

HOW CAN WE HELP YOU?

Make your music  
program better

## LET THE RIGHT MUSIC PLAY!

BRAND SUPPORT MUSIC RESEARCH

WHICH SONGS ARE THE VERY BEST FOR YOUR FORMAT?  
WHICH ARE THE SONGS YOUR AUDIENCE LOVES?  
WHICH ARE THE ONES YOU CAN ADD TO YOUR  
PLAYLIST FOR MORE VARIETY OR SURPRISE?

### Music is the key tune in and tune out factor

The most important thing listeners want is music.  
We help you to create the perfect selection of songs  
that will make listeners loyal to your station  
and give them no reason to tune out!



### Tools and experience that fit your needs

We have the experience of working on all kinds of stations - large  
networks, national and regional stations - and formats - from CHR  
to Gold and Rock. The tools we provide are used everyday by top  
music and program directors all over Europe.

### How does it work?

#### 01 MUSIC CALL-OUTS

Music Call-outs are frequent music tests  
done over the telephone (CATI) or online  
with 20 to 50 hooks. They are mainly  
used to test Currents, but more and  
more stations also test their back  
catalogue via Call-outs as this delivers  
frequently fresh input for their rotation.  
In the Call-outs we check for familiarity,  
popularity and burn-out of the songs.  
This tells you which songs you play in  
what category.

All the results of the Music Call-outs are  
available in our MusicMind online where  
you can easily track  
each song and its development.

#### 02 MUSIC TEST

In the Music Tests you can test 650 to  
1300 songs to fill your back  
catalogue. This is done either online  
or via EMT (in-hall) at selected  
respondents. The results of the Music  
Test are certainly also available in the  
MusicMind.

Brand Support Music Tests are  
accompanied by recommendations  
for the best category for each single  
song, an ideal rotation system and  
music clocks.

#### 03 PLAYLIST ANALYZER

Is your music mix always as good as it  
can be? Is it outstanding and  
recognizable for the audience?  
Is the playlist consistent over the day  
and day-by-day in terms of style, tempo  
and era shares? As part of our service we  
take a deep look into your playlist and  
music rotation and suggest what  
can be optimized.

This can be done together with the  
Music Tests  
and Call-outs or separately.

### What kind of research do you need?

#### CHR

Weekly Call-outs  
guarantee that the hot hits  
you play are always in tune  
with the audience!

#### HOT AC/AC

Weekly or biweekly Call-outs to keep  
the current songs on track.  
On top of this we recommend 1 or 2  
back rotation Music Tests to make  
sure that you play only the very best  
Golds.

#### GOLD

Find the best Golds and avoid  
burn-out with 1 or 2 Music Tests  
per year. In case you play also  
some Currents, we recommend 4  
to 8 additional Callouts

#### CUSTOM BUILD FOR YOU

Each market is different. Each  
situation is unique. For the enduring  
success of our clients, we always  
customize our services to receive the  
best results possible.

### Why Brand Support?

#### EXPERIENCE AND RESULTS

We have been conducting  
thousands of Call-outs and Music  
Tests during the last 20 years for all  
kinds of formats  
(Dance/R/B/CHR/Hot AC/Gold  
AC/Rock/Oldie)

#### FULL SERVICE - ALL YOU NEED FOR A GREAT MUSIC PROGRAM

From setting up the music test best in  
terms of target group, music screening  
and fieldwork methodology,  
depending on your format and market  
situation, to crystal-clear  
recommendations with a rotation  
system and music clocks.

#### MUSIC MIND INCLUDED

Once you experience the  
MusicMind, you would never want  
to do without anymore! It is our  
online platform where all your  
Music Test and Call-out  
results are stored. You can sort  
the results any way you want,  
wherever you are. So convenient  
and timesaving!

#### STRATEGIC OVERVIEW

We know right music to play is not  
just about the best testing songs, but  
having the overall key format music  
styles in mind.

### How does it work?

#### 01 SETTING IT UP

We help you to set up a music test in terms of target  
group and music screening.

#### 02 HOW TO DO IT

We help you to find the best fieldwork methodology,  
depending on your format and market situation.

#### 03 MANAGING IT

We help you to manage it all - from the setting up  
of the fieldwork to the implementation of the results.  
If you want to conduct an online test, we have the  
software tool.

#### 04 WHAT TO TEST

We help you to select the right songs for the test.  
We suggest suitable songs that add up to your list,  
based on our experience for similar formats.

#### 05 WE HAVE THE HOOKS

We have a hook database of over 20.000 songs you can  
use for the test.

#### 06 IMPLEMENTATION

We help you to optimize your rotation based on the results!  
We recommend a rotation system, music clocks and a category  
for each song.

#### 07 SOMEONE TO TALK TO

When in doubt ask! With us, you always have someone to ask if  
you are not sure about something.

### Let's talk

Contact us and we will find out what kind of music research mix  
is the ideal solution to improve your music mix!

CONTACT US