43 stations), and CHR (30 stations) Web sites could do a better job of providing local concert information.



Considering the close connection that many radio stations have with local concerts, it is surprising that more radio stations don't use their Web sites to promote these concerts and help their listeners find the information they want.

Although many people want to know the title and artists of songs on the air, only a handful of radio station Web sites offer this information.

A full 60% of radio station Web site visitors said they were very interested in finding the *Titles and artists of songs recently played on the station* on radio station Web sites. The content analysis showed that a fair number of stations (33%) do have playlists on their Web sites, but a mere 6% of the Web sites provided the *Title and artist of songs currently playing*, information that needs to be updated constantly.

A common complaint from many radio listeners is that radio stations don’t announce song titles and artists’ names. While radio stations still need to make an effort to provide this information over the air, the Internet can be a great means of supplementing the “over the air” broadcast. DJs can urge listeners to check out the station’s Web site for information they might have missed in the broadcast.

No doubt, some radio stations aren’t prepared—either technologically or financially—to update their Web sites on a moment-to-moment basis. But these stations need to understand that, in this world of immediate gratification, this is what their Web site visitors expect.

People want to enter contests through radio station Web sites.

Although radio station Web site visitors rated the ability to *Enter contests* as the fourth most desirable feature, only about 50% of the Web sites examined allowed their visitors to do so. This is rather surprising given that many radio station Web sites already have the necessary technology to allow visitors to enter contests; almost 70% of the radio station Web sites examined in the content analysis had *E-mail capture or online fill-in forms*. Radio stations need to make the most of this technology and take advantage of one of the Internet’s main strengths: its interactive nature.

People want to find out more about a radio station’s “over the air” broadcast.

Since most of a radio station Web site’s visitors also listen to that station “over the air,” it isn’t surprising that there is a fair amount of interest in finding out more about the station’s “over the air” programming. Among radio station Web site visitors, 45% are very interested in finding a *Schedule of programming*, 43% want to find *Information on and pictures of DJs*, and 36% would like to see *Information on upcoming DJ and personality appearances in [their] area*.

As the table below shows, radio stations do a decent job of providing this information. However, a problem arises when a radio station focuses exclusively on this information, turning the Web sites into “brochure” sites for those stations.

Radio Station Web Sites as Internet "Brochures"		
Web Site Feature	Rank of interest in each Web site feature*	% radio station Web sites with each feature**
Schedule of programming	8	63 %
Information on and pictures of DJs	9	78
Information on upcoming DJ and personality appearances in local area	12	43

*Rank based on % *Very Interested* in finding each feature on a radio station Web site (from Pop-Up Survey);
 **Base: All radio station Web sites (n=412) (from Content Analysis)

People want to find local information on radio station Web sites.

When radio station Web site visitors were asked how interested they were in various Web site features, they showed a strong interest in getting local information. Nine of the 20 most desirable features have a local, community-oriented focus.

First and foremost, radio station Web site visitors indicated an interest in finding information to help them plan their free time (e.g., 48% said they are very interested in seeing *Listings of fun and interesting places to visit in [their] community*). Second, people visiting radio station Web sites are interested in finding information to plan their work days (e.g., 45% want *Information on local weather* and 37% want *Traffic information*). Finally, people are very interested in keeping up with their local community through radio station Web sites (e.g., of those polled, 44% want *Local news information*).

Thus far, radio station Web sites are not doing a very good job of meeting the interest in local information. The most frequently provided feature with a local focus was *Local weather*, which was found on only 44% of the 412 Web sites analyzed.

The interest in local information fits nicely with radio’s history as a medium built on local images. Also, as previously discussed, most of the visitors to radio station Web sites listen to that station “over the air” and are, therefore, from the station’s local area. These people are obviously interested in radio station Web sites with a strong local flavor.

People are interested in giving feedback to the radio stations through their Web sites.

People want to let radio stations know what they think. Among radio station Web site visitors polled, a feature that allows listeners *To contact or e-mail the DJs and personalities* was among the ten most popular radio station features. While 53% of the Web sites analyzed do allow visitors to *Contact personalities*, more Web sites could and should include this very basic feature.

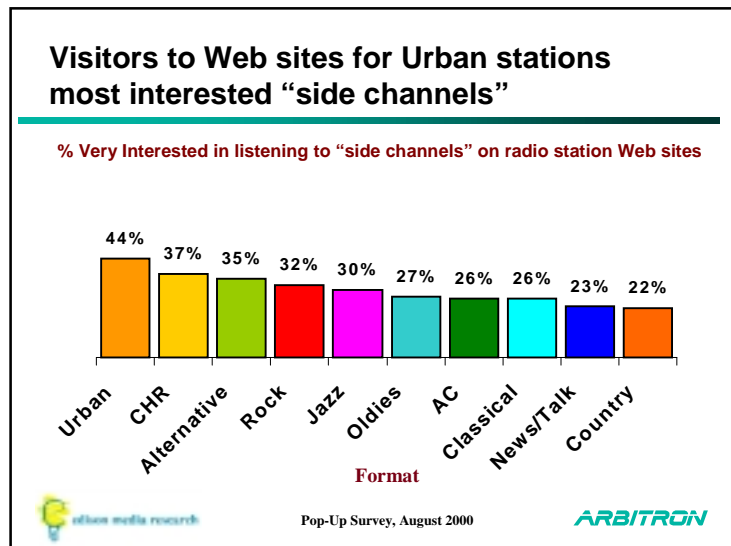
In addition, the sixth most compelling radio station Web site feature was one that gave visitors an *Opportunity to vote on whether songs are good or not*. Yet only 13% of the Web sites analyzed included any type of *Music research or polls*. Once again, this is a situation where radio stations need to take advantage of the interactive nature of the Internet and give their Web site visitors a voice.

People want to explore “side channels.”

“Side channels” are Internet-based extensions of a station’s “over the air” programming. For instance, a rock station could attract the hardest rockers by streaming a hard-core rock “side channel” online while appealing to a wider demographic with its mainstream “over the air” broadcast. Among the radio station Web site visitors polled, 73% are somewhat or very interested in listening to “side channels.”

Station format is a particularly important consideration here, as the graph to the right shows. Visitors to Web sites for the one Urban station show the most interest (50% are very interested), while visitors to Web sites for the five Country stations show the least interest (only 22% are very interested).

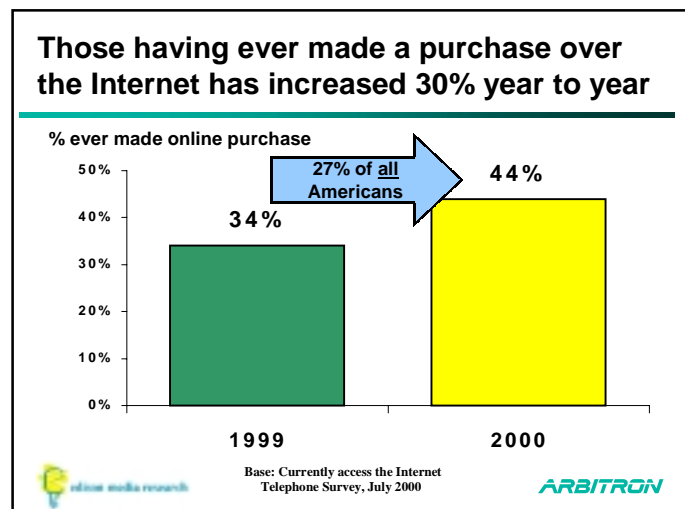
To date, however, few radio stations have developed these Internet-only channels; of the 412 radio station Web sites included in the content analysis, only one had a “side channel.” Once again, there is a great deal of interest, but few opportunities for people listen to “side channels.”



Despite Americans’ growing interest in e-commerce, most radio station Web sites are not set up as a place to shop.

The graph to the right shows that, from July of 1999 to July of 2000, the percentage of online Americans who have made a purchase online grew from 34% to 44%. Expressed as a proportion of all Americans, 27% have now purchased online. Spending is up, too. The average amount spent online increased from \$650 in January 2000 to \$700 in July 2000. Of those who have made an online purchase, 30% said that they intend to spend online in the coming year.

Despite this strong interest in e-commerce, most radio stations do not offer their visitors an opportunity to shop on their Web sites. The content analysis shows that only 11% of the radio station Web sites are set up to allow visitors to *Buy station paraphernalia* and only 14% of the sites allow visitors to *Buy products and services (aside from station merchandise)*.



Pay attention to station format

As stated earlier, people’s tastes varied—often dramatically—according to the format of the station Web site they were visiting. Specifically, the top reason people visited the Web site they were evaluating varied quite a bit by format, as is shown in the table below. While 23% of the visitors to AC station Web sites come to *Listen to the radio station*, 36% of visitors to News/Talk Web sites come to get *Local news information*. This highlights the need for each radio station to cater its Web site to the particular tastes of its audience.

Reason for Visiting Radio Station Web Sites Varies by Format	
Format	Top reason for visiting radio station Web site being evaluated
Classical	Ability to listen to the radio station (40%)
Spanish	Ability to listen to the radio station (25%)
AC	Ability to listen to the radio station (23%)
Urban	Ability to listen to the radio station (23%)
CHR	Ability to listen to the radio station (21%)
Rock	Info about local concerts (28%)
Alternative	Info about local concerts (26%)
Jazz	Info about local concerts (25%)
Country	Info about local concerts (21%)
News/Talk	Local news information (36%)
Oldies	To enter contests (16%)
Base: Those expressing an opinion	

Because Web site visitors’ tastes vary so dramatically by format, this report includes an appendix that offers format specific information for seven different radio formats.

Conclusion

It is obvious that radio station Web site visitors, many of whom are “over the air” stations PIs, want a station’s Web site to be an extension of the station’s “over the air” broadcast. They want to listen to the station over the Internet, they want to enter the station’s contests over the Internet, and they want the same information about songs and concerts that they’ve come to expect from the station. The radio industry needs to acknowledge this and be willing to invest both money and energy in their Web sites to make them as fine-tuned and distinctive as their “over the air” counterparts.

Recommendations

Think about the Web site as a means of building revenue.

Although a majority (71%) of radio station Web sites do have *Banners and other advertisements*, very few have content geared towards producing any sort of revenue. The reason that they lack this revenue-generating content is that many radio stations aren’t giving their sites the financial support that they need. At the same time, one of the biggest reasons stations aren’t investing in their Web sites is that these sites remain a station cost that lacks attendant income. Hence, we have the proverbial “chicken-and-the-egg” problem. Radio station Web sites will come into their own only when they are treated as a distinct medium, like the on-air station itself.

According to *Internet Study V*, 33% of all Americans say that radio has a strong advertising image as a medium with “more local advertisements.” Radio stations, therefore, are in a great position to continue to capitalize on this image and make their Web sites the place to go online for ads for local businesses. This would allow for an increase in revenue from local advertisers. In addition, having links to local businesses would give their local listeners one more reason to visit radio station Web sites on a regular basis.

However, to sell Internet advertising to advertisers, these Web sites need to have an audience. Therefore, radio station Web sites need to figure out how to increase their, if you will, “Internet cume” and “TOS” (Time On Site).

Give people a reason to visit the Web site daily and to increase the length of their stay.

As we saw earlier, few people currently visit radio station Web sites on a daily basis. Over half of radio station Web site visitors spend 30 minutes or less in a typical visit. If radio stations are ever going to turn their Web sites into revenue-generating entities, they need to give people a reason to visit often and remain at the site for longer periods of time.

First, stations must provide content that is relevant and of interest to their target audiences. As discussed earlier in detail, relevant and interesting content varies by format; News/Talk stations might focus more on national and local news, while CHR stations might offer features such as Hollywood gossip and CD reviews.

Second, information on radio station Web sites must be kept current and fresh at all times. Trivia and quizzes are fun, but they get stale if they aren’t updated regularly. A playlist is fine, but a constantly updated list of songs recently played adds punch. At the very least, stations need to make sure that all old, irrelevant content is removed from their Web sites. One Web site examined in our August 2000 content analysis had information on an event held in November 1999.

Streaming is key

For stations that want to build a legitimate Web presence, streaming is essential. According to *Internet Study V*, 64% of the radio station Web site visitors surveyed said that they were very interested in listening to radio stations via the Internet. However, only 59% of the radio station Web sites examined in this study have streamed live broadcasts. To be sure, this represents a substantial portion of radio stations. However, it is surprising that more—even all—radio stations don’t stream, especially when you consider the following:

First, streaming allows people to listen to a station’s live “over the air” broadcast in places where people can’t get the station’s signal, such as local office buildings.

Second, streaming makes a radio station Web site “super-sticky.” People who listen to a radio station online spend more time on that station’s Web site and visit that site more often. In essence, streaming gives people more of a reason to come back on a daily basis. As discussed above, this daily visitation is the key to enhancing the overall image and brand of the station.

Third, the Internet and live radio broadcasts are natural bedfellows. The quality of streamed audio will only improve over the next few years. Also, listening to audio—including streamed audio—is something many people do while surfing the Web or working on the computer, both at home and at work. As *Internet Study V* shows, 55% of Americans listen to music from CDs or tapes while accessing the Internet, while 49% listen to the radio. Offering streamed live broadcasts gives radio stations the chance to get a larger share of this pie.

Fourth, the live broadcast gives a radio station its identity. If a radio station’s Web site is supposed to reflect its identity in order to keep and attract listeners, is there a better way to do so than to stream its live broadcast? Web sites are the perfect platform from which radio stations can provide current and potential Web listeners with the one thing that makes them unique—their live broadcasts.

Finally, the radio industry spends millions of dollars every year perfecting audio programming. So it makes perfect sense for the radio industry to stream its audio programming and to put itself in the position to own Internet audio. If the radio industry does not do what it needs to do to co-opt this new medium, it leaves Internet audio open to the Ted Turners of the world.

Every station with an online presence should consider building “side channels”

With a well-programmed “side channel,” a radio station can effectively satisfy two audiences at once. For example, a Rock station can rock harder on its Internet-only channel than it does “over the air.” Or a station can cover local sports without interrupting its normal “over the air” music programming.

Some stations worry that, by offering a “side channel,” they will, in essence, be competing with their own “over the air” broadcast for listeners. Certainly, this is a valid concern at the present time. However, radio industry rating systems are already in the process of developing ways to include those that come streamed “over the air” radio broadcasts and/or “side channels.” In the meantime, radio, with years of expertise in programming audio and a vast pool of talent, must develop the concept of side channels before a new generation of Web users finds their Internet audio elsewhere.

Offer more Internet audio and video.

One way to make a radio station Web site even “stickier” is to offer additional audio and video. Already some stations’ Web sites offer visitors the chance to hear archived material including celebrity interviews or in-station performances from visiting bands. A Web site is also a great place to promote morning shows; what better way to sell a morning show than to let visitors sample the show’s best bits?

Don’t forget that the Internet is a visual medium.

One thing that cannot be overlooked is that the Internet is, first and foremost, a visual medium. Radio stations need to remember this and make their sites as visually appealing as possible. High quality Web design is a must.

One way to make sites visually appealing is to offer Internet video and animation. This summer, B96 in Chicago used its Web site to promote its morning show personalities, Eddie and JoBo, with a series of animated intros. When you went to the site, you were greeted by one of several different 15-second “movies” featuring animated and talking versions of Eddie and JoBo. Although the animated guys were a little rough around the edges, the style of the animation, shown in the picture to the right, had a neat 3-D effect.



Radio station Web sites seem to be a natural place to view in-station performances or local concert footage. Quality and ease-of-viewing may be issues at the moment; however, with Web technology improving exponentially, it will not be long before Web users can view high-quality Internet video and animation as easily as they watch television.

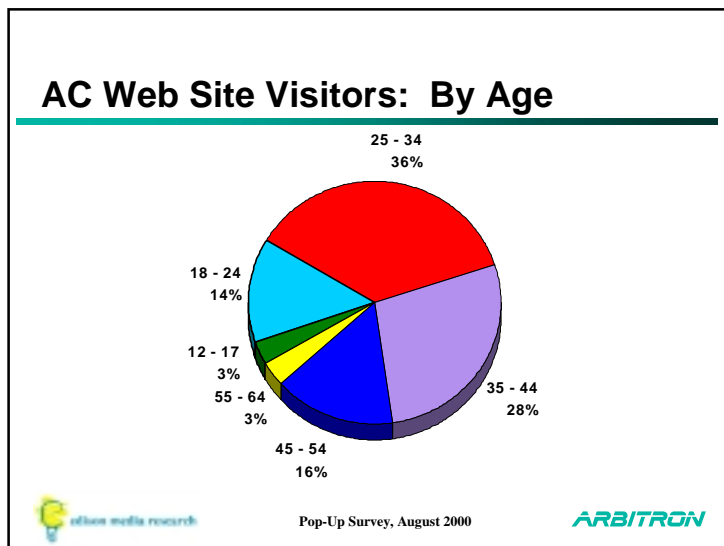
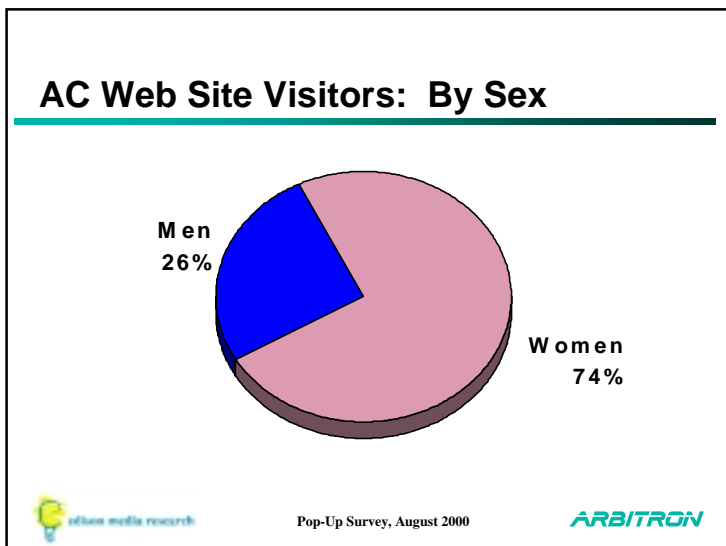
APPENDIX: Formats at a glance

As discussed earlier, Web site visitors’ tastes varied dramatically by format. Therefore, this appendix offers format specific information for seven different radio formats:

AC
Alternative
CHR
Country
News/Talk
Oldies
Rock

Each section gives demographic information about the Web site visitors to Web sites for that format who participated in the Pop-Up Survey. In addition, each section includes a comparison of the level of interest (among visitors to that format’s Web sites) in various Web site features and the percentage of that format’s Web sites offering each feature.

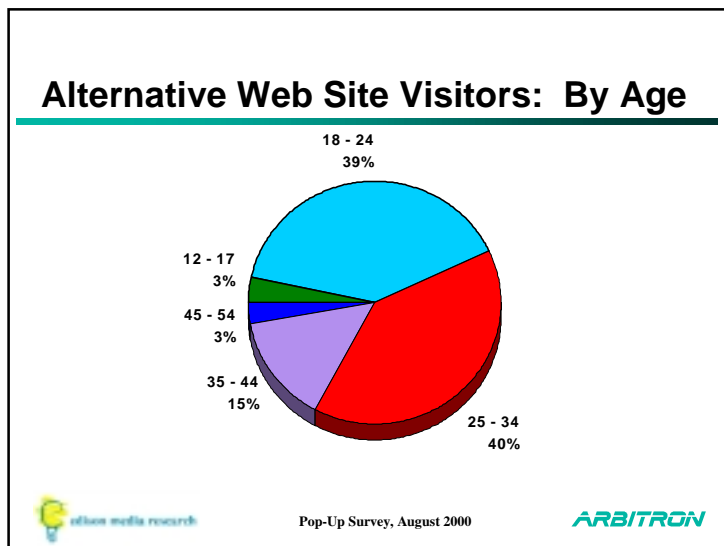
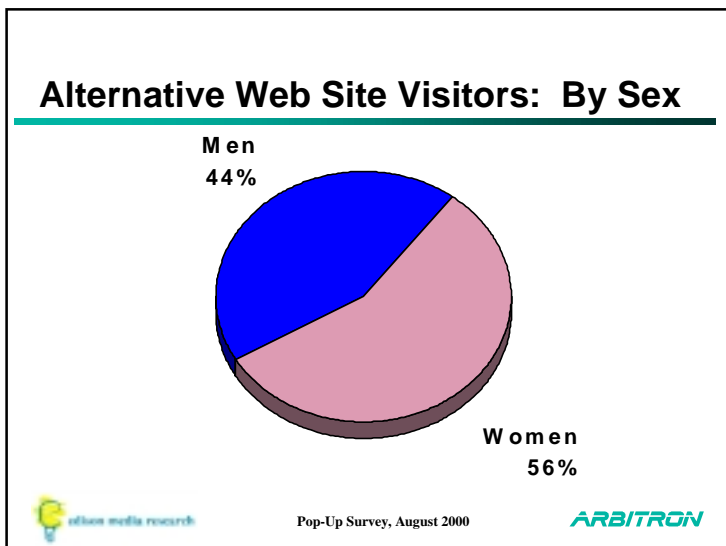
Formats at a glance: AC



Do Web Sites of AC Stations Offer Features that Visitors Want?		
Web Site Feature	Rank of interest among AC Web site visitors in each Web site feature	% AC Web sites with each feature
Ability to listen to the radio station	1	56 %
To enter contests	2	62
Titles and artists of songs recently played on the station	3	4
Information about local concerts	4	54
Information on local weather	5	52
Listings of fun/interesting places to visit in local community	6	42
Information on and pictures of the DJs	7	85
Traffic information	8	13
Opportunity to vote on whether songs are good or not	9	6
To contact/email the DJs and personalities	10	65
Schedule of programming	11	40
Information on upcoming DJ and personality appearances in local area	12	56
Listings of local restaurants and bars	13	15
Reviews and schedules of movies playing in local area	14	25
"Side channels" (Additional Internet-only audio provided on the site)	15	2
Information on charity events in local community	16	31
To print out coupons from advertisers	17	10
Information on professional sports in local area	18	17
Local shopping and merchant information	19	17
To buy radio station clothing and other merchandise	20	10
To see an advertisers products	21	2
To buy products or services (other than station merchandise)	22	19

*Rank based on % *Very Interested* in finding each feature on a radio station Web site among visitors to 5 AC Web sites (n=2623; from Pop-Up Survey);
 **Base: All AC Web sites (n=52) (from Content Analysis)

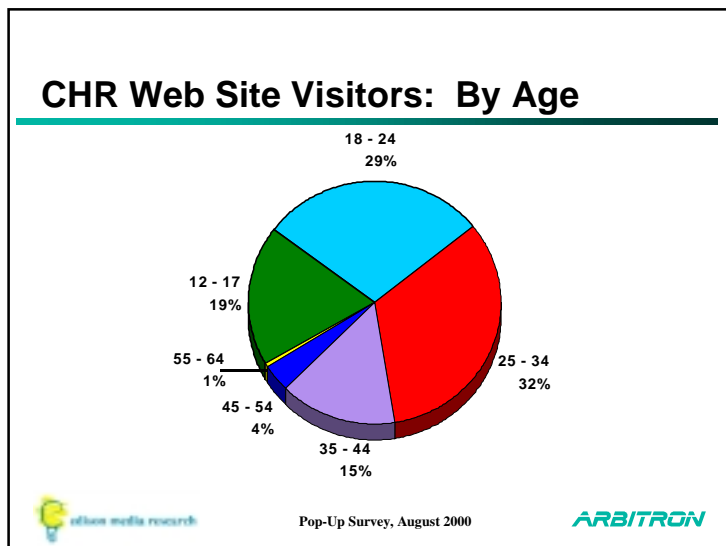
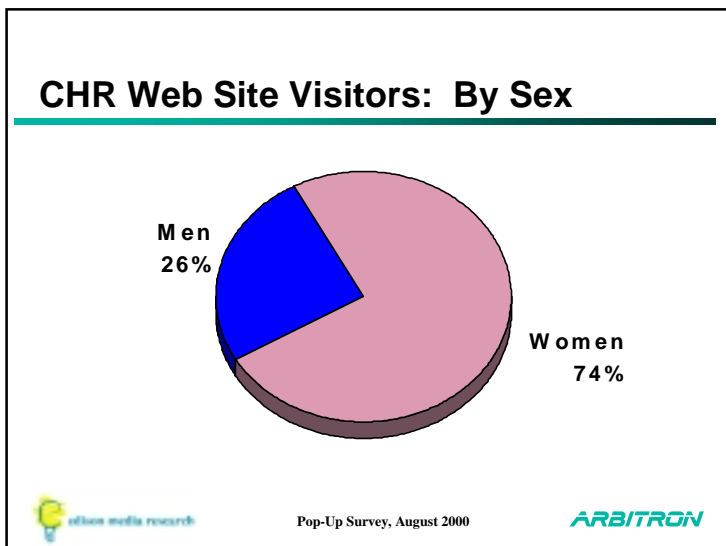
Formats at a glance: Alternative



Do Web Sites of Alternative Stations Offer Features that Visitors Want?		
Web Site Feature	Rank of interest among Alternative Web site visitors in each Web site feature	% Alternative Web sites with each feature
Info about local concerts	1	76 %
Titles and artists of songs recently played on the station	2	20
Ability to listen to the radio station	3	68
To enter contests	4	56
Opportunity to vote on whether songs are good or not	5	20
Schedule of programming	6	64
Listings of fun/interesting places to visit in local community	7	24
Information on and pictures of the DJs	8	72
To contact/email the DJs and personalities	9	64
Information on upcoming DJ and personality appearances in local area	10	56
"Side channels" (Additional Internet-only audio provided on the site)	11	0
Listings of local restaurants and bars	12	12
Information on local weather	13	32
Reviews and schedules of movies playing in local area	14	24
Traffic information	15	12
Information on professional sports in local area	16	24
To buy radio station clothing and other merchandise	17	24
Local shopping and merchant information	18	12
To print out coupons from advertisers	19	8
Information on charity events in local community	20	32
To buy products or services (other than station merchandise)	21	12
To see an advertisers products	22	4

*Rank based on % *Very Interested* in finding each feature on a radio station Web site among visitors to 3 Alternative Web sites (n=1734; from Pop-Up Survey);
 **Base: All Alternative Web sites (n=25) (from Content Analysis)

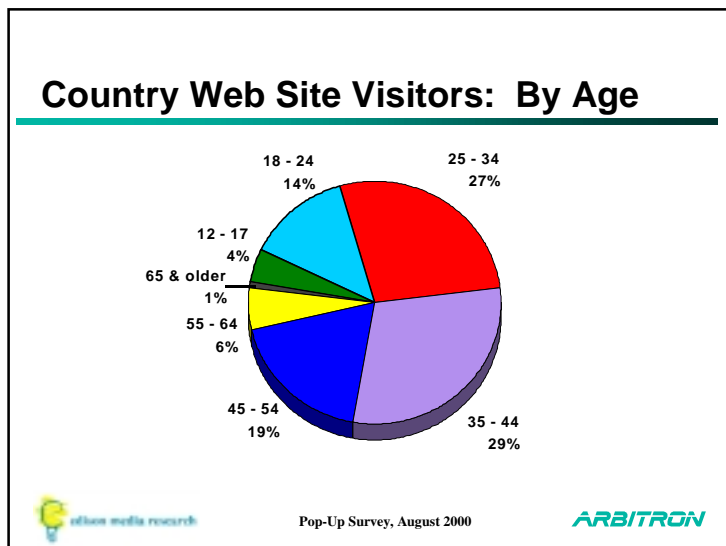
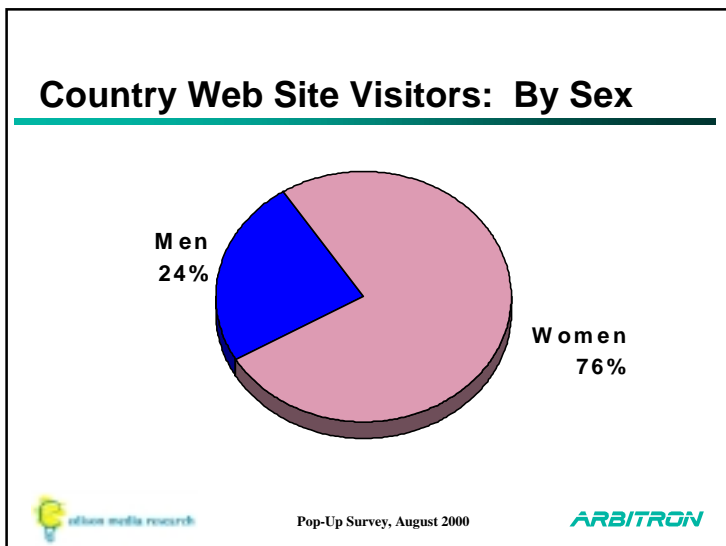
Formats at a glance: CHR



Do Web Sites of CHR Stations Offer Features that Visitors Want?		
Web Site Feature	Rank of interest among CHR Web site visitors in each Web site feature	% CHR Web sites with each feature
Ability to listen to the radio station	1	60 %
Info about local concerts	2	63
Titles and artists of songs recently played on the station	3	13
To enter contests	4	63
Opportunity to vote on whether songs are good or not	5	37
Listings of fun/interesting places to visit in local community	6	23
Information on and pictures of the DJs	7	80
Information on upcoming DJ and personality appearances in local area	8	53
Information on local weather	9	40
Schedule of programming	10	37
To contact/email the DJs and personalities	11	70
Reviews and schedules of movies playing in local area	12	27
Traffic information	13	13
"Side channels" (Additional Internet-only audio provided on the site)	14	0
Listings of local restaurants and bars	15	20
Local shopping and merchant information	16	10
Information on professional sports in local area	17	17
To print out coupons from advertisers	18	7
Information on charity events in local community	19	30
To buy radio station clothing and other merchandise	20	17
To see an advertisers products	21	7
To buy products or services (other than station merchandise)	22	20

*Rank based on % *Very Interested* in finding each feature on a radio station Web site among visitors to 4 CHR Web sites (n=2434; from Pop-Up Survey);
 **Base: All CHR Web sites (n=30) (from Content Analysis)

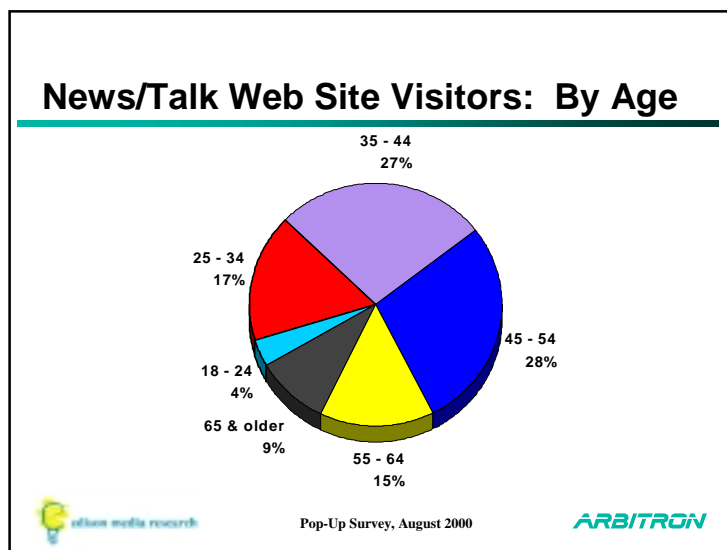
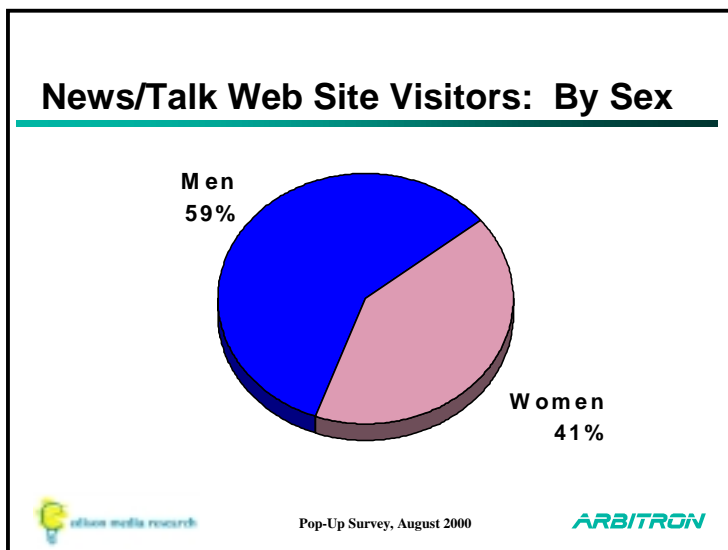
Formats at a glance: Country



Do Web Sites of Country Stations Offer Features that Visitors Want?		
Web Site Feature	Rank of interest among Country Web site visitors in each Web site feature	% Country Web sites with each feature
Info about local concerts	1	77 %
To enter contests	2	58
Titles and artists of songs recently played on the station	3	9
Opportunity to vote on whether songs are good or not	4	21
Information on and pictures of the DJs	5	84
Information on local weather	6	42
Ability to listen to the radio station	7	33
Listings of fun/interesting places to visit in local community	8	28
Information on upcoming DJ and personality appearances in local area	9	63
To contact/email the DJs and personalities	10	60
Traffic information	11	5
Schedule of programming	12	49
Reviews and schedules of movies playing in local area	13	5
Listings of local restaurants and bars	14	5
Information on charity events in local community	15	19
To print out coupons from advertisers	16	9
To buy radio station clothing and other merchandise	17	5
"Side channels" (Additional Internet-only audio provided on the site)	18	0
Information on professional sports in local area	19	19
Local shopping and merchant information	20	14
To see an advertisers products	21	19
To buy products or services (other than station merchandise)	22	14

*Rank based on % *Very Interested* in finding each feature on a radio station Web site among visitors to 5 Country Web sites (n=1332; from Pop-Up Survey);
 **Base: All Country Web sites (n=43) (from Content Analysis)

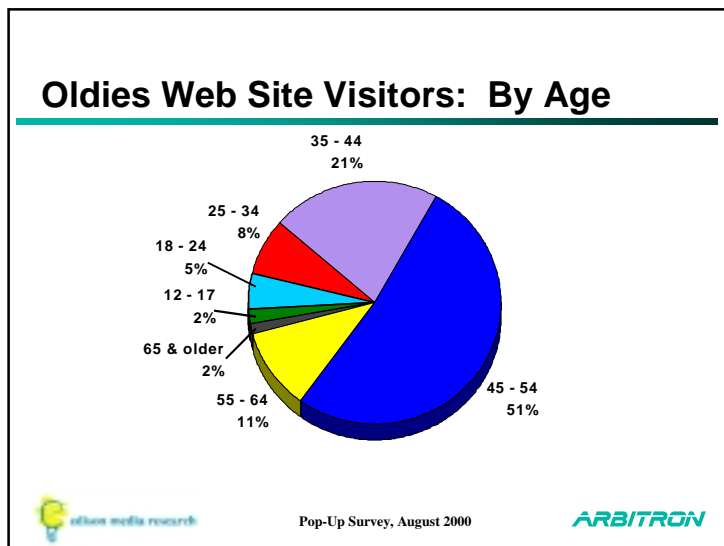
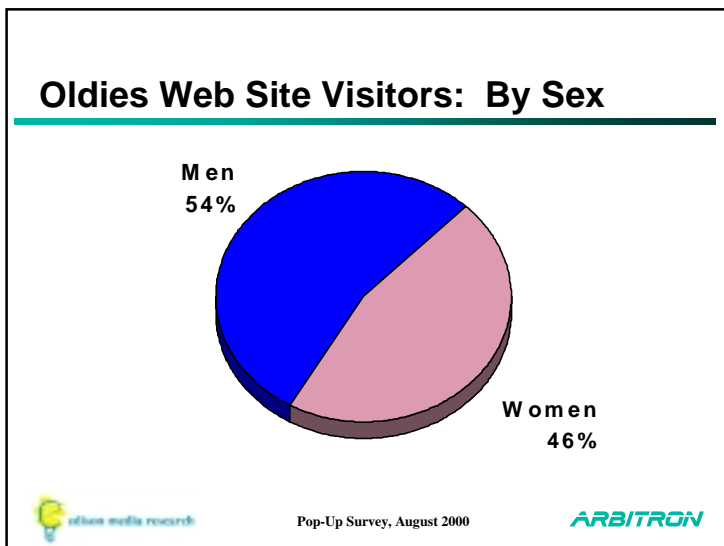
Formats at a glance: News/Talk



Do Web Sites of News/Talk Stations Offer Features that Visitors Want?		
Web Site Feature	Rank of interest among News/Talk Web site visitors in each Web site feature	% News/Talk Web sites with each feature
Information on local weather	1	64 %
Traffic information	2	25
Ability to listen to the radio station	3	62
Schedule of programming	4	86
Listings of fun/interesting places to visit in local community	5	21
To contact/email the DJs and personalities	6	55
Information on professional sports in local area	7	61
Listings of local restaurants and bars	8	7
Information on and pictures of the DJs	9	77
Reviews and schedules of movies playing in local area	10	14
"Side channels" (Additional Internet-only audio provided on the site)	11	1
Info about local concerts	12	12
Local shopping and merchant information	13	14
To enter contests	14	35
Information on upcoming DJ and personality appearances in local area	15	29
To print out coupons from advertisers	16	8
Titles and artists of songs recently played on the station	17	1
Information on charity events in local community	18	21
Opportunity to vote on whether songs are good or not	19	6
To see an advertisers products	20	5
To buy radio station clothing and other merchandise	21	10
To buy products or services (other than station merchandise)	22	8

*Rank based on % *Very Interested* in finding each feature on a radio station Web site among visitors to 2 News/Talk Web sites (n=1323; from Pop-Up Survey);
 **Base: All News/Talk Web sites (n=84) (from Content Analysis)

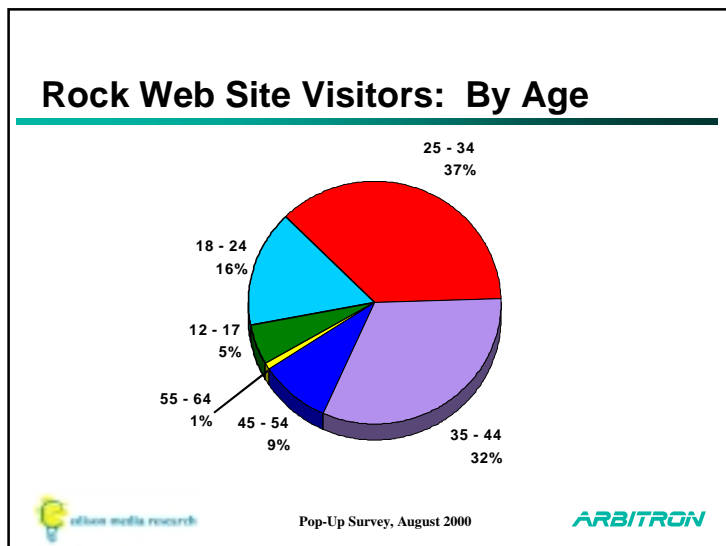
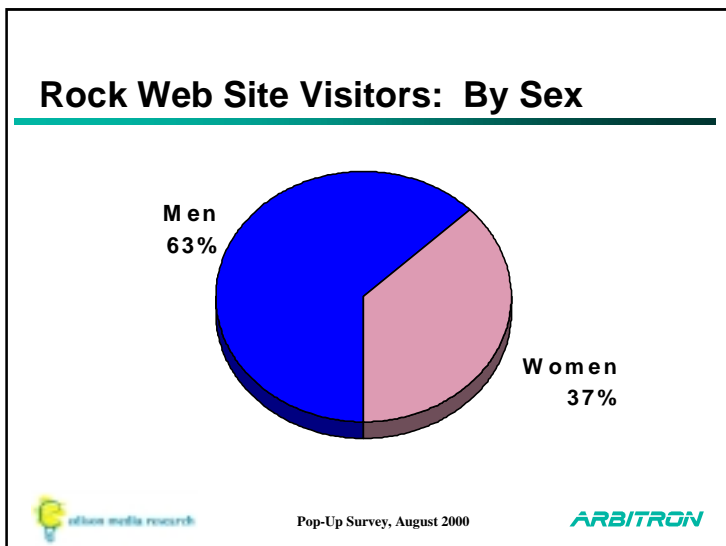
Formats at a glance: Oldies



Do Web Sites of Oldies Stations Offer Features that Visitors Want?		
Web Site Feature	Rank of interest among Oldies Web site visitors in each Web site feature	% Oldies Web sites with each feature
Titles and artists of songs recently played on the station	1	0 %
Schedule of programming	2	53
Ability to listen to the radio station	3	40
Information on and pictures of the DJs	4	80
To contact/email the DJs and personalities	5	50
To enter contests	6	40
Information on upcoming DJ and personality appearances in local area	7	47
Opportunity to vote on whether songs are good or not	8	17
Info about local concerts	9	47
Information on local weather	10	40
Listings of fun/interesting places to visit in local community	11	23
Traffic information	12	7
"Side channels" (Additional Internet-only audio provided on the site)	13	3
Listings of local restaurants and bars	14	3
Reviews and schedules of movies playing in local area	15	17
Information on charity events in local community	16	27
To print out coupons from advertisers	17	7
Information on professional sports in local area	18	17
Local shopping and merchant information	19	20
To buy radio station clothing and other merchandise	20	13
To see an advertisers products	21	13
To buy products or services (other than station merchandise)	22	13

*Rank based on % *Very Interested* in finding each feature on a radio station Web site among visitors to 3 Oldies Web sites (n=548; from Pop-Up Survey);
 **Base: All Oldies Web sites (n=30) (from Content Analysis)

Formats at a glance: Rock



Do Web Sites of Rock Stations Offer Features that Visitors Want?		
Web Site Feature	Rank of interest among Rock Web site visitors in each Web site feature	% Rock Web sites with each feature
Info about local concerts	1	87 %
Ability to listen to the radio station	2	69
Titles and artists of songs recently played on the station	3	8
To enter contests	4	74
Listings of fun/interesting places to visit in local community	5	33
Schedule of programming	6	59
Opportunity to vote on whether songs are good or not	7	8
Information on and pictures of the DJs	8	85
To contact/email the DJs and personalities	9	54
Listings of local restaurants and bars	10	15
"Side channels" (Additional Internet-only audio provided on the site)	11	0
Information on local weather	12	36
Information on upcoming DJ and personality appearances in local area	13	67
Reviews and schedules of movies playing in local area	14	23
Traffic information	15	10
Information on professional sports in local area	16	23
To buy radio station clothing and other merchandise	17	18
To print out coupons from advertisers	18	8
Information on charity events in local community	19	21
Local shopping and merchant information	20	8
To see an advertisers products	21	26
To buy products or services (other than station merchandise)	22	26

*Rank based on % *Very Interested* in finding each feature on a radio station Web site among visitors to 3 Rock Web sites (n=1742; from Pop-Up Survey);
 **Base: All Rock Web sites (n=39) (from Content Analysis)