

# LETTHE RIGHT MUSIC PLAY!

BRAND SUPPORT MUSIC RESEARCH

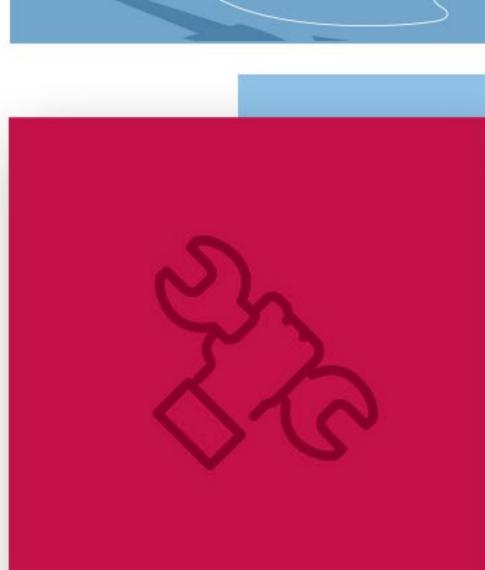
WHICH SONGS ARE THE VERY BEST FOR YOUR FORMAT? WHICH ARE THE SONGS YOUR AUDIENCE LOVES? WHICH ARE THE ONES YOU CAN ADD TO YOUR PLAYLIST FOR MORE VARIETY OR SURPRISE?



# 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 fits 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.



# 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

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

what category.

# 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.

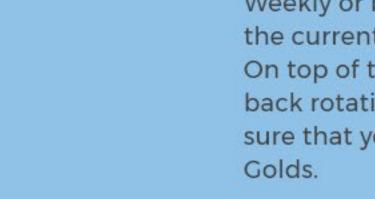
## 03 PLAYLIST ANALYZER

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-byday 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.

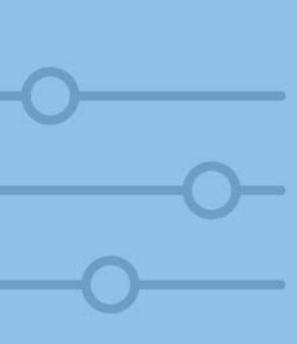
## What kind of research do you need?

Weekly Call-outs guarantee that the hot hits



## CHR

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



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.



## RESULTS We have been conducting

**EXPERIENCE AND** 

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** 

and fieldwork methodology,

depending on your format and market situation, to crystal-clear recommendations with a rotation system and music clocks.

From setting up the music test best in

terms of target group, music screening



MUSIC MIND

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!



#### **OVERVIEW** We know right music to play is not just about the best testing songs, but

STRATEGIC

having the overall key format music styles in mind.

How does it work?

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

UI SEITING IT UP

### We help you to manage it all - from the setting up of the fieldwork to the implementation of the results.

03 MANAGING IT

If you want to conduct an online test, we have the software tool.

use for the test.

05 WE HAVE THE HOOKS

We have a hook database of over 20.000 songs you can

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

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# We help you to select the right songs for the test.

04 WHAT TO TEST

We suggest suitable songs that add up to your list, based on our experience for similar formats.

06 IMPLEMENTATION We help you to optimize your rotation based on the results!

# for each song.

We recommend a rotation system, music clocks and a category

07 SOMEONE TO TALK TO

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



CONTACT US

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