

THE RADIO WAVE
"Keeping Radio People in Touch"

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Issue #3

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THE RADIO WAVE
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IN THIS ISSUE

- => Sponsorship Notice
 - => Welcome
 - => Industry News : The Ratings Game
 - => Hot Tip
 - => Top Radio Prep Sites
 - => Coming Up
 - => A Final Note
 - => Subscribe/Unsubscribe information
- ---

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WELCOME TO ISSUE THREE.

And a special warm and fuzzy welcome if you've just
joined our ever growing list. If you missed out on Issues
1 & 2 just e-mail me and I'll send them to you.

radiowave@allaboutradio.net

As I pointed out in the very first edition of this e-
letter

I want you to regard this regular communication to be
yours
as well as mine.

If there's anything you read in it now or in the future
that you want to comment on...feel free.

Anything you need help or advice with...ask. If I can't
provide the answer I'll find someone who can.

Anything you want to market or promote (even yourself)...
go ahead.

If you'd like to contribute an article...do it.

Through THE RADIO WAVE we can keep in touch with each
other regardless of where we are in the world.

You can reach me at radiowave@allaboutradio.net

INDUSTRY NEWS

"The Ratings Game."

The age of technology is ushering in something new that
could prove to be a lot better and a more reliable
measurement of listening habits than the "listeners
filling
in the diary" method we've had up to now.

This is the Portable People Meter.

People Meter technology is now being tested in several countries including the U.S.A. and Switzerland. (where it was developed by Dr. Matthias Steinmann of the government owned Swiss Broadcasting Company).

It involves a meter that's contained in a watch or a small pager sized-device that can clip on your belt just like a phone.

It samples the sound of radio programs being listened to by the wearer. It can even detect whether the sound is coming from a computer terminal.

Using computer matching the watch compares the sample with the radio station's program transmission and it then calculates minute by minute listening.

In other words it knows which station you're listening to.

For this to happen the radio stations have to send out a special encoded signal.

At the end of each day the listeners taking part place the meters into base stations. These recharge the devices and send the collected codes to the survey company for tabulation.

The meters have a "motion sensor" that allows the survey company to check that they are being actively carried.

In the U.S. Arbitron have been trialling the meters since last year in Philadelphia. 1500 hundred people are involved each time as test subjects and the initial results have been released.

For radio, the PPM again, (just like last year), reported a higher average daily cumulative audience: 84.8 percent for the PPM vs. 73.7 percent for the Arbitron radio diary.

The PPM also showed less time spent listening for radio: 3 hours and 20 minutes per day for the PPM vs. 3 hours and 35 minutes per day for the diary.

So, what this means is...more people are listening to radio than was thought but listening for slightly less periods of time.

Up till now the dilemma has been that radio's biggest attribute...it's portability...has meant that diaries were really the only way to do ratings.

Now technology is overcoming the problem and there's no doubt that People Meters will be the accepted way of surveying audiences in the near future just as they are for television.

In fact it's being predicted that future generations of the "watch-meter" will also have a "voice option".

This means that the person wearing it can report what newspapers or magazines they're reading while they're watching TV or listening to the radio.

Meantime, if I had a dollar for every person who's ever said to me: "Nobody's ever asked ME to be in a radio survey" I'd now be able to retire.

And I'm betting that radio people will continue to hear this comment regardless of the ratings methodology!

-----HOT TIP-----

Q: What's a good radio commercial?

A: One that sells. And that's what you're doing. Selling.

From "The Beginners Guide to Becoming a Radio Star".

<http://www.allaboutradio.net>

-----HOT TIP-----

TOP RADIO PREP SITES

"McVAY MEDIA"

This is Mike McVay's long-running full service programming consultancy. The company consults radio stations around the world. AC, Contemporary, Top 40, Rock, Oldies, Classic Rock, Country, News/Talk, and Sports.

For more information, contact Mike McVay at mcvaymedia@aol.com or visit <http://www.mcvaymedia.com>

COMING UP

With Satellite Radio now a reality and more and more stations taking generic networked programs what is the future for live local radio? The point is that the only way that many local radio stations will survive is by BEING local. Next issue we'll have a look at this situation and get the thoughts of one of our subscribers to the list.

Meantime, if you've been affected in any way by networking, I'd love to hear from you. What's YOUR story? Reach me at:
radiowave@allaboutradio.net

A FINAL NOTE FROM THE EDITOR.

The plan is to grow the list of people taking this e-letter, increase the content and encourage interactivity from our readers.

To do this I need your help.

If there is anyone you know either in or outside the radio industry who would like to receive THE RADIO WAVE please direct them to <http://www.allaboutradio.net> where they can subscribe for free. (You don't have to buy the book. There again, if you want to.....)

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