



Handicapping the Ratings

Inside the Numbers of America's
Top-Rated Sports Stations

Presented by:
John "The Greek" Snyder
Arbitron Inc.

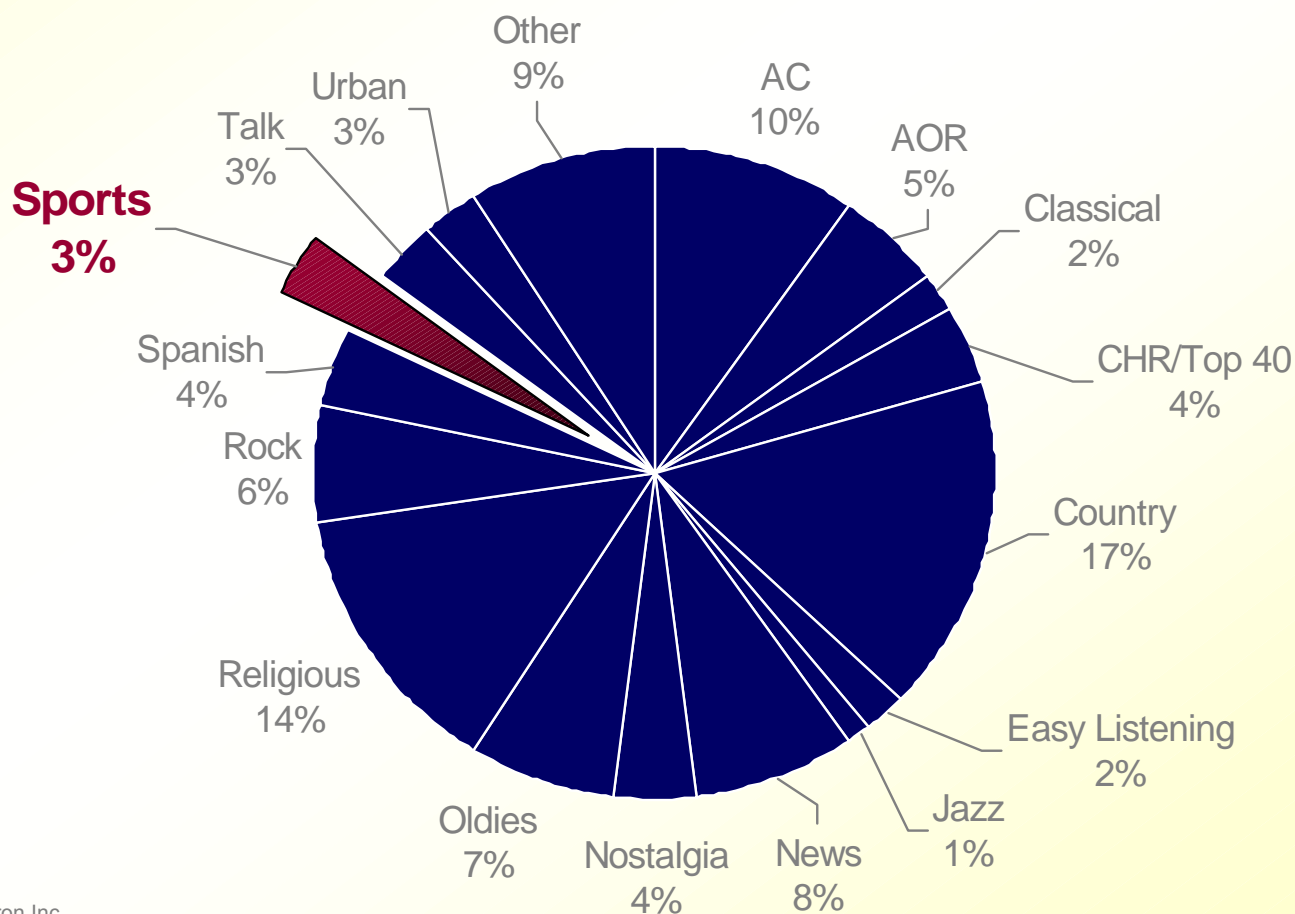


Game Plan

- The Sports Radio Landscape
- Why Sports Radio Struggles in the Ratings
- Which Stations Beat the Odds
- What It Takes To Be a “1st Team” Sports Radio Station
- PPM and Sports Radio
- Conclusions/Recommendations

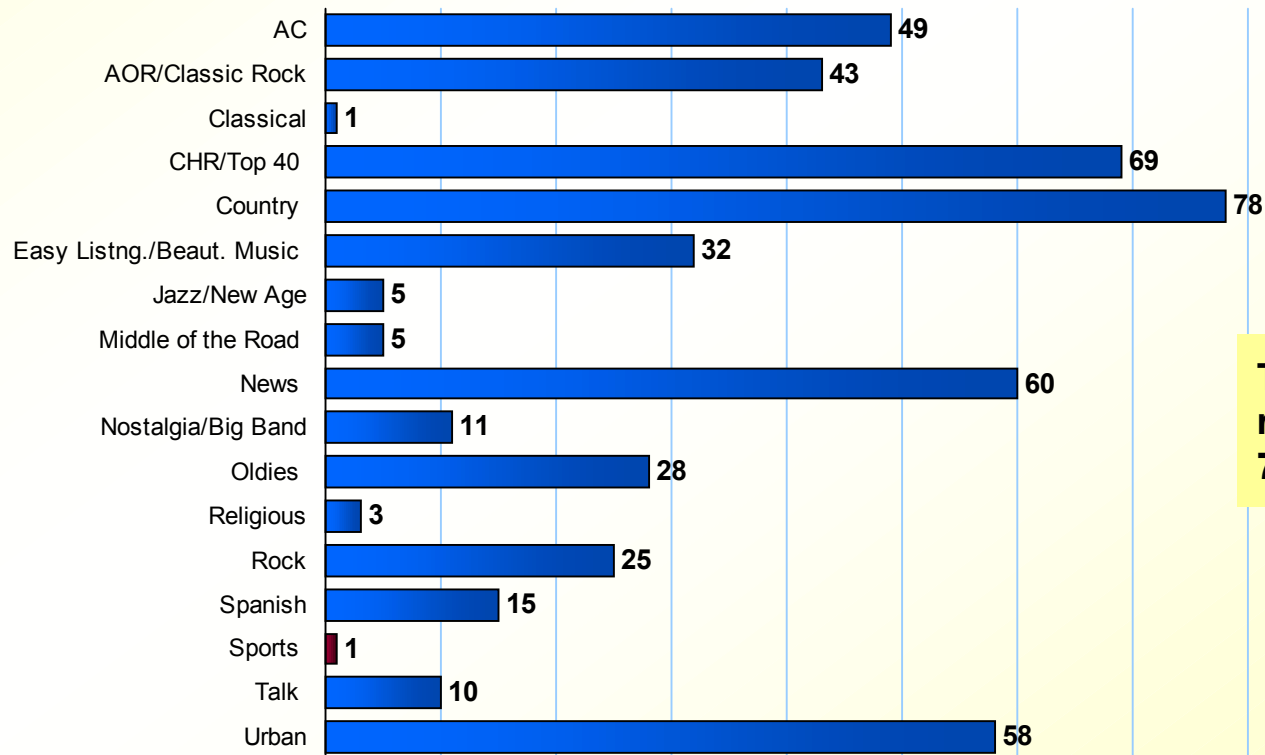
The Sports Radio Landscape

In the Fall 2001 survey there were 348 Sports radio stations in the United States



Sports Stations Won't Win the 12+ Battle

In the Top 100 markets for Fall 2001 survey there was 1 Sports radio station that was Top 5 with Persons 12+

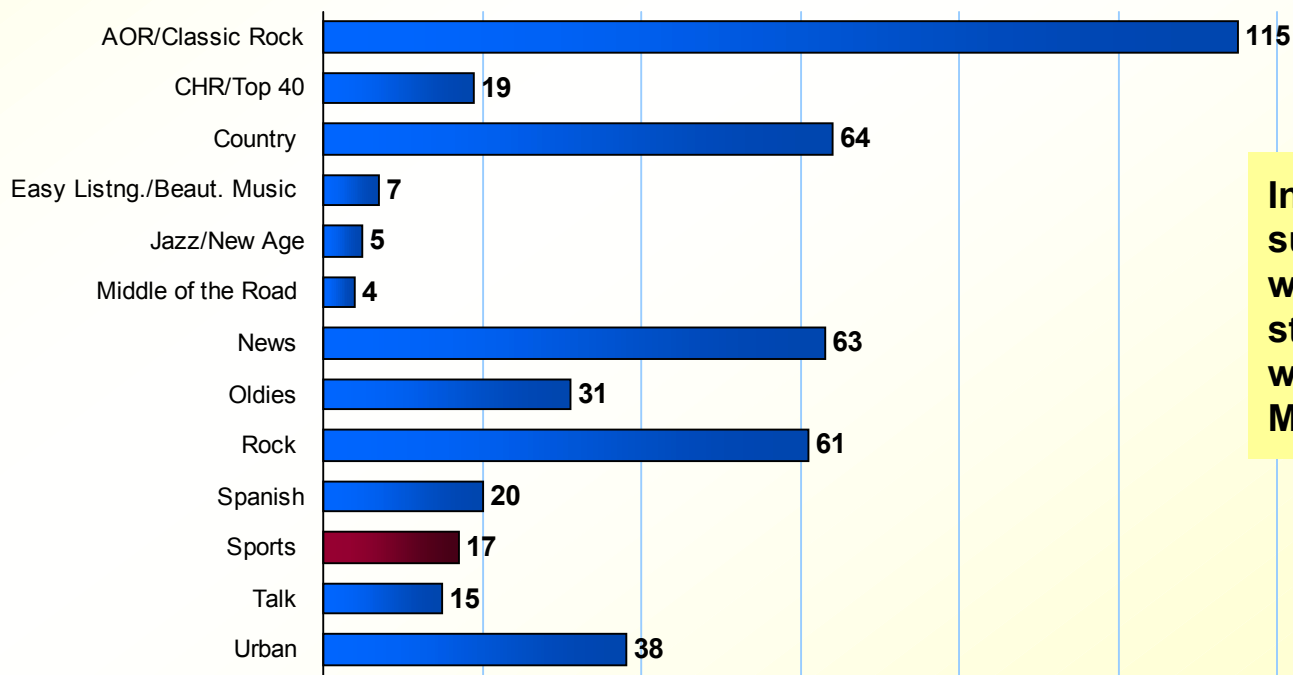


This station was ranked 5th in a 7-station Metro.

Number of Top 5 Stations

Even in the Core Demo, Sports Radio Struggles To Be Top 5 in the Market

In the Fall 2001 survey there were 17 Sports radio stations that were Top 5 with Men 25-54

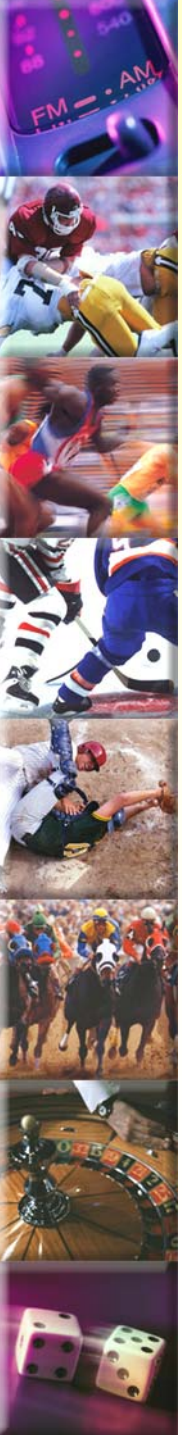


In Spring '01 survey there were only 6 stations that were Top 5 with Men 25-54.



Why Do So Many Sports Radio Stations Struggle in the Ratings?





“...because guys 25-54 generally don’t take a week from their lives to fill out a diary. A lot of our listeners are very active and mobile. They make \$100,000+ incomes, they’re on the road, they’re busy—so we don’t get upset or fired up when we have a bad book.”

– *Radio Ink*
January 21, 2002

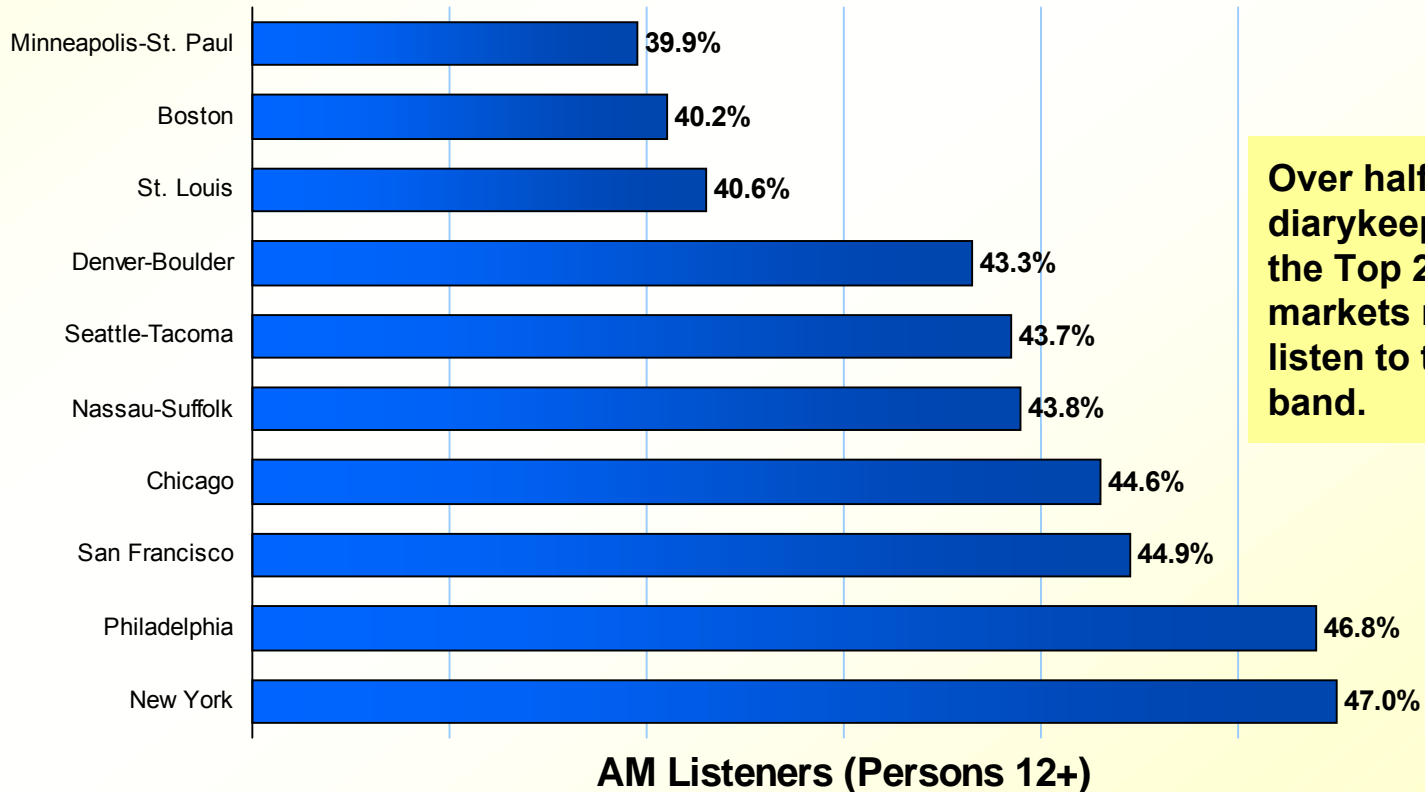
Could It Be That Simple?

Why Sports Radio Struggles in the Ratings

- Niche format
- The AM band is the radio equivalent of a torn ACL
- Affluent listeners are a double-edged sword
- Ethnic composition
- Listening location

Over Half of the Market Doesn't Listen to AM Radio

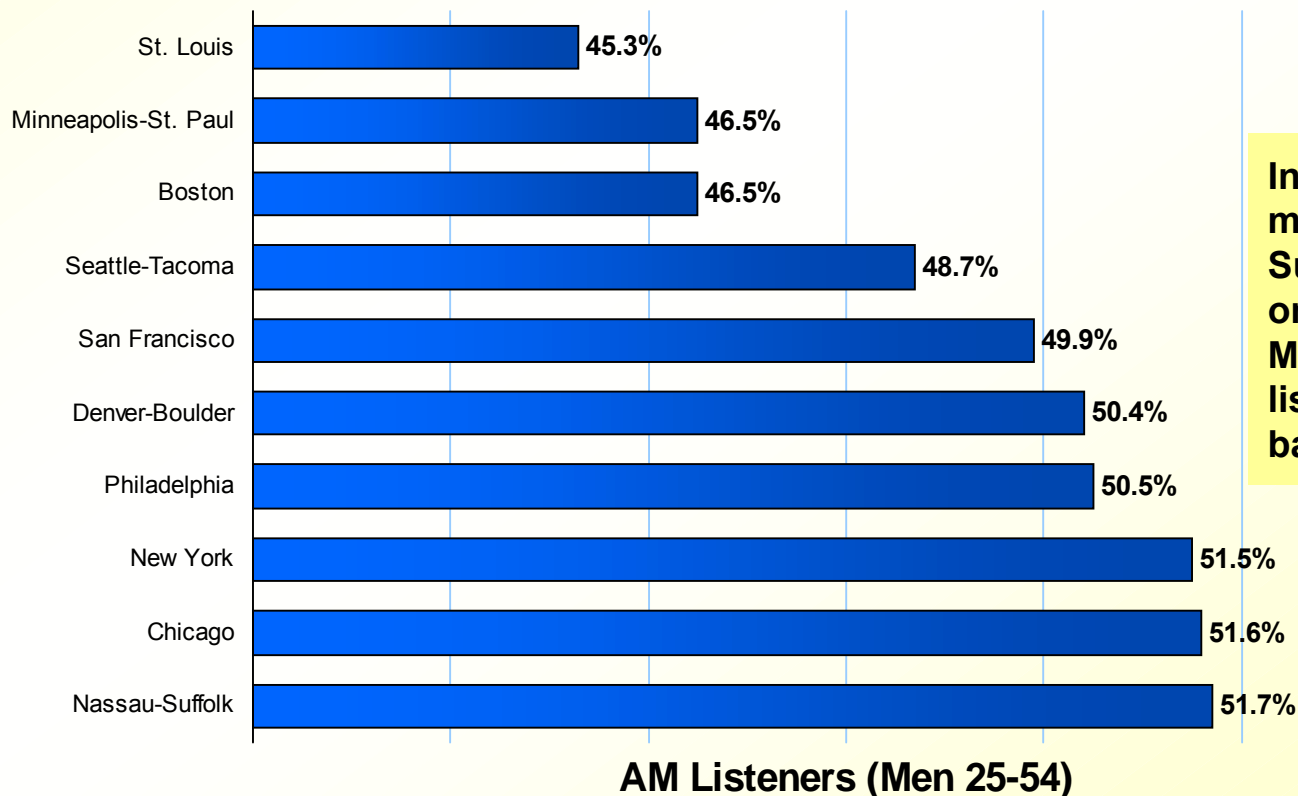
None of the Top 25 markets have 50% penetration on the AM band



Over half of all diarykeepers in the Top 25 markets never listen to the AM band.

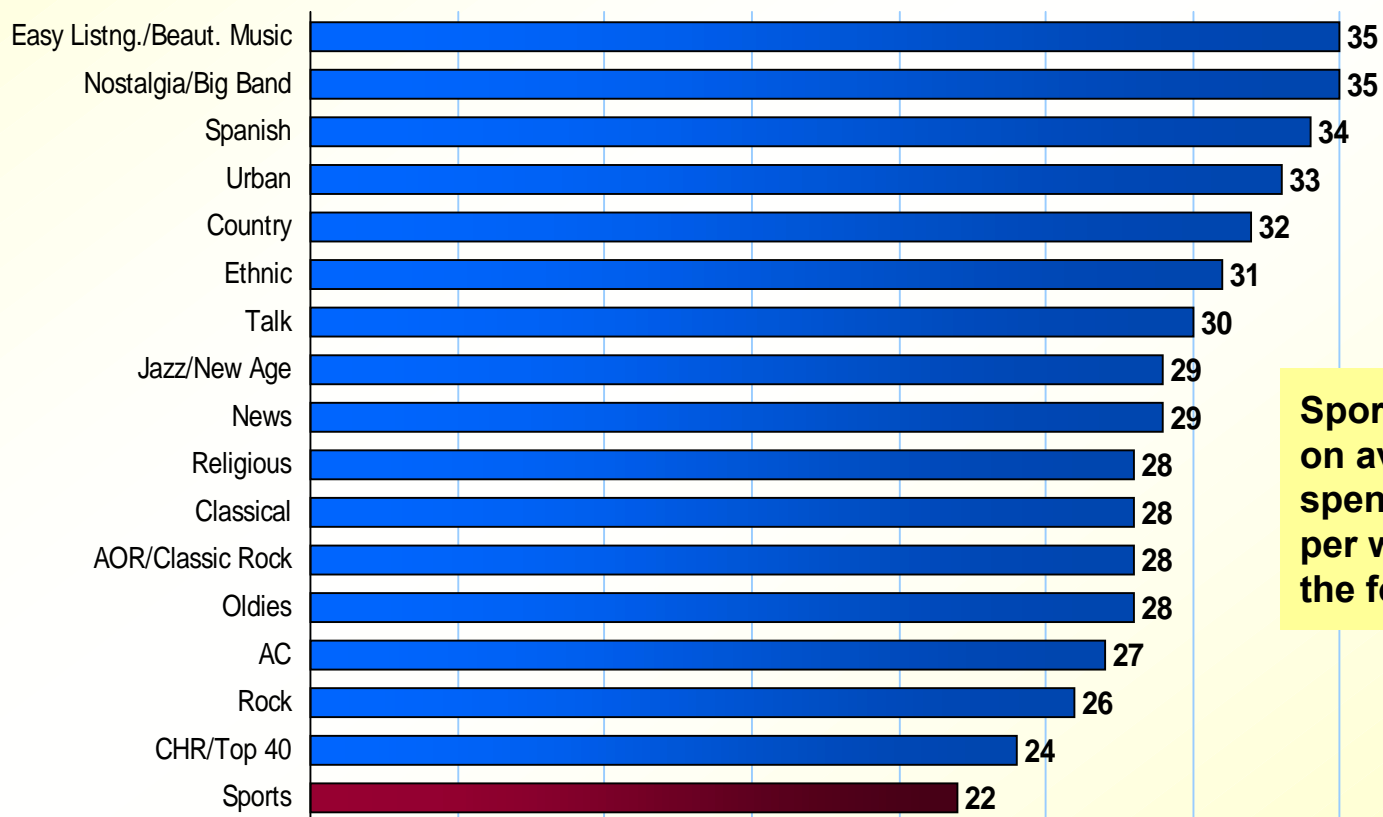
Half of the Sports Radio Core Audience Never Listens to AM

Even in the Sports radio core demo (Men 25-54), few markets break the 50% barrier



In the top market (Nassau-Suffolk), only 51.7% of Men 25-54 ever listen to the AM band.

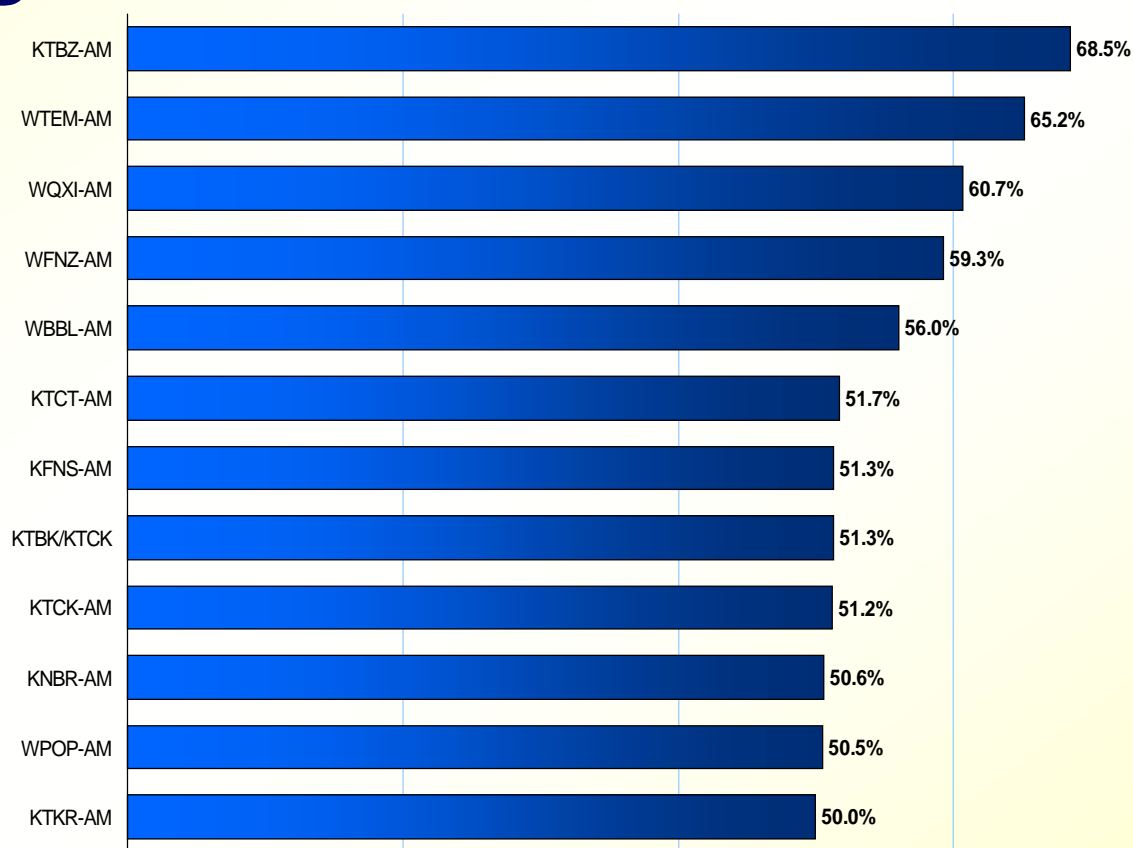
Those Who Do Find Sports Radio, Listen Less



Sports listeners on average spent 5.5 hours per week with the format.

Average Quarter-Hours of Listening

It's Not Unusual to Find Half of the Sports Radio Audience in the Highest Income Bracket



When compared to the market income level, Sports listeners almost always overdeliver.

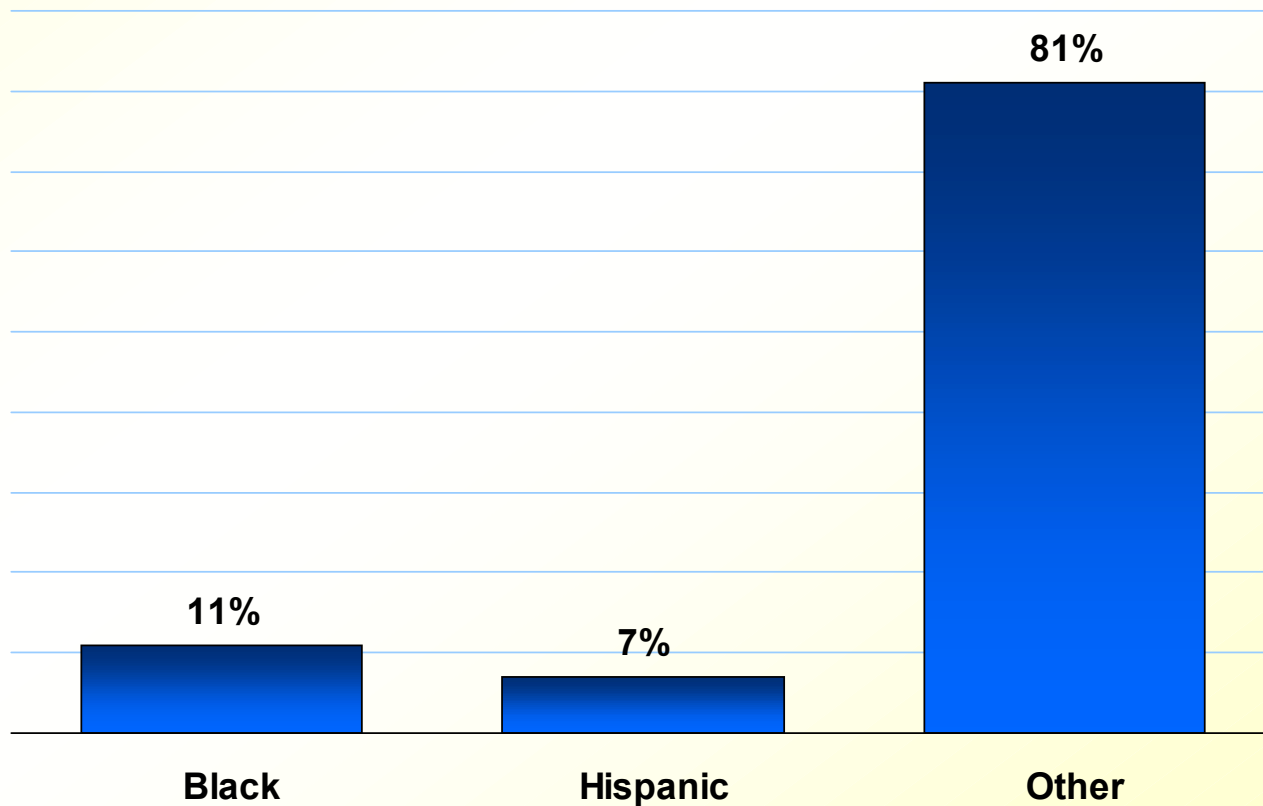
Percent Audience with HH Income >\$75K

Money Can't Buy TSL

The difference in TSL between Men 25-54 and Men 25-54 with a HH income over \$75K in various markets

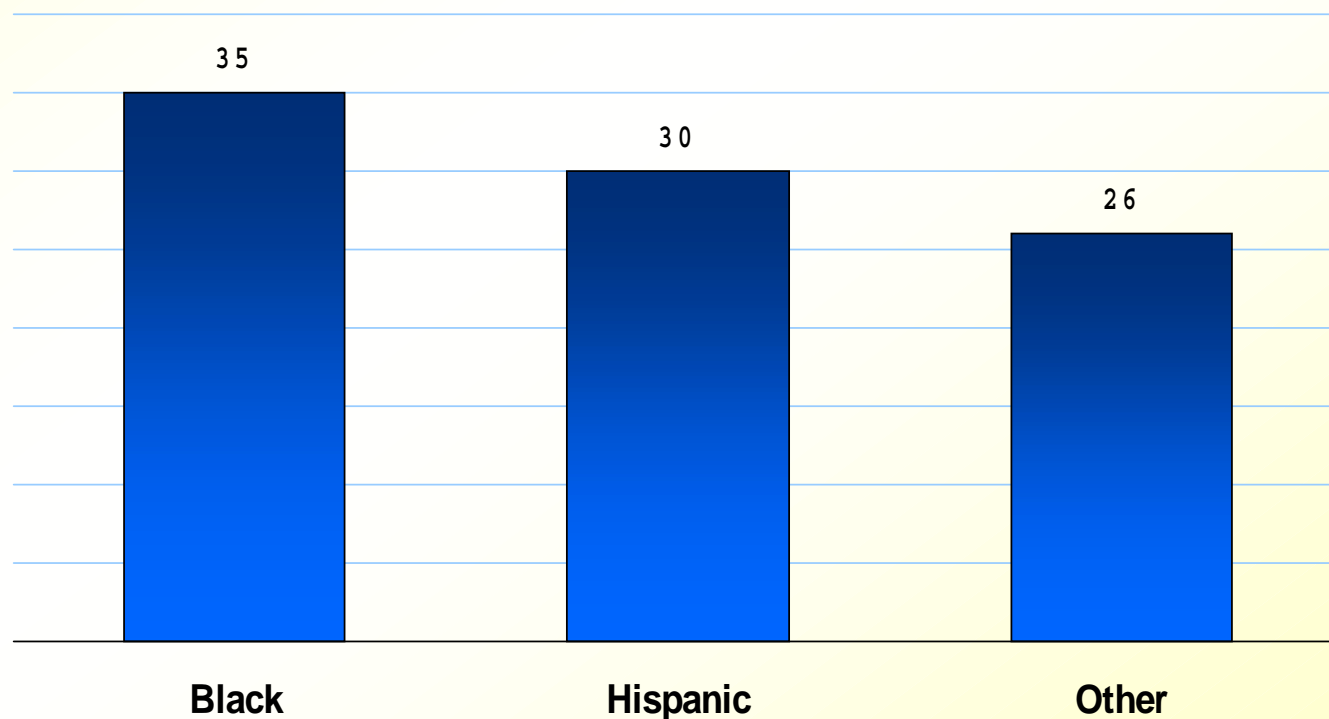
Market	Men 25-54 TSL	Men 25-54, >\$75K HH Income TSL	Difference
Boston	21:45	20:30	-1:15
Buffalo-Niagara Falls	22:45	19:45	-3:00
Chicago	23:30	21:00	-2:30
Cleveland	23:45	20:15	-3:30
Indianapolis	20:45	19:30	-1:15
New York	24:00	21:45	-2:15
Portland, ME	23:00	20:15	-2:45
Rochester, NY	22:00	17:30	-4:30

Sports Radio* is Made Up of Nonethnic Listeners. Does This Impact TSL?



Sports Radio Core Listener Spends the Least Amount of Time with Radio

Average TSL to radio by ethnic group



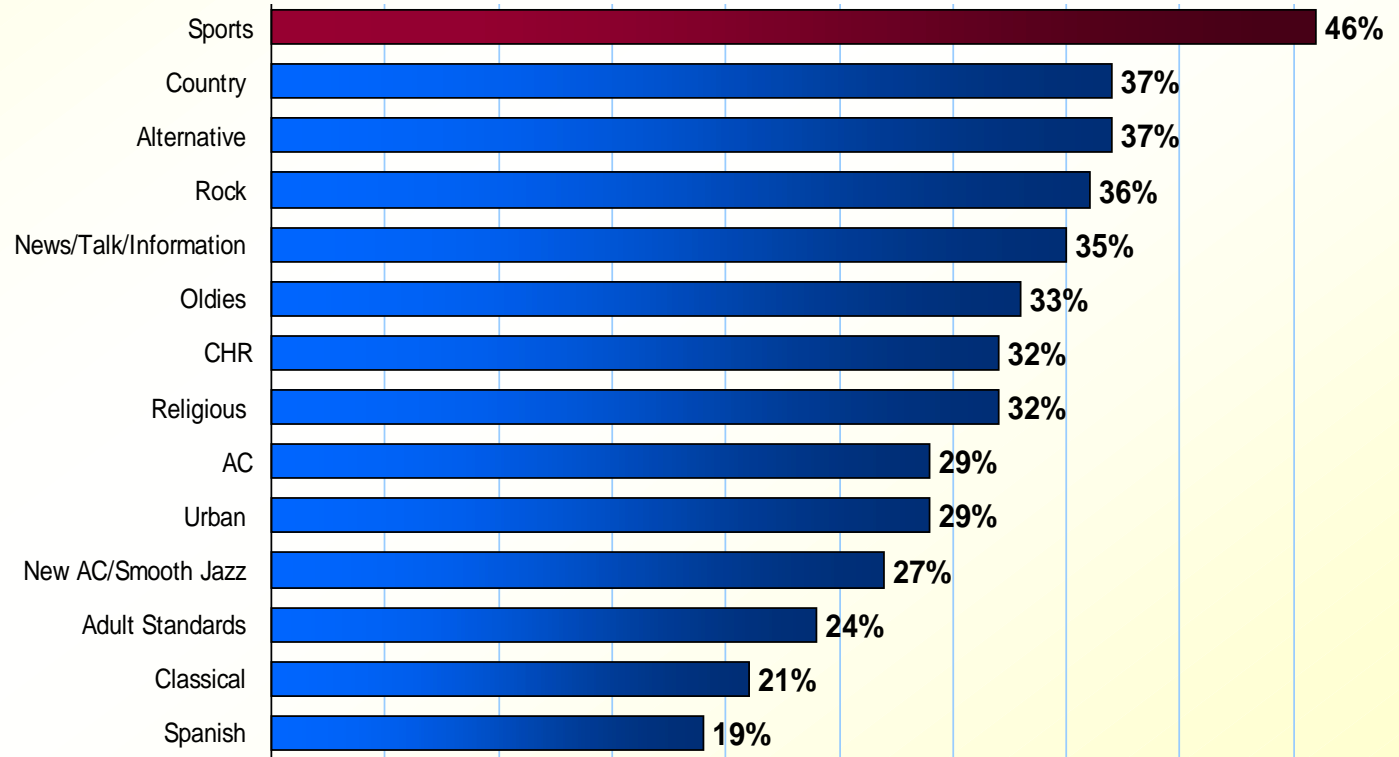
Average Quarter-Hours by Race

Listening to Sports Radio Occurs in the Car...

...Where the competition is just a button push away

Mostly Low-TSL Formats

Mostly High-TSL Formats



Percent Listening in Car

Fall 1999, Total U.S., Mon-Sun 6A-12Mid, Persons 12+

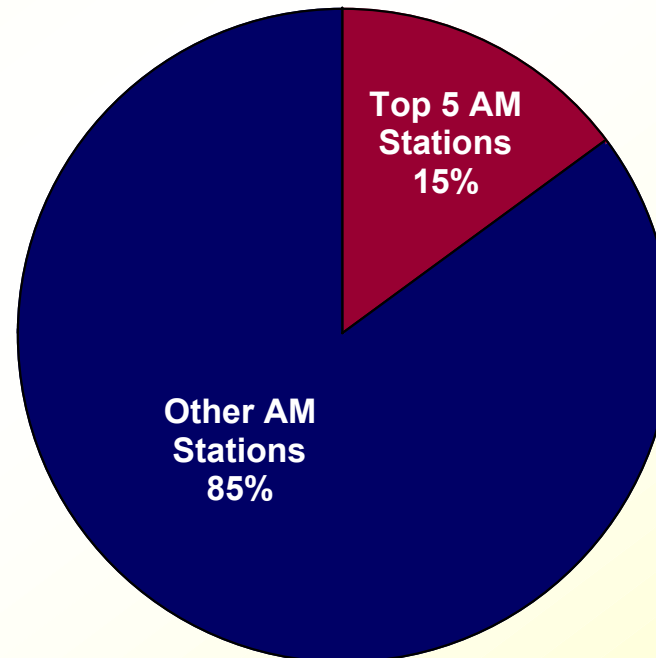
TSL Doesn't Come Easy to Sports Radio

- High-income listeners
- Nonethnic listeners
- Low at-home and at-work listening
- Signal issues

Few AM Stations Ever Make the Top 5 Among Men 25-54

It's not just Sports stations that struggle for ratings on the AM band—just 15% of all AM stations make the Top 5

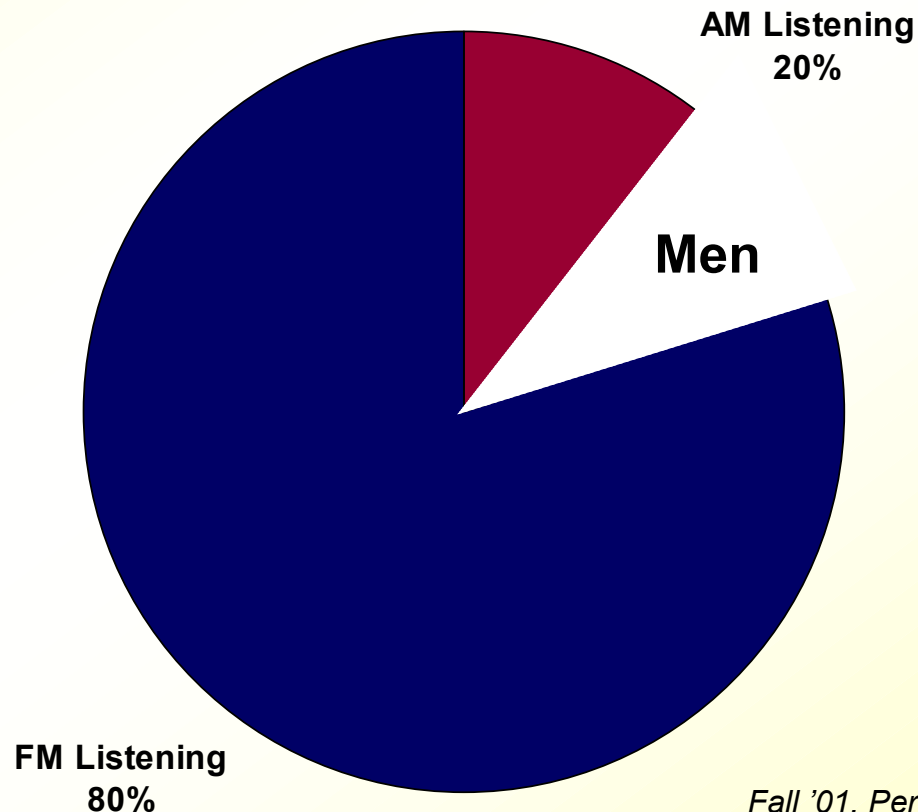
Percent of Top 5 Stations (Men 25-54)*



* Spring '01-Fall '01 Average
Top 100 Markets

Sports Radio's "Real" Potential Is Limited to 10% of Radio Listening

Percent of All Quarter-Hours That Go to the AM and FM Bands



If only 20% of the listening goes to AM and half of that is from women, what is the real potential for Sports radio?

Fall '01, Persons 12+, Top 100 Markets, Stations Ranked 1-20



Who's Beating the Odds?



Sports Station List

60 Sports stations from 44 markets

KBAD	KKFN	WBOB	WIP
KCBL	KMPC	WCKY	WJOK
KENO	KMVP	WCNN	WKNR
KESN	KNBR	WDAE	WMVP
KFAN	KNML	WDFN	WNDE
KFIG	KPLY	WEAE	WPOP
KFNS	KSHP	WEEI	WQTM
KFNZ	KSPN	WEVD	WQXI
KFXN	KTCK	WFAN	WSCR
KFXR	KTCT	WFNZ	WSKO
KFXX	KTXR	WFXJ	WSNR
KGME	KVET	WGH	WTEM
KHTK	KXTA	WGR	WWZN
KILT	WBGG	WHB	WXDX
KJR	WBNS	WHBQ	XTRA

1st Team Sports Stations

1st Team Station Selection Criteria

- Top 5 with Men 25-54 in either the Fall or Spring surveys
- Top 12+ share
- Top Men 25-54 share

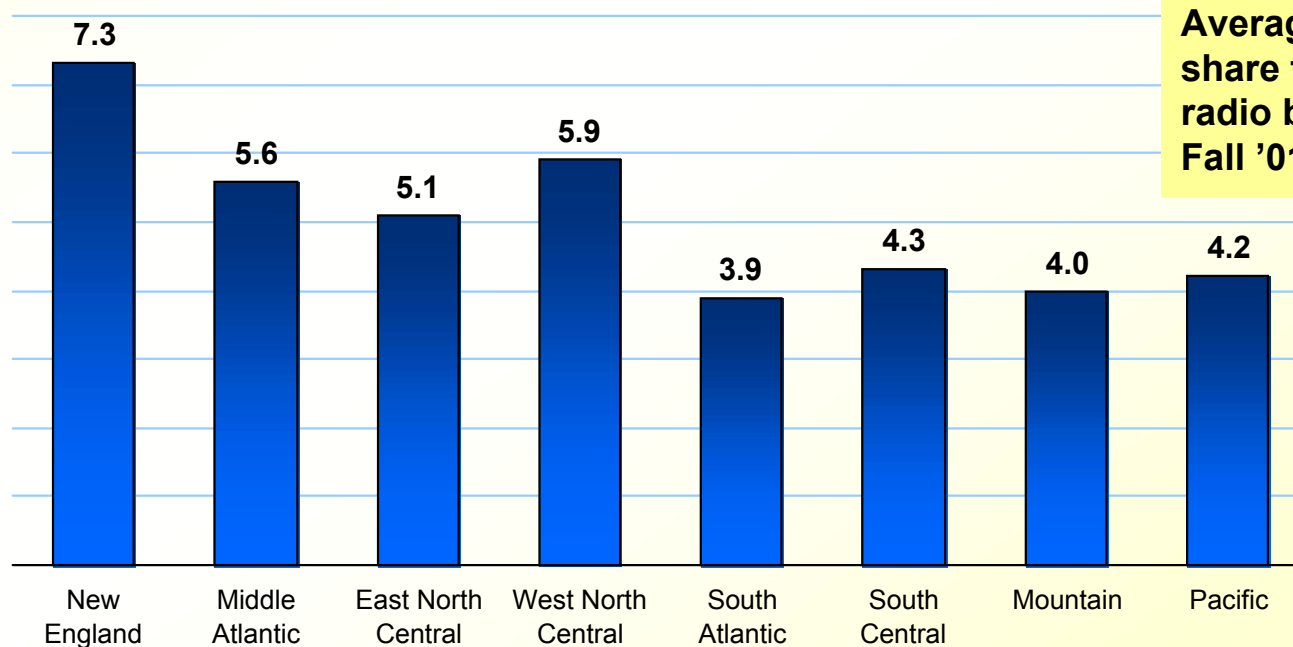


Where They're Located



Stations in the East and Midwest Average a Share or Two Higher Than the Rest of the Country

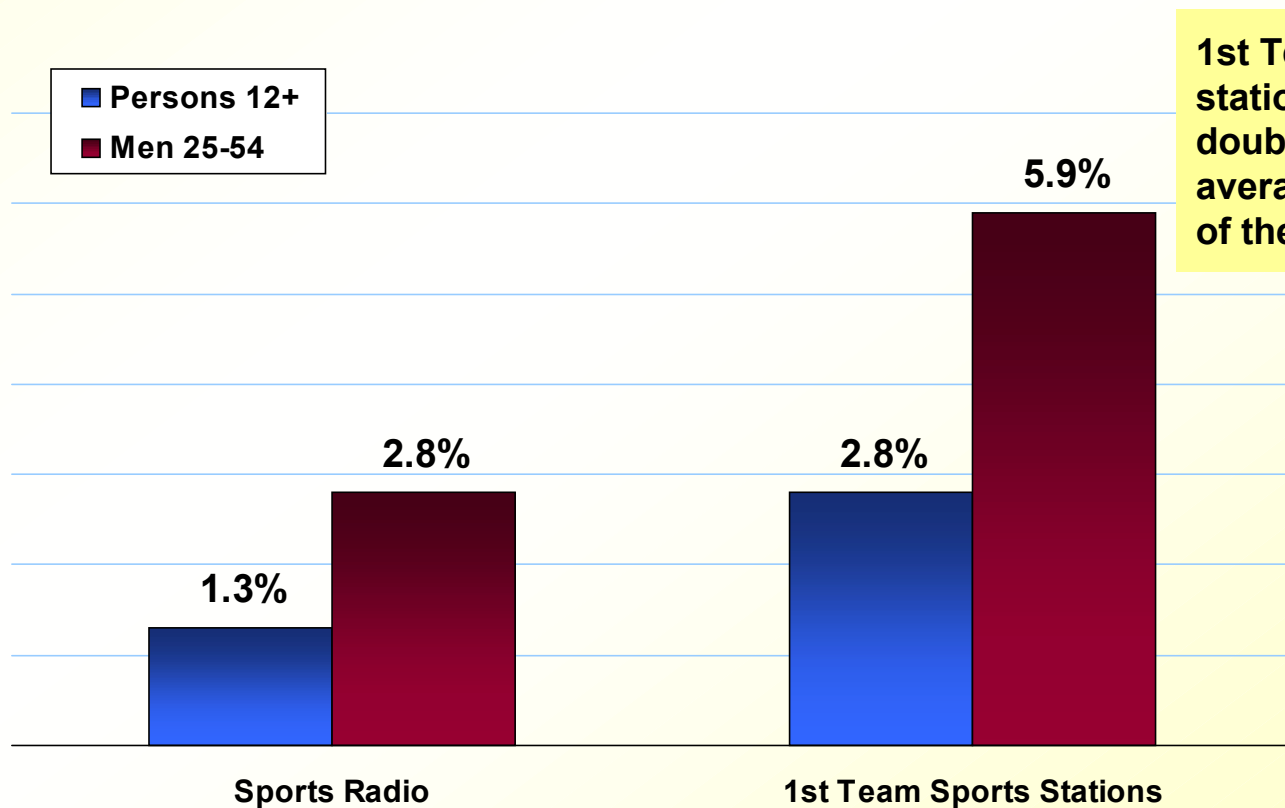
Are certain parts of the U.S. good Sports radio markets, or are there good Sports radio stations in certain parts of the U.S.?



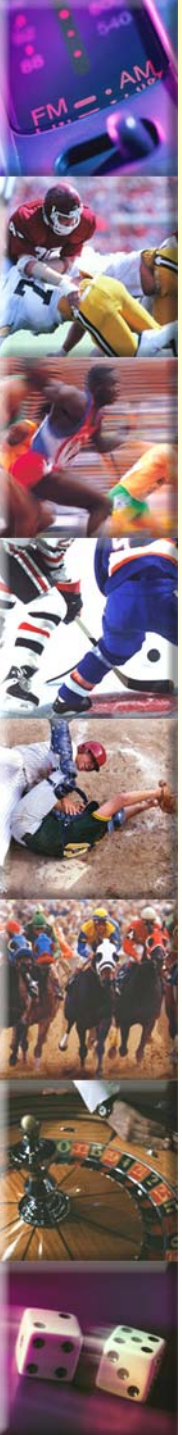
Average share for Sports radio by region, Fall '01.

1st Team Stations Double the Average Share

Share comparison: USA Sports stations vs. 1st Team stations

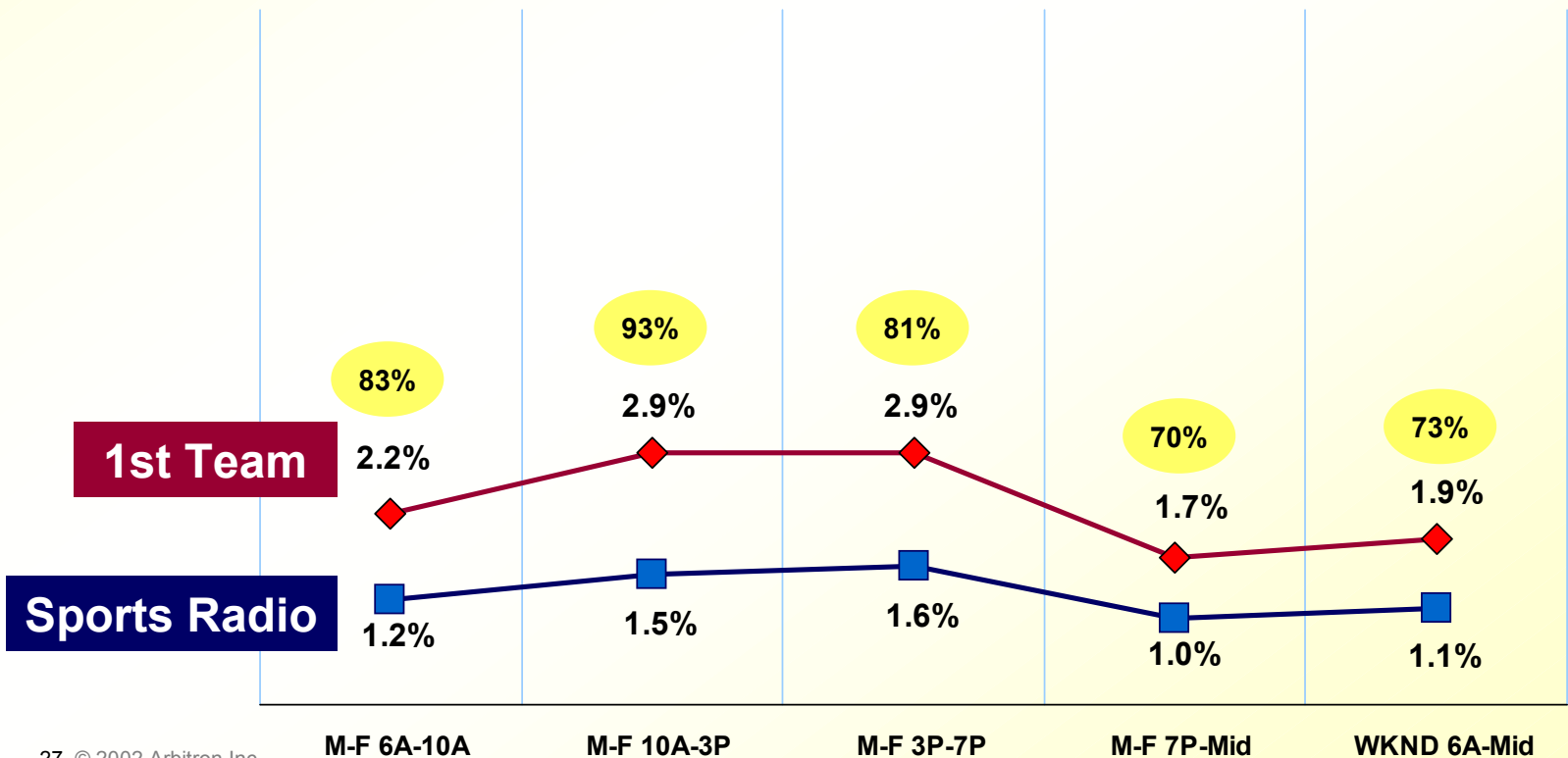


1st Team stations have double the average share of the pack.



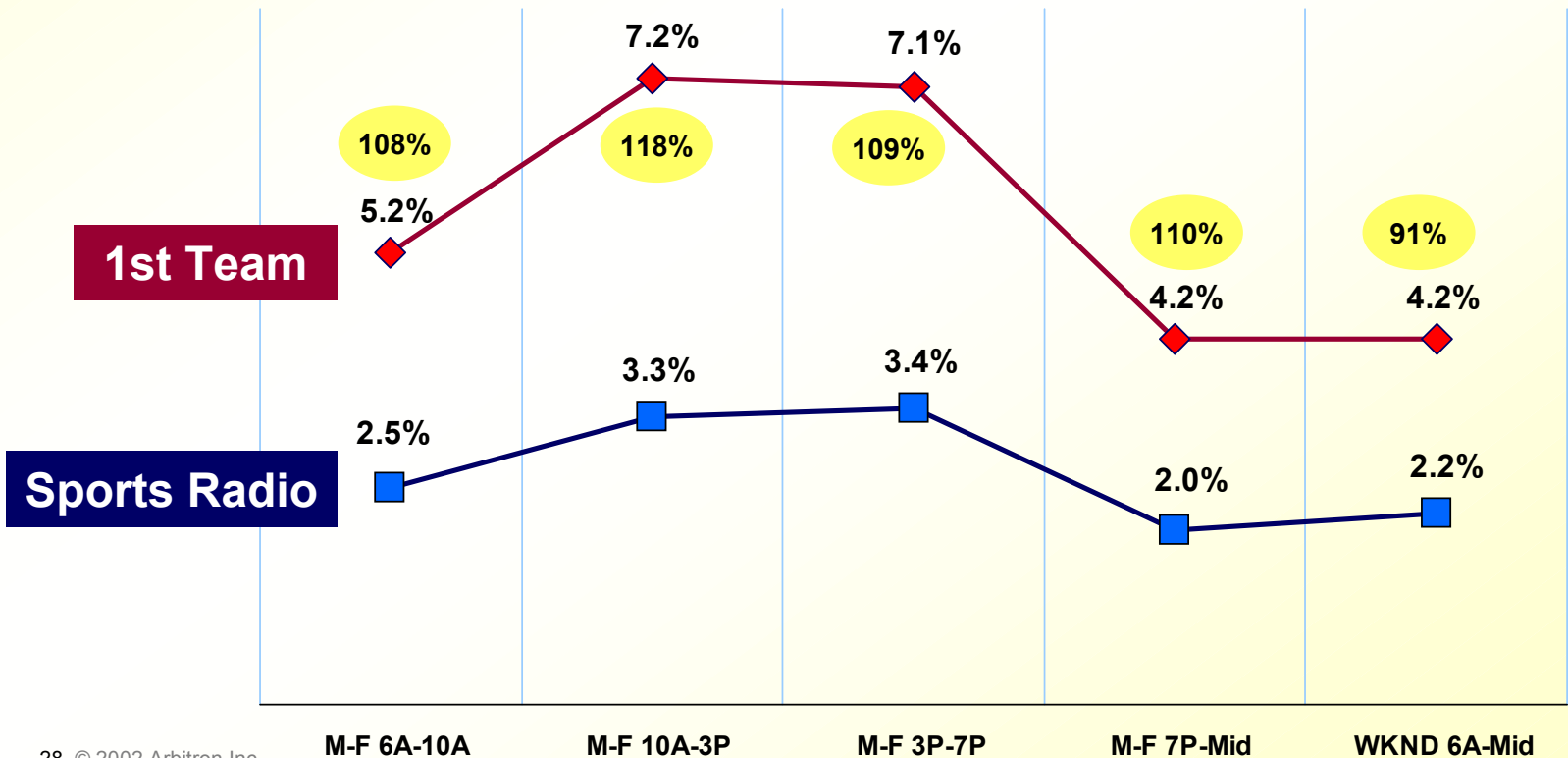
Regardless of Daypart, 1st Team Stations Maintain a Consistent Share Advantage

Daypart share comparison, Persons 12+



Regardless of Daypart, 1st Team Stations Maintain a Consistent Share Advantage

Daypart share comparison, Men 25-54



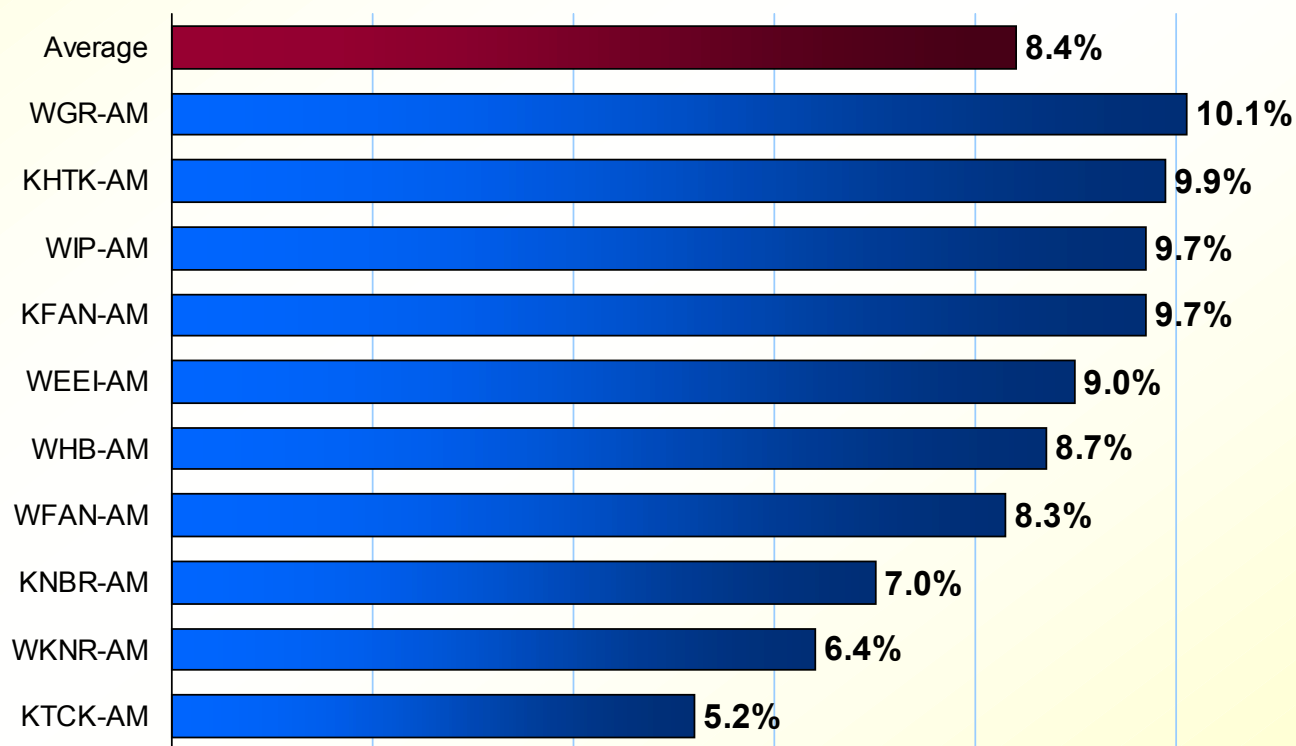


How They Do It



1st Team Stations Move the Cume Needle

Top Sports stations average an 8.4% cume rating



Cume Rating

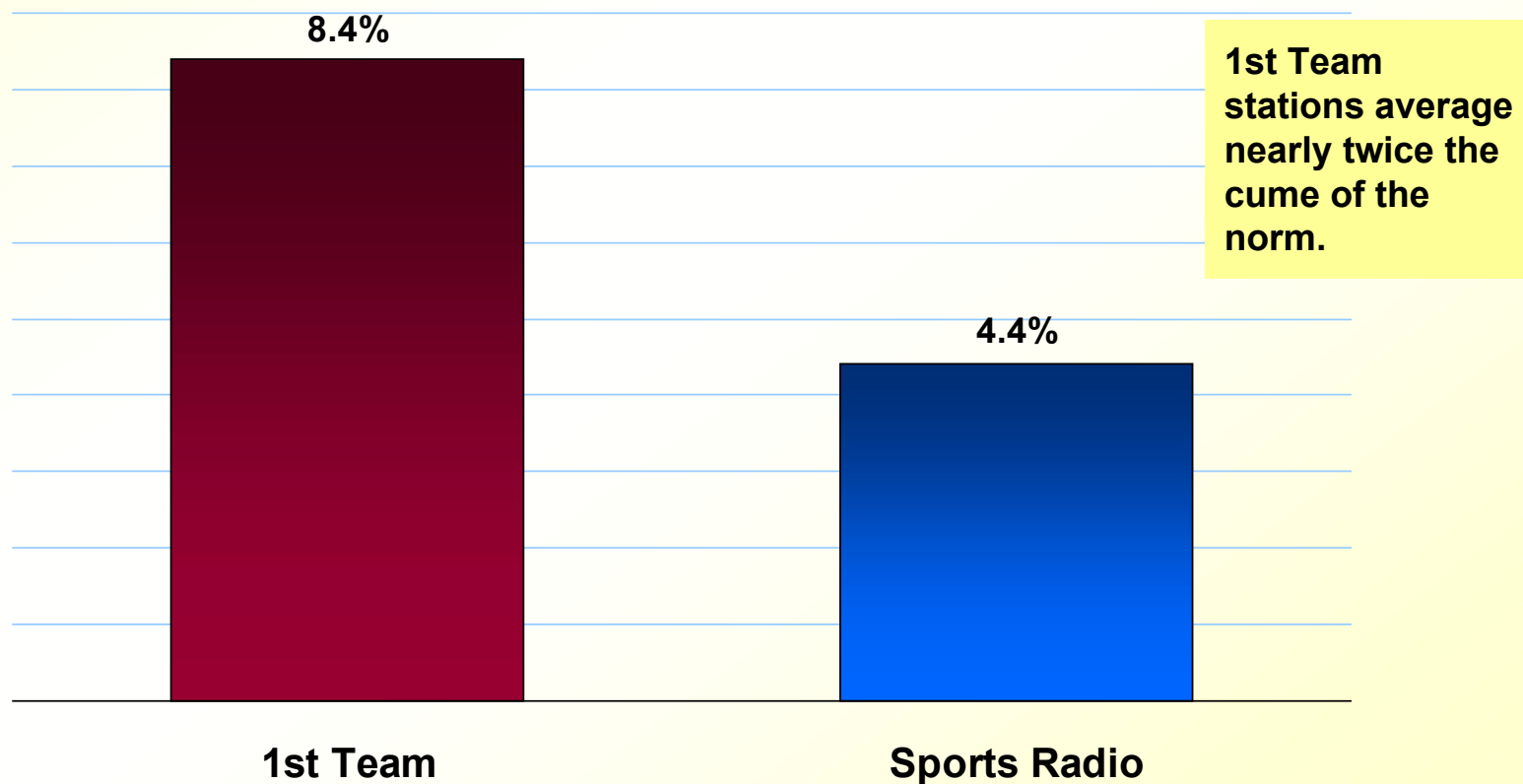
1st Team Stations Lead the Way in Cume Rating

Rank out of 60 Sports radio stations in the United States

Station	Rank
KFAN-AM	3
KHTK-AM	2
KNBR-AM	10
KTCK-AM	22
WEEI-AM	5
WFAN-AM	7
WGR-AM	1
WHB-AM	6
WIP-AM	4
WKNR-AM	14

Cume Is King

Cume comparison: 1st Team stations vs. Sports stations



Cume Is the Real Key to Sports Radio Success

Betting on the cume: your best bet!

Cume Rating (P12+)	Chances of Making 1st Team
8% and over	In the bank. All stations with cumes in this range go to the big dance.
6%-7%	Very doable with some strong TSL.
5%-5.9%	Very tough putt (20-footer). Only 1 out of 100 can pull it off.
4.9% and under	Never going to happen. Adjust expectations accordingly.

Scoring Summary

1st Team stations with a 6% or higher cume rating

Station	Cume Rating 6%+
KFAN-AM	X
KHTK-AM	X
KNBR-AM	X
KTCK-AM	
WEEI-AM	X
WFAN-AM	X
WGR-AM	X
WHB-AM	X
WIP-AM	X
WKNR-AM	X

Support Your Local News Station?

Sports and News move together. A good book for News will typically mean a good book for Sports



News Stations Tend to Rank Well in 1st Team Sports Markets

It's not unusual to find a top News station in the the same market with a top Sports station

Station	Rank
San Francisco	1
Sacramento	1
Cleveland	2
Philadelphia	4
Boston	5
Buffalo-Niagara Falls	5
Dallas-Ft. Worth	5
New York	5
Minneapolis-St. Paul	7
Kansas City	12

Remember, only 15% of the stations on the AM band are Top 5.

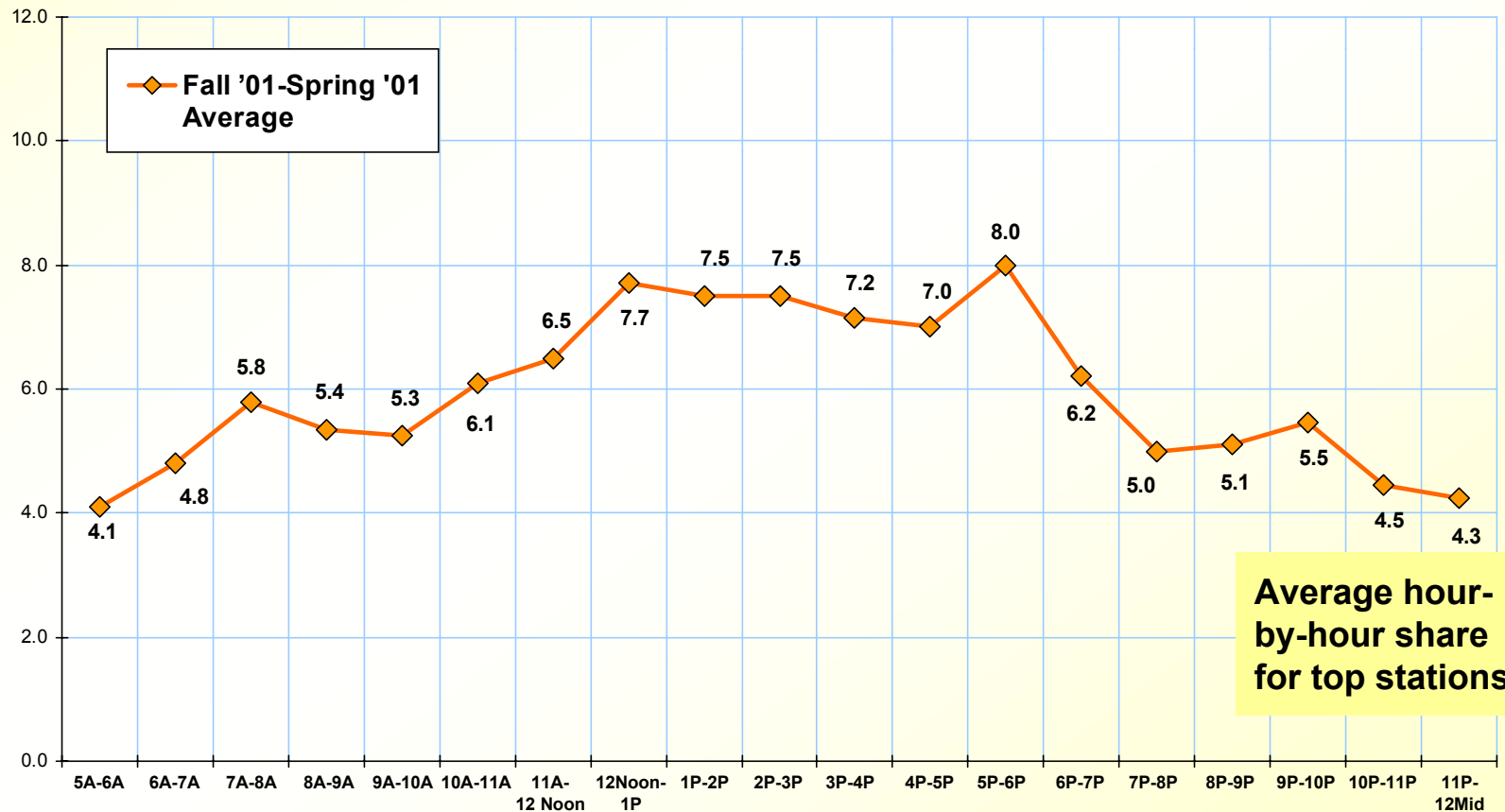
Scoring Summary

Top News station in your market

Station	Cume Rating 6%+	Top News Station
KFAN-AM	X	
KHTK-AM	X	X
KNBR-AM	X	X
KTCK-AM		X
WEEI-AM	X	X
WFAN-AM	X	X
WGR-AM	X	X
WHB-AM	X	
WIP-AM	X	X
WKNR-AM	X	X

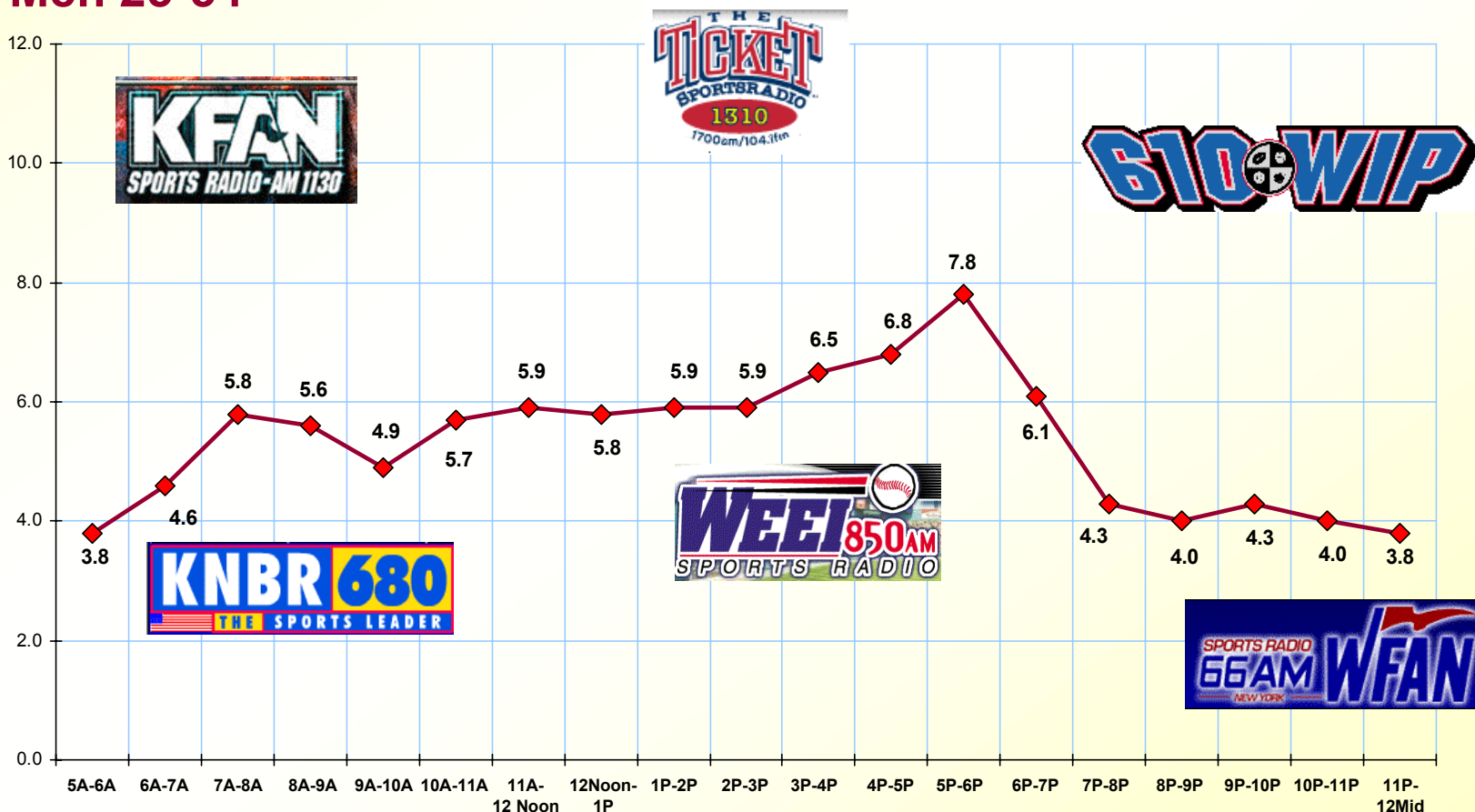
1st Team Stations Hour-by-Hour

Spring '01 and Fall '01 surveys, Men 25-54



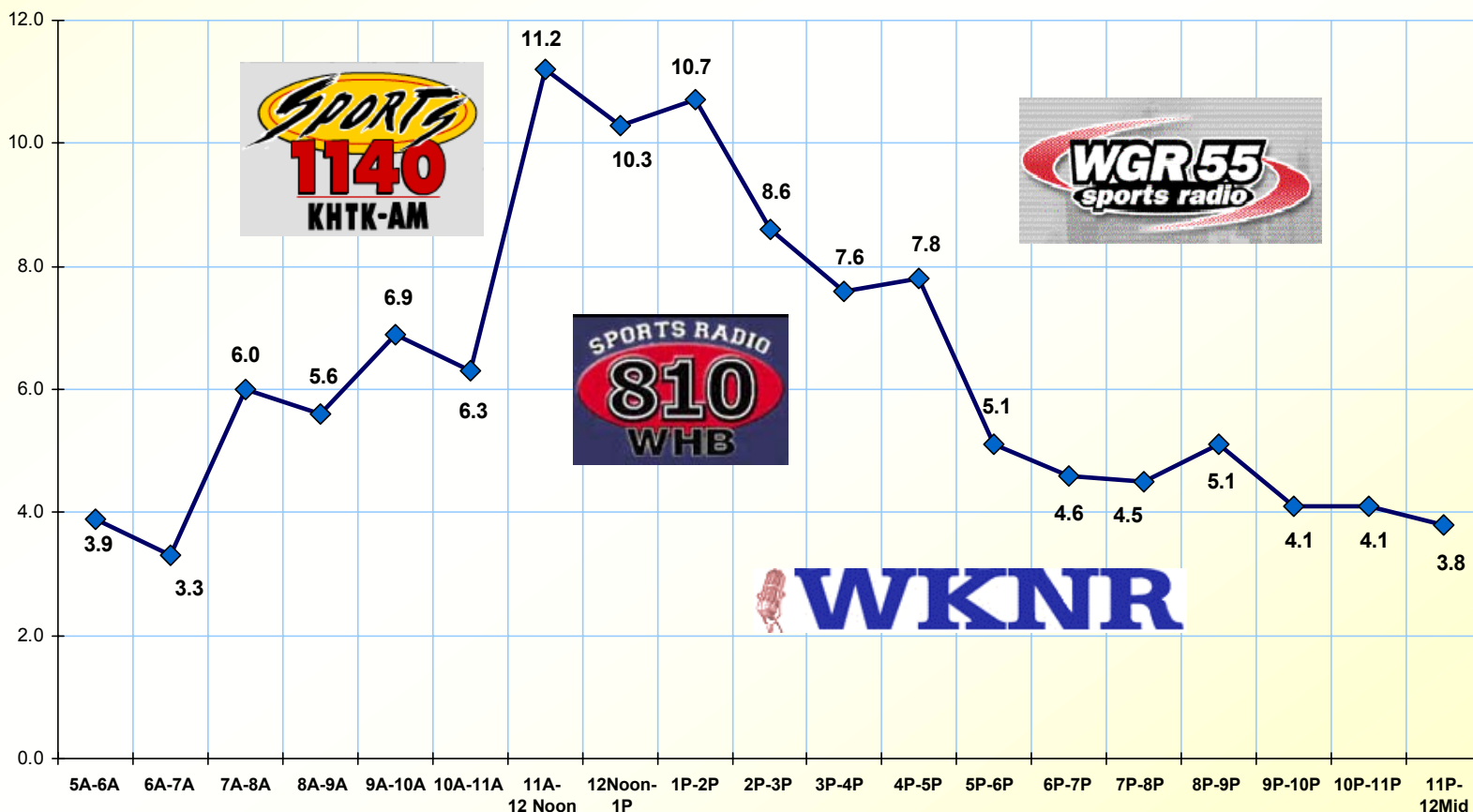
1st Team Stations in Higher-Rank Markets Turn It On in PM Drive

Men 25-54



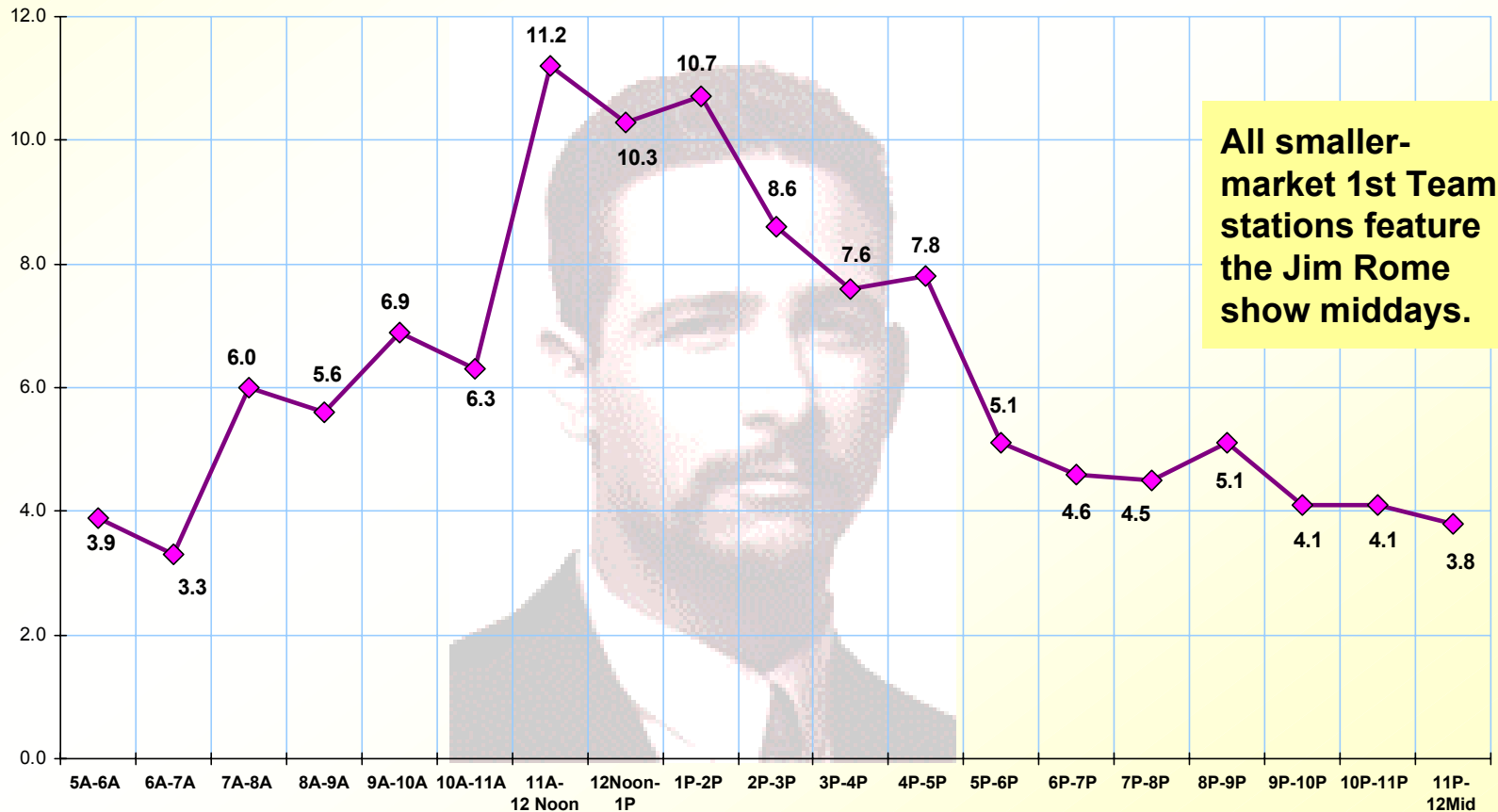
1st Team Stations in Lower-Rank Markets Rely on MIDDAYS

Men 25-54



Welcome to the Jungle— Rome Delivers

Men 25-54



All smaller-market 1st Team stations feature the Jim Rome show middays.

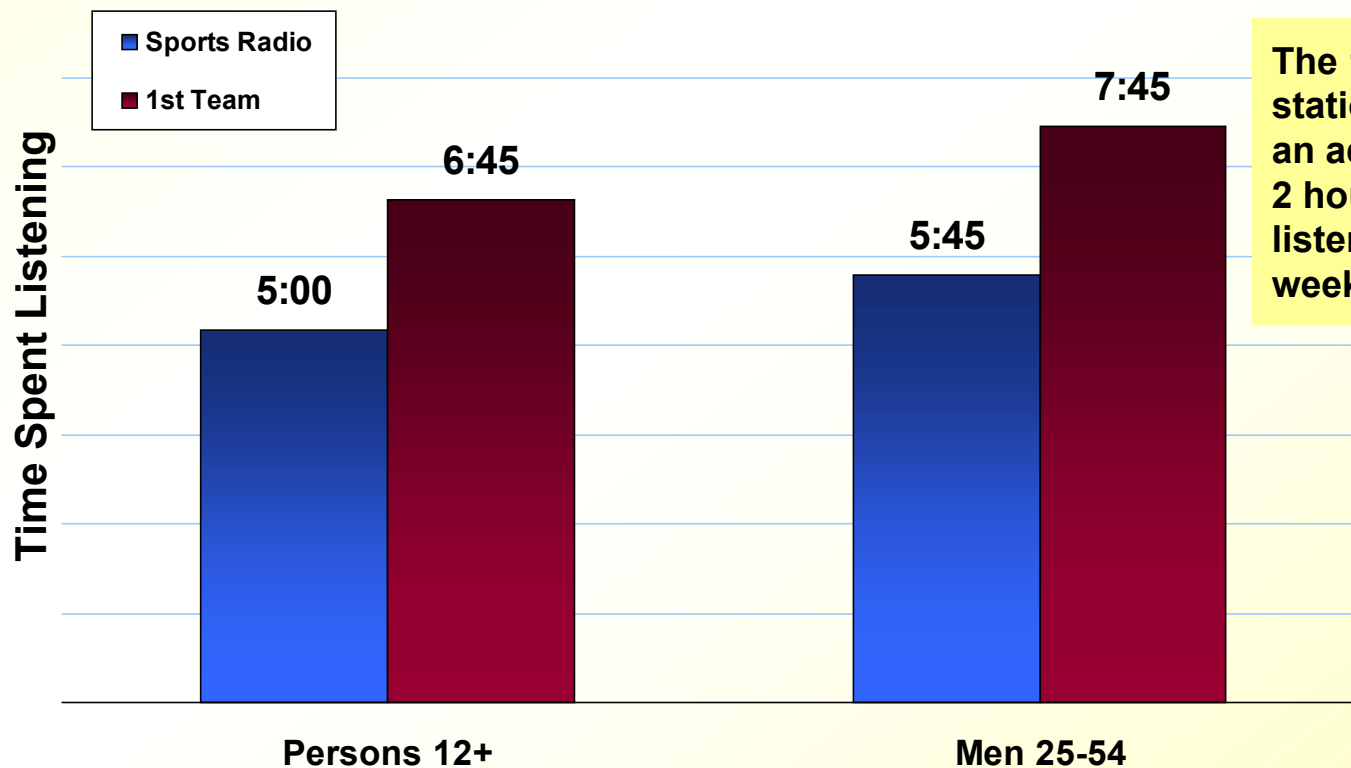
Scoring Summary

Strong Afternoons or MIDDAYS

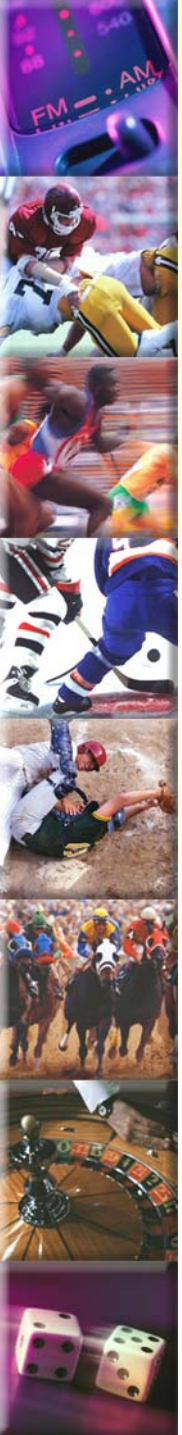
Station	Cume Rating 6%+	Top News Station	Strong Midday or PM Drive
KFAN-AM	X		X
KHTK-AM	X	X	X
KNBR-AM	X	X	X
KTCK-AM		X	X
WEEI-AM	X	X	X
WFAN-AM	X	X	X
WGR-AM	X	X	X
WHB-AM	X		X
WIP-AM	X	X	X
WKNR-AM	X	X	X

1st Team Stations Enjoy Higher TSL Than the Rest of the Pack

TSL comparison: Sports radio stations vs. 1st Team stations

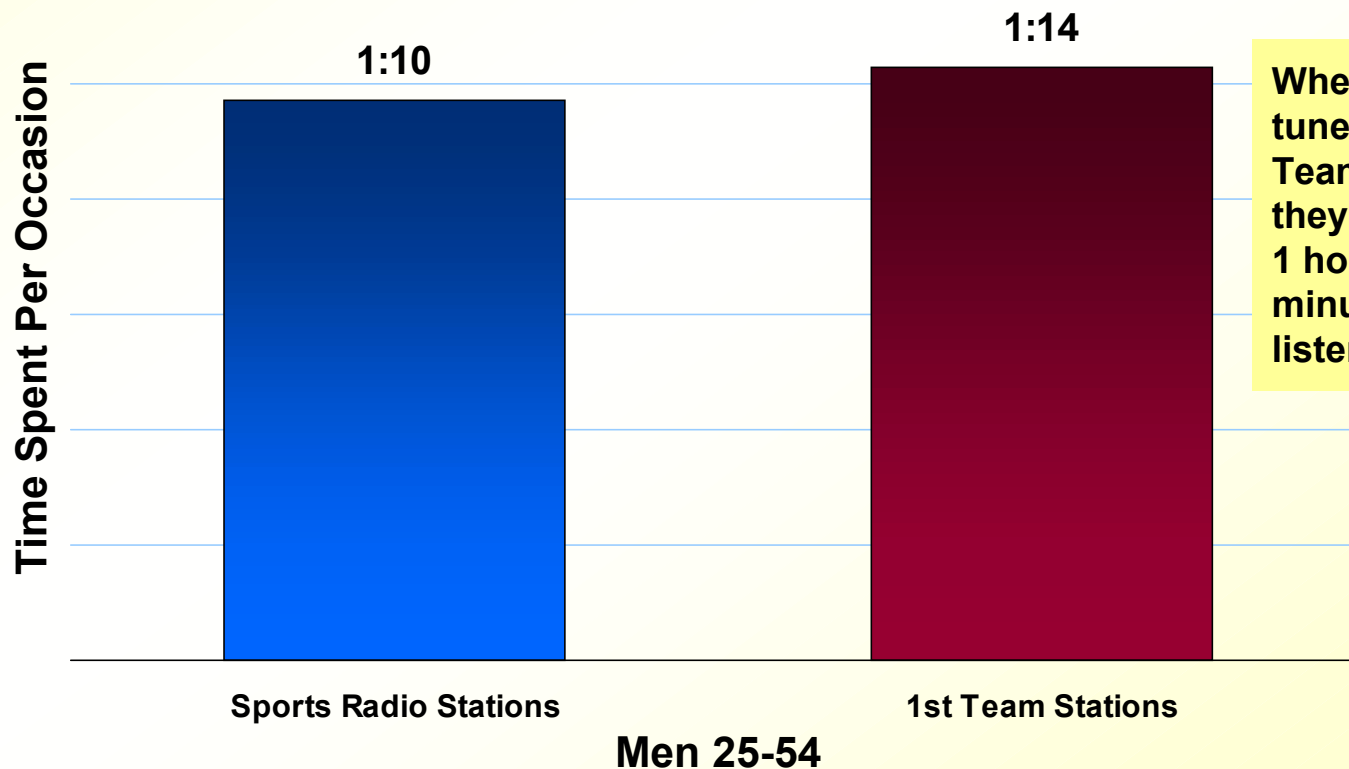


The 1st Team stations average an additional 2 hours of listening per week.



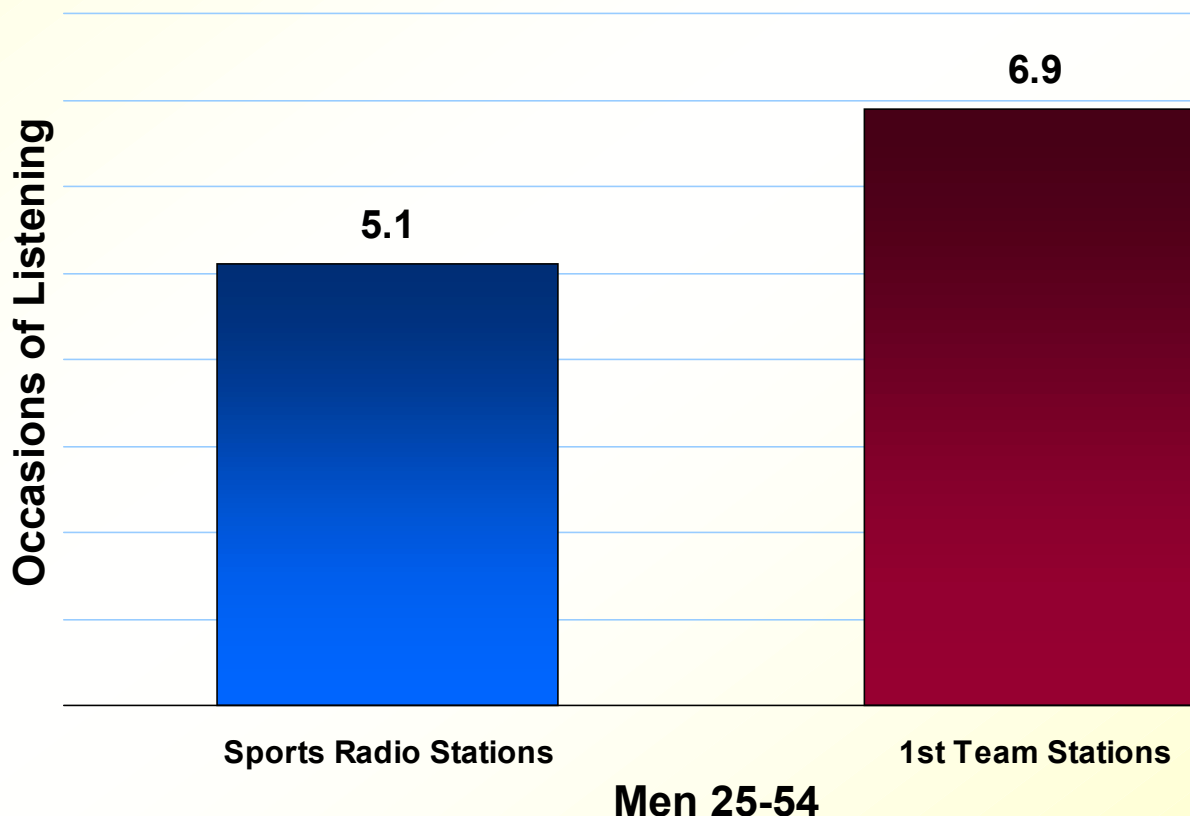
No Real Difference in Time Spent Per Occasion

Sports radio stations vs. 1st Team stations



1st Team Stations Win the TSL Battle with Occasions of Listening

Sports radio stations vs. 1st Team stations



The average listener tunes in to a 1st Team station almost 7 times per week compared to 5 times per week for all Sports stations.

This accounts for almost all of the TSL difference between the two groups.

1st Team Sports Radio Stations Don't Necessarily Have Top TSL Ranks

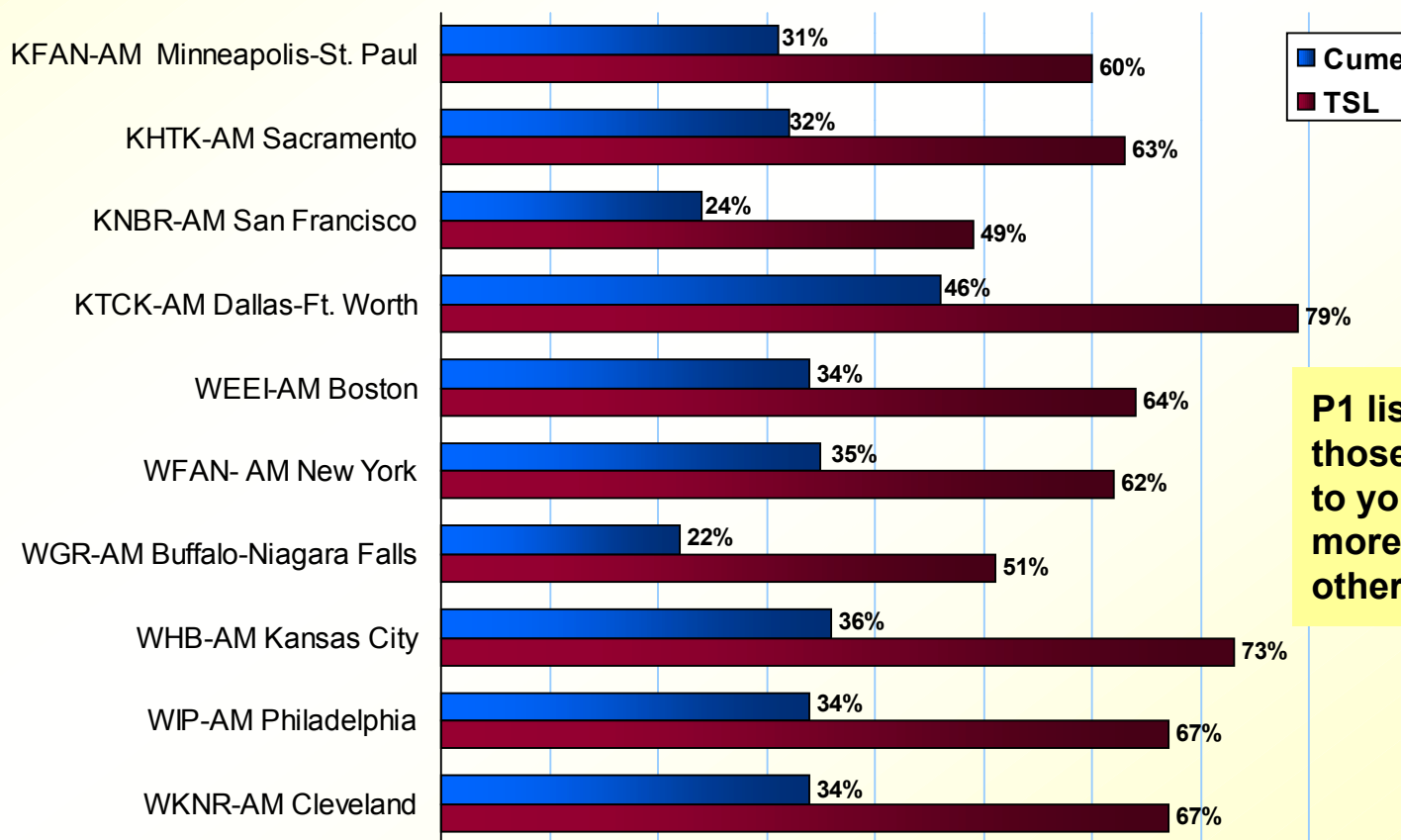
Persons 12+ TSL rank out of some of the 60 sports radio stations

Station	TSL Rank
KFAN-AM	32
KHTK-AM	13
KNBR-AM	38
KTCK-AM	1
WEEI-AM	8
WFAN-AM	11
WGR-AM	22
WHB-AM	5
WIP-AM	10
WKNR-AM	7

You don't have to be a TSL superstar to be in the 1st Team.

1st Team Stations Have a Group of Dedicated Listeners

P1 Listening, Top 10 Sports Stations



P1 listeners are those who listen to your station more than any other station.

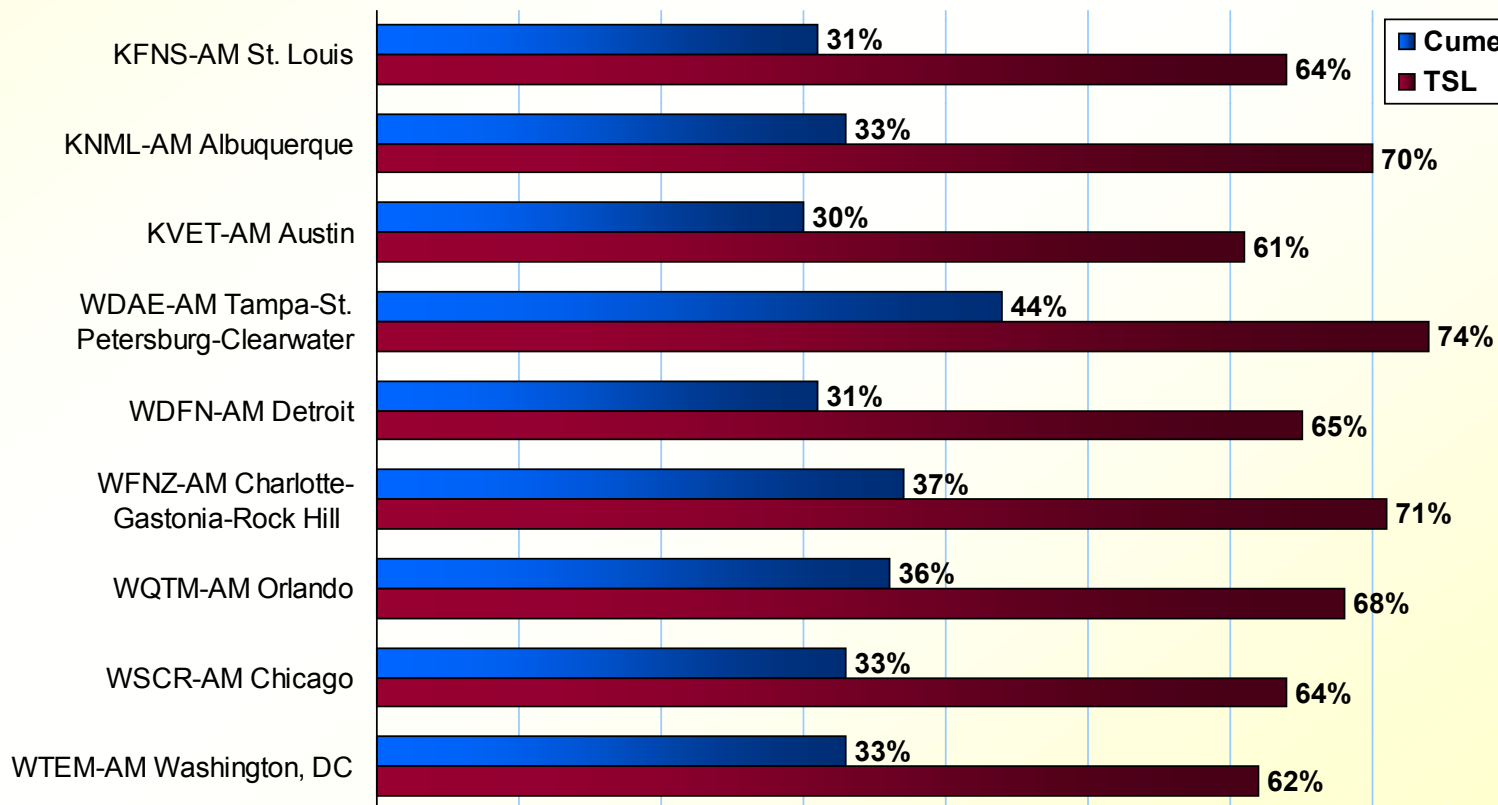
Scoring Summary

Over 30% of the cume is generating 60% of the AQH listening

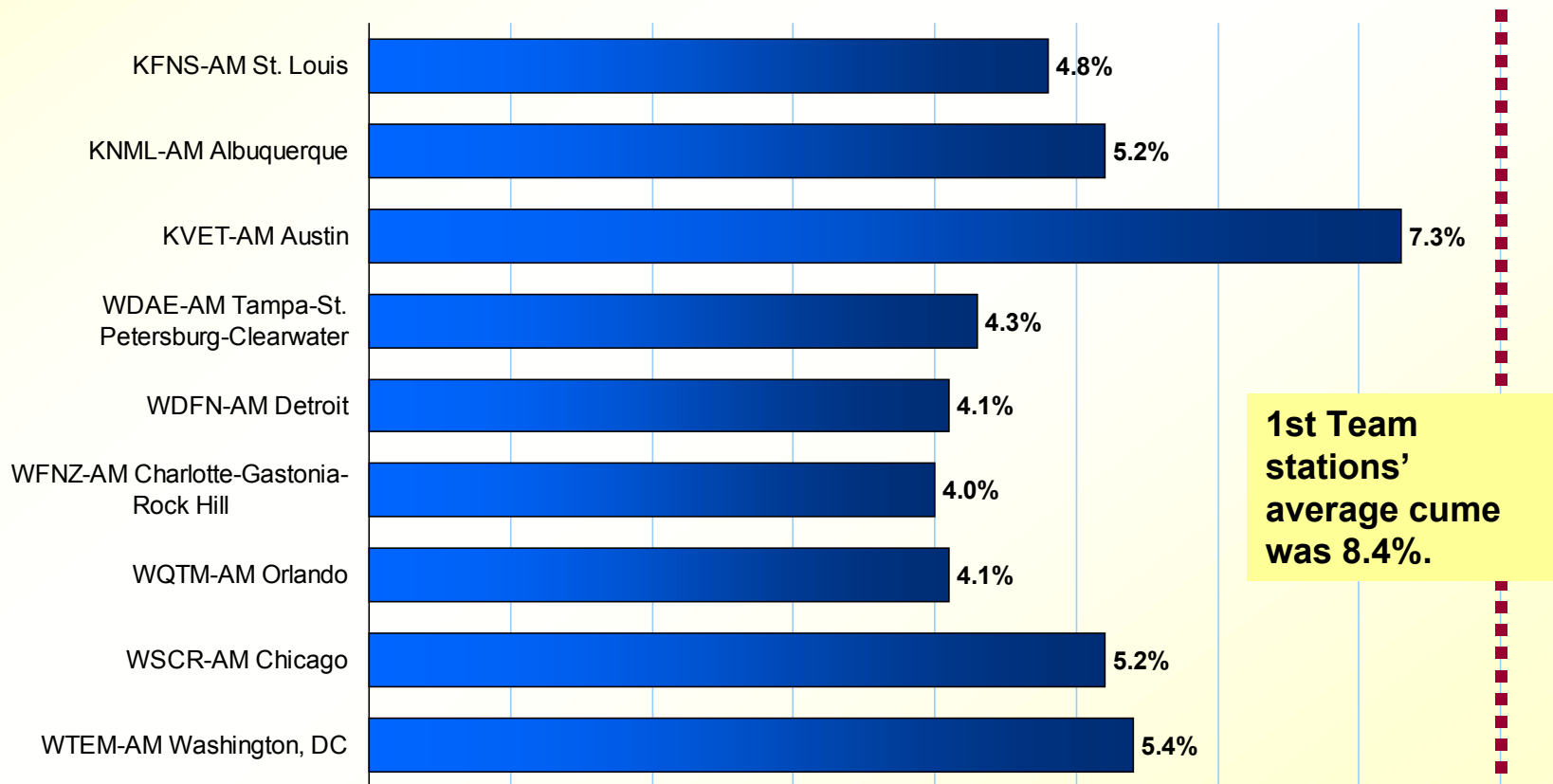
Station	Cume Rating 6%+	Top News Station	Strong Midday or PM Drive	30/60 P1 Listening
KFAN-AM	X		X	X
KHTK-AM	X	X	X	X
KNBR-AM	X	X	X	
KTCK-AM		X	X	X
WEEI-AM	X	X	X	X
WFAN-AM	X	X	X	X
WGR-AM	X	X	X	
WHB-AM	X		X	X
WIP-AM	X	X	X	X
WKNR-AM	X	X	X	X

Are There Other Sports Stations with Solid P1 Listening?

All of the stations below have enough P1 listening to qualify for the 1st Team

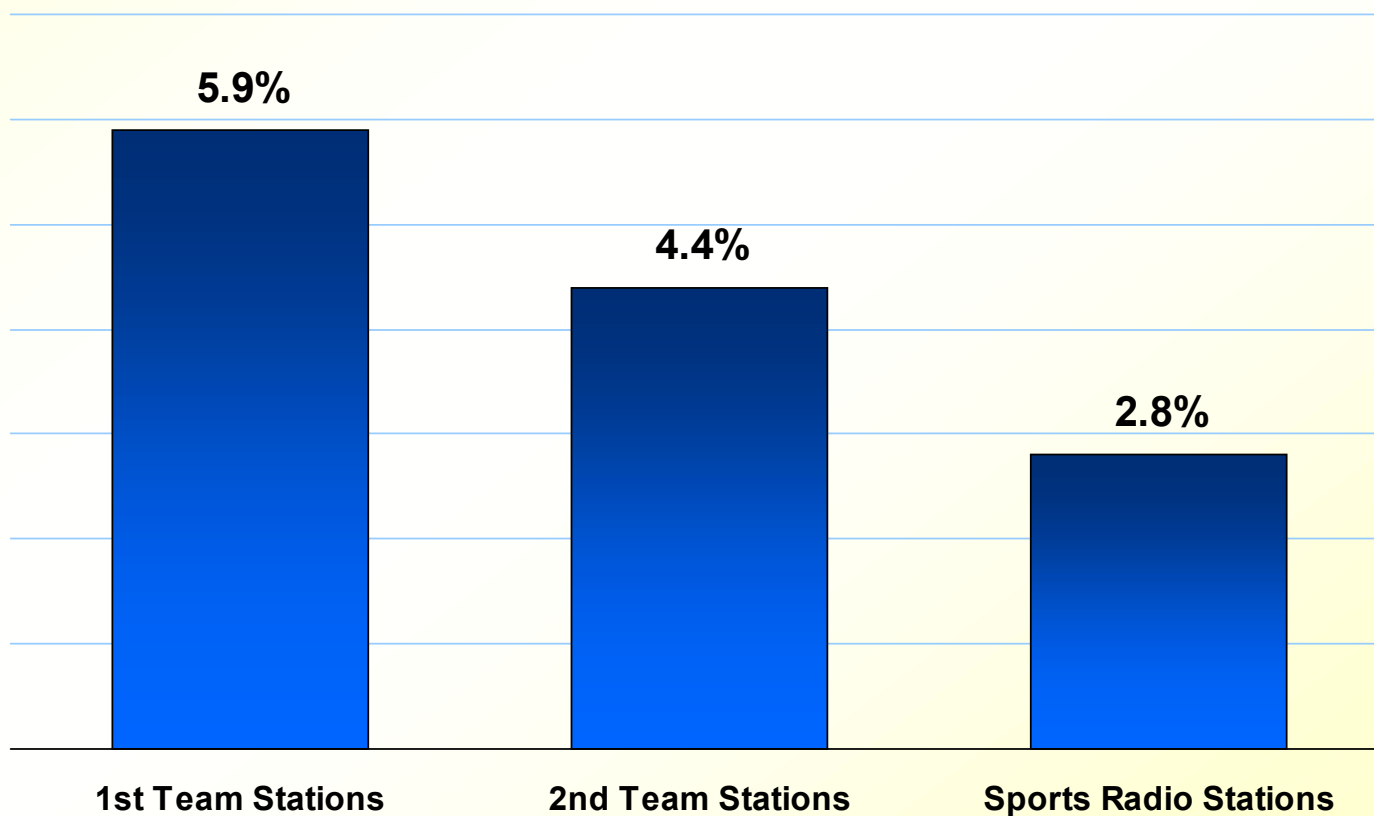


Lack of Cume Keeps These Stations in 2nd Team Status



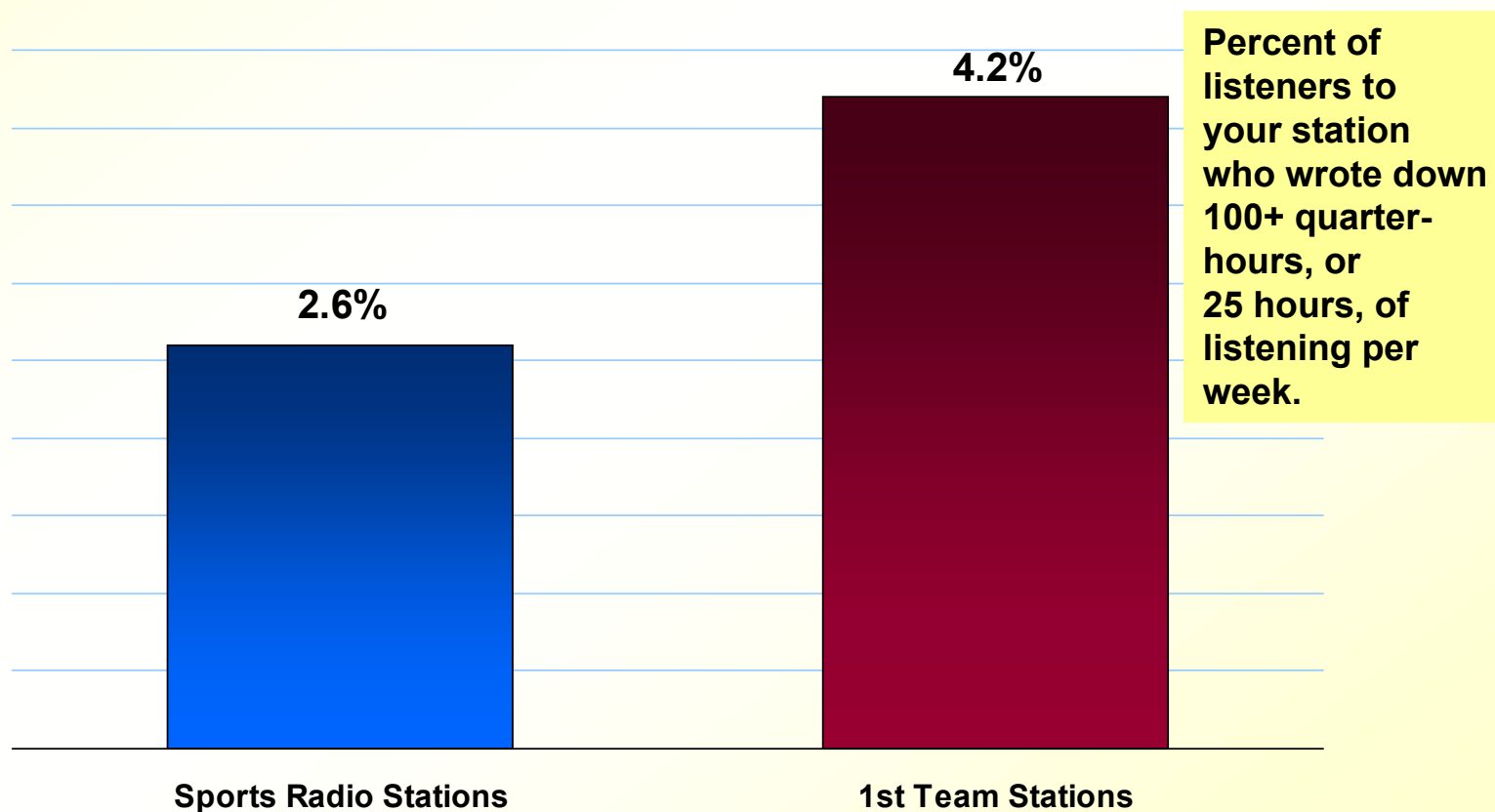
Share Comparison

1st Team stations vs. 2nd Team stations vs.
Sports radio stations



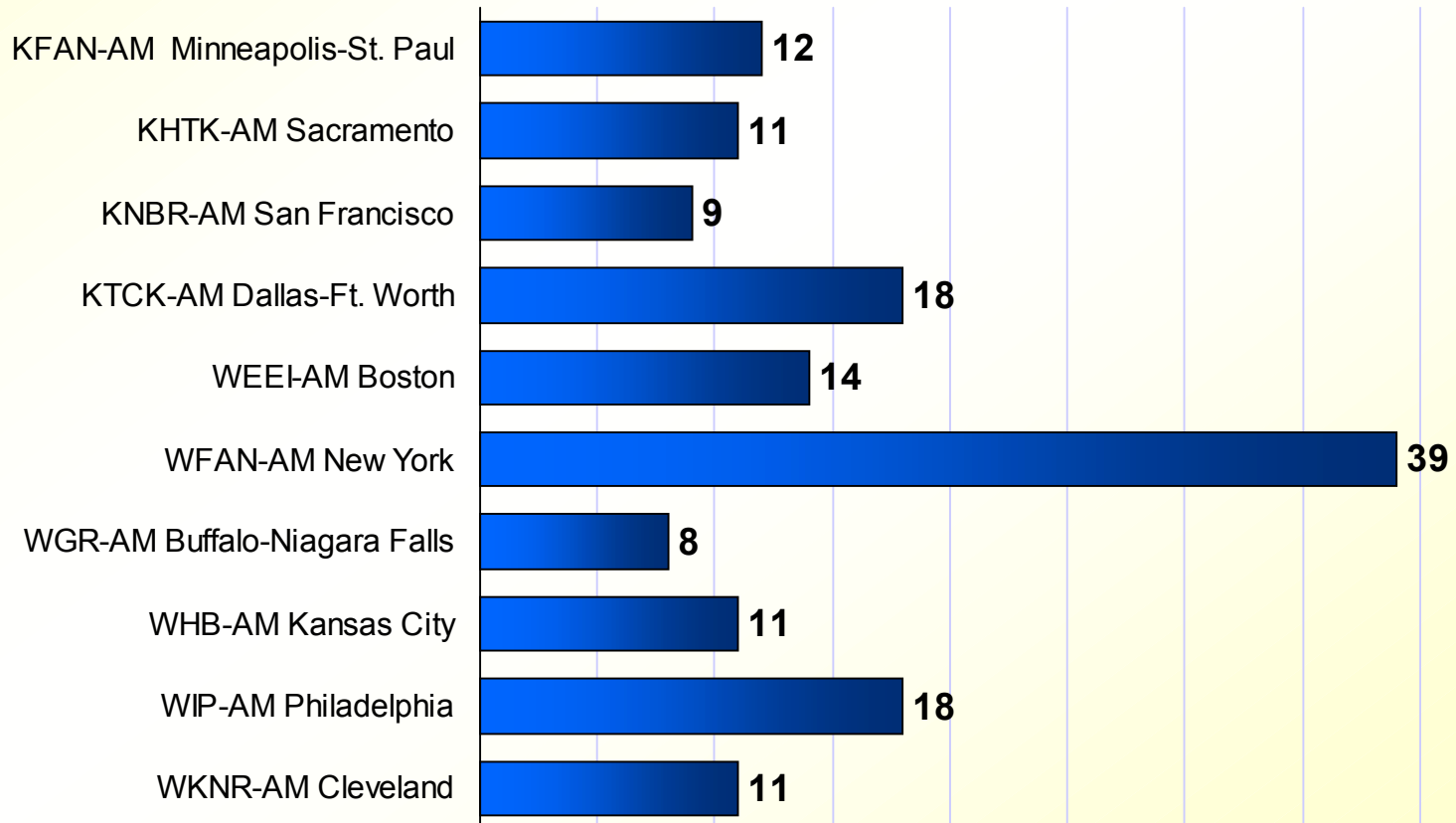
Power Hitters

The impact of loaded diaries on a Sports radio station



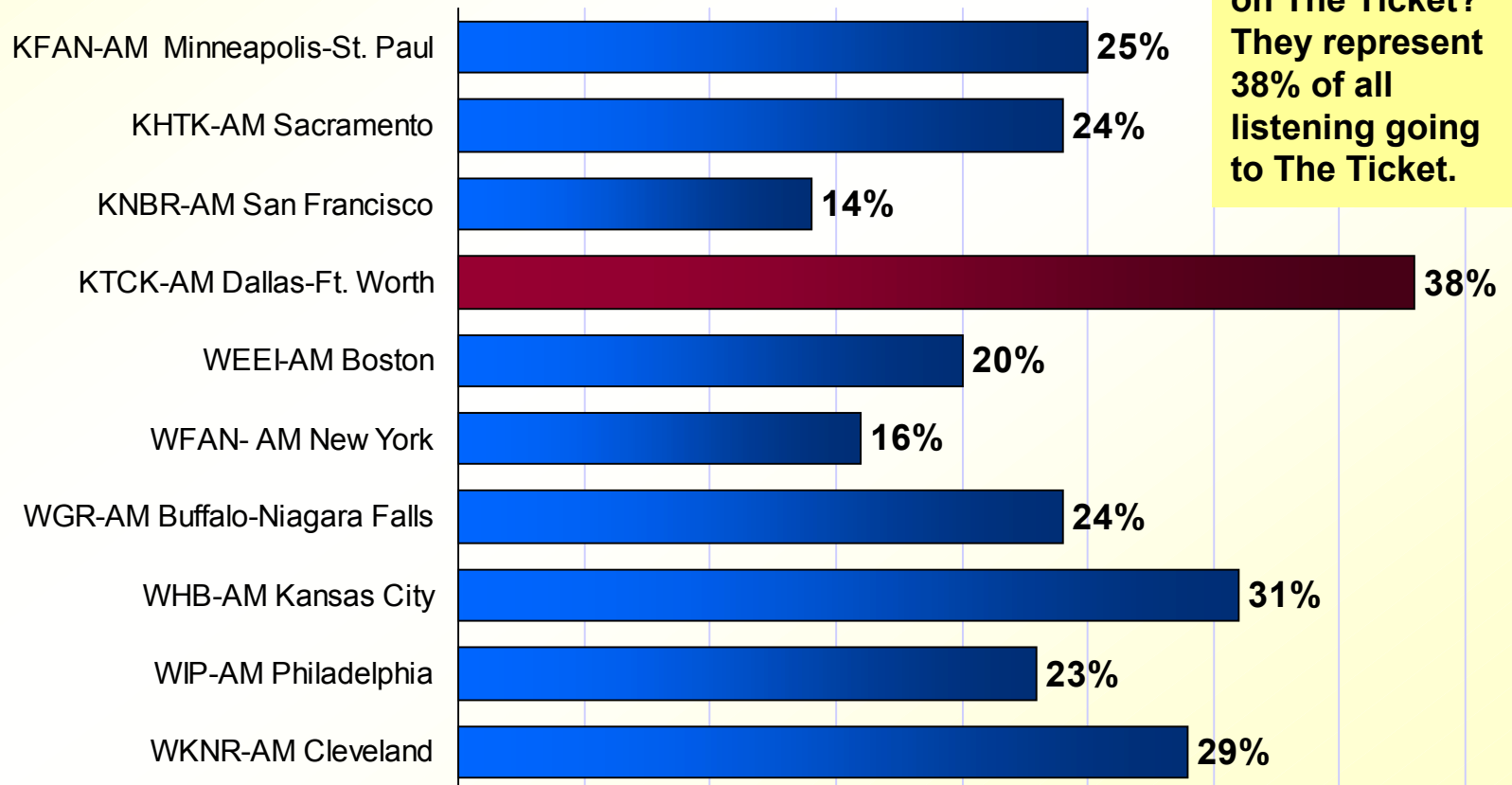
The Impact of a Couple Solid Hitters in Your Lineup

Number of diaries with 100+ quarter-hours



The Impact of a Couple Solid Hitters in Your Lineup

Percent listening those diaries represent



Remember those 18 diaries on The Ticket? They represent 38% of all listening going to The Ticket.

Scoring Summary

Loaded diaries account for at least 20% of station listening

Station	Cume Rating 6%+	Top News Station	Strong Midday or PM Drive	30/60 P1 Listening	Power Hitters Over 20%
KFAN-AM	X		X	X	X
KHTK-AM	X	X	X	X	X
KNBR-AM	X	X	X		
KTCK-AM		X	X	X	X
WEEI-AM	X	X	X	X	X
WFAN-AM	X	X	X	X	X
WGR-AM	X	X	X		X
WHB-AM	X		X	X	
WIP-AM	X	X	X	X	X
WKNR-AM	X	X	X	X	X

Final Scores

What's your station's score?

Station	Total Score
KFAN-AM	4
KHTK-AM	5
KNBR-AM	3
KTCK-AM	4
WEEI-AM	5
WFAN-AM	5
WGR-AM	4
WHB-AM	4
WIP-AM	5
WKNR-AM	5

How Does Your Station Score?

Take the test!

- Does your station have a cume rating above 6%?
- Is there a top News station in your market?
- Does at least 30% of your cume make up 60% of listening?
- Does at least 20% of your listening come from those who listen 100+ quarter-hours?

What's your station's score?

PPM: A Good Thing for Sports Radio*

- Will show an increase in cume
- Probably will favor P2+ stations
- Will offer a larger daily sample for play-by-play and other events
- Will be better for stations that serve niche audiences



Survey Measurement

Diary sample builds over time

Phase 1



Phase 2



Phase 3



LMR



PPM Panel Measurement

Same large sample all the time

Phase 1



Phase 2



Phase 3



LMR



Conclusions/Recommendations

- Be realistic about your ratings goals. Ratings should be looked at as just another sales tool, like promotional opportunities and play-by-play. This is a format built for results, not ratings.
- Work one end of the ratings equation. If gaining cume looks impossible, then focus your efforts on TSL and specifically growing the number of occasions of listening.
- If you have the TSL to get it done, then consider investing in some real marketing.

Conclusions/Recommendations

- Think about out-of-home marketing. Upper-income men typically spend the most time on the road. This, along with the fact that almost half of all Sports listening occurs in the car, would make out-of-home a natural.
- Do you own another AM market? Consider marketing the entire AM dial, not just a station.
- Support PPM. It's good for radio.
- Be grateful every day when you wake up that you don't work for a Soft AC station.
- Always take a "home dog" on Monday nights.



Thank You

Questions, comments or complaints:

John Snyder
(443) 259-7599
john.snyder@arbitron.com

