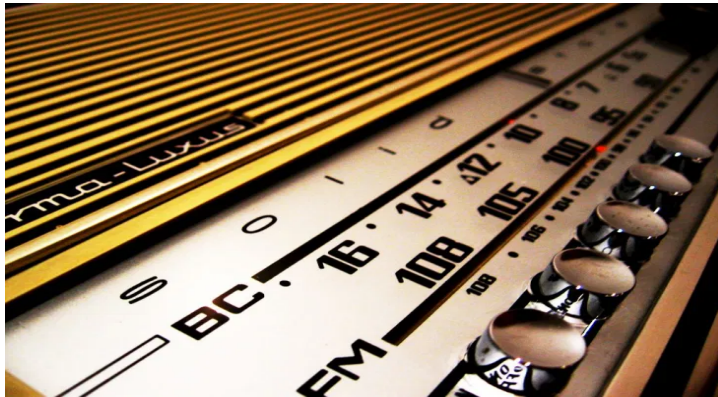




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# Executive Summary – Online Music Test

## Energy Austria

2



***HIT MUSIC ONLY !***

Data Collected:  
16 October – 2  
November, 2021

Presented  
(virtually): 4  
November, 2021

# Sample Composition

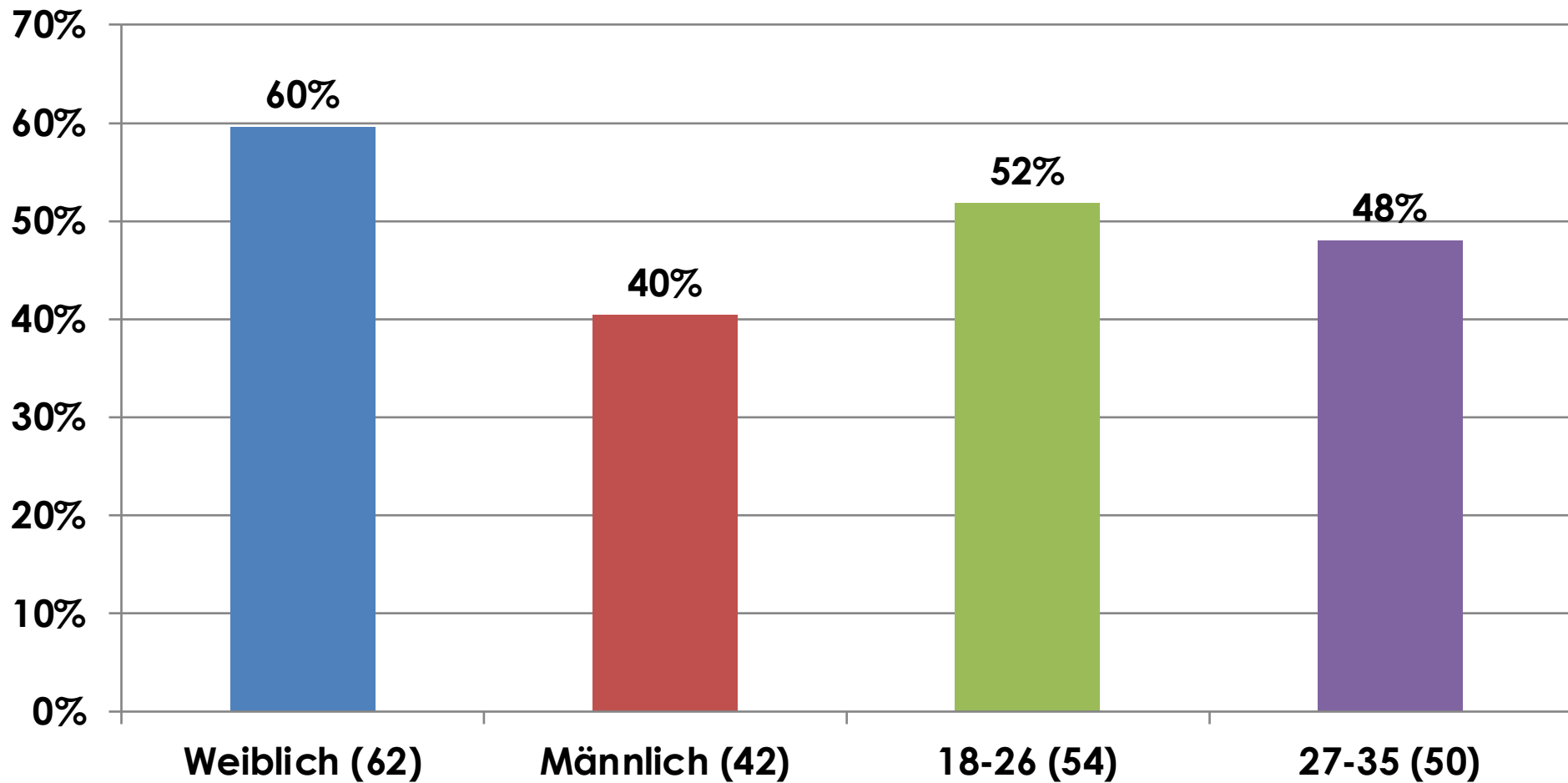
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# Sample Composition – 104 People (Gender & Age)

Goals: 60% Weiblich / 40% Männlich; 50% 18-26 / 50% 27-35

*Welchem Geschlecht gehören Sie an?  
Wie alt sind Sie?*

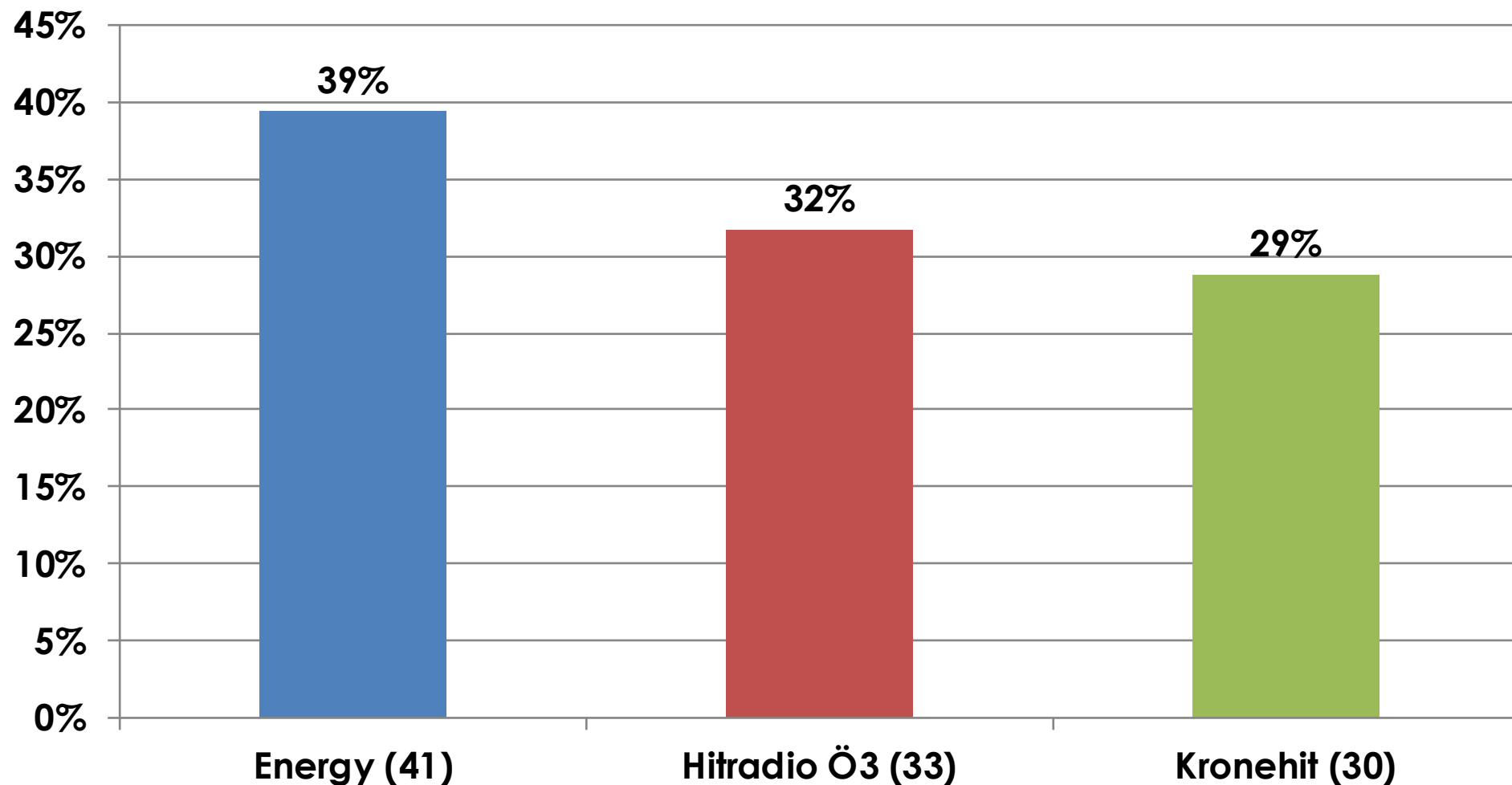


# Sample Composition – Music P1

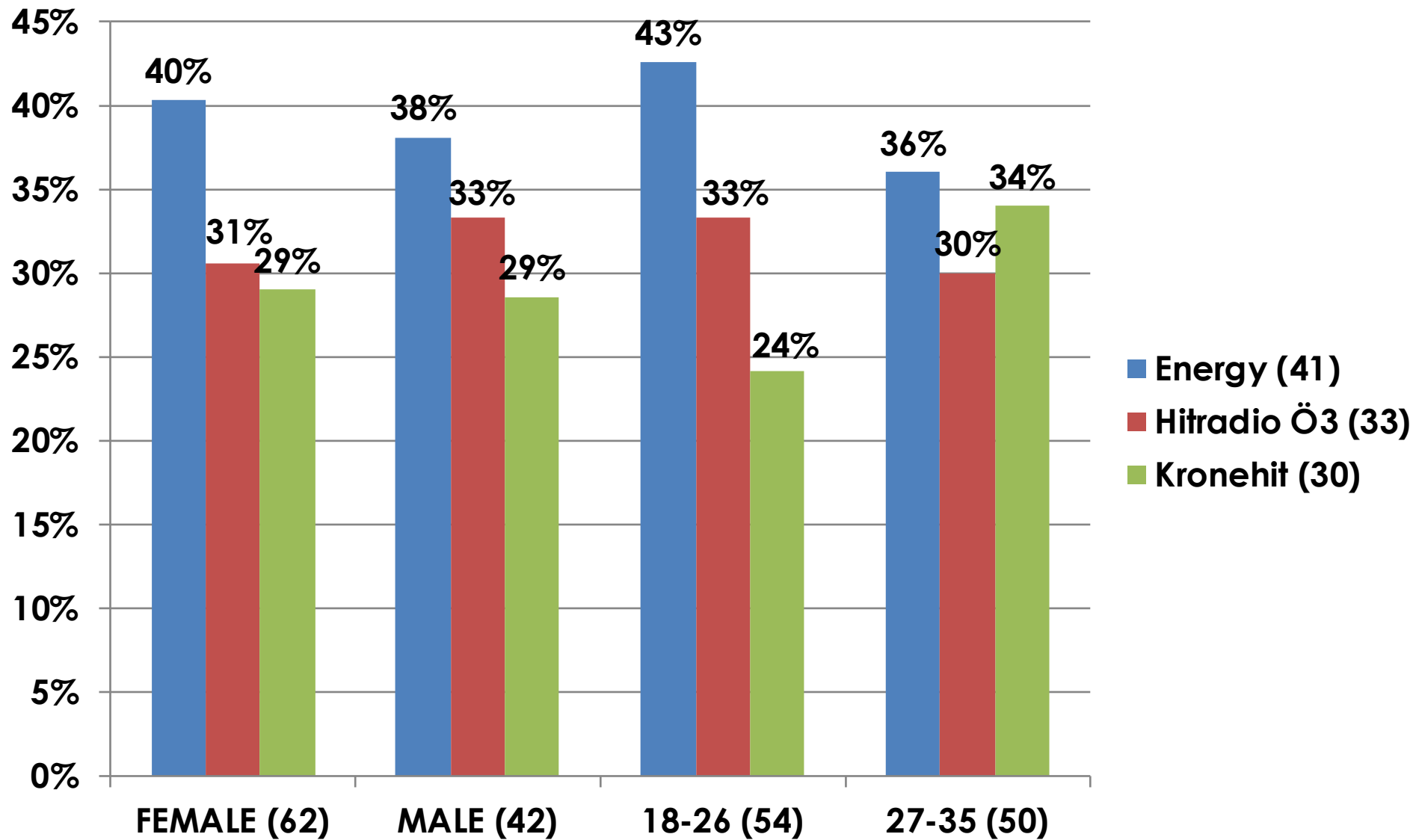


Goal: 40% Energy P1 / 30% Ö3 P1 / 30% Kronehit P1

*Welcher der folgenden Radiosender ist Ihr Lieblingssender für Musik?*



# Music P1 – Gender & Ages



# Our Findings



# Summary & Recommendations

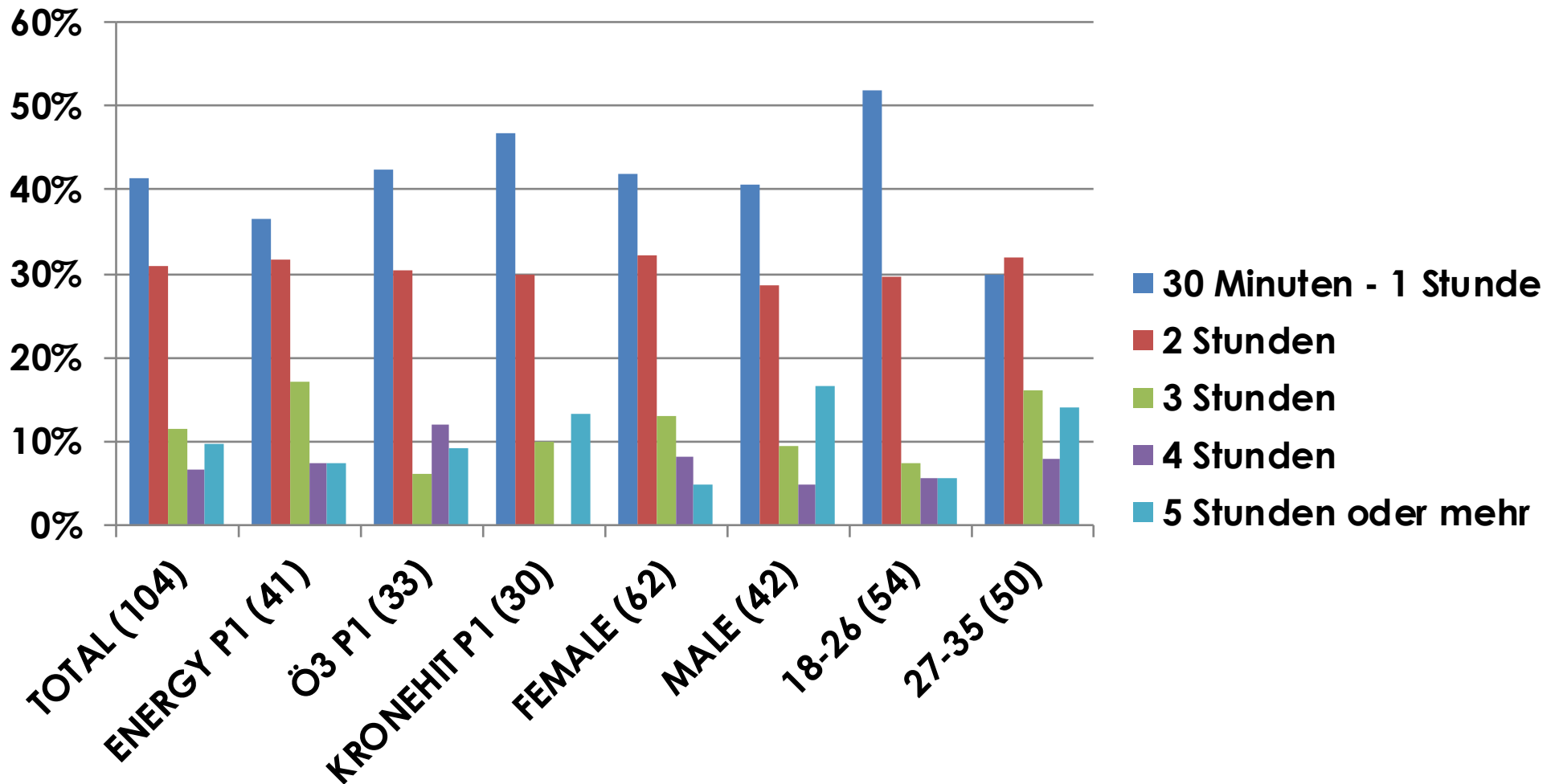
- **It looks like this was an ideal time for an OMT! Energy is generally well-regarded by its P1s (and other P1s as well), and the song score results show plenty of opportunity to freshen up the library, and perhaps tinker with the category architecture/clocks to help the station sound its best!**
- **About 1/3 of the Energy P1s made the switch to Energy in the past year, which is a better conversion rate than our competitors had. Let's find some of these people for testimonials, and spread the word.**
- **Our midday/work listening looks great, while mornings on both Energy and Kronehit are being hurt by the Ö3 AM show. Be sure to cross-promote events/contests/benchmarks for the morning show and other dayparts during the day.**



# Overall TSL to Radio

## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

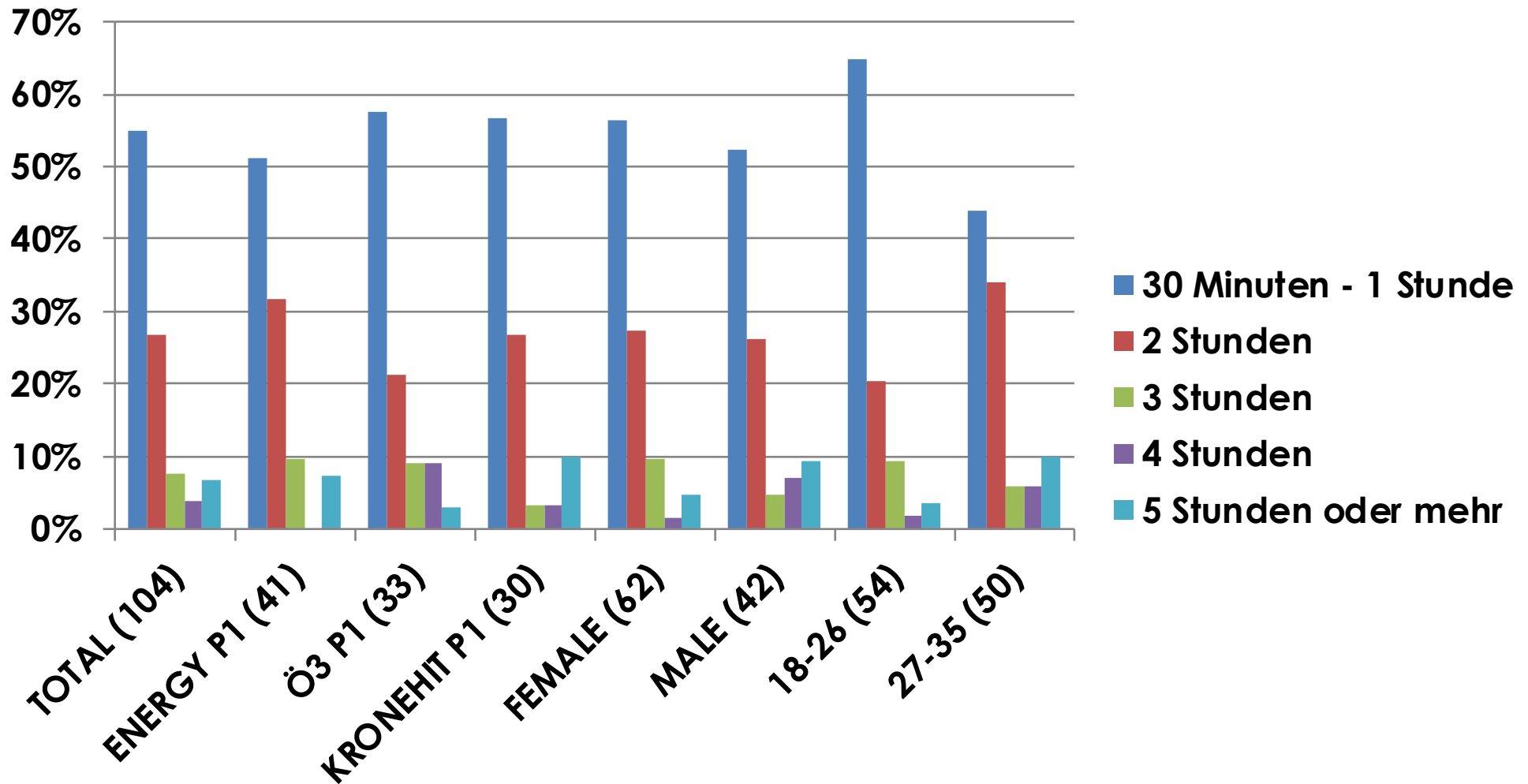
Wie viel Zeit verbringen Sie an einem durchschnittlichen Tag damit, Musik übers Radio zu hören?



# Overall TSL to Favorite Station

## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

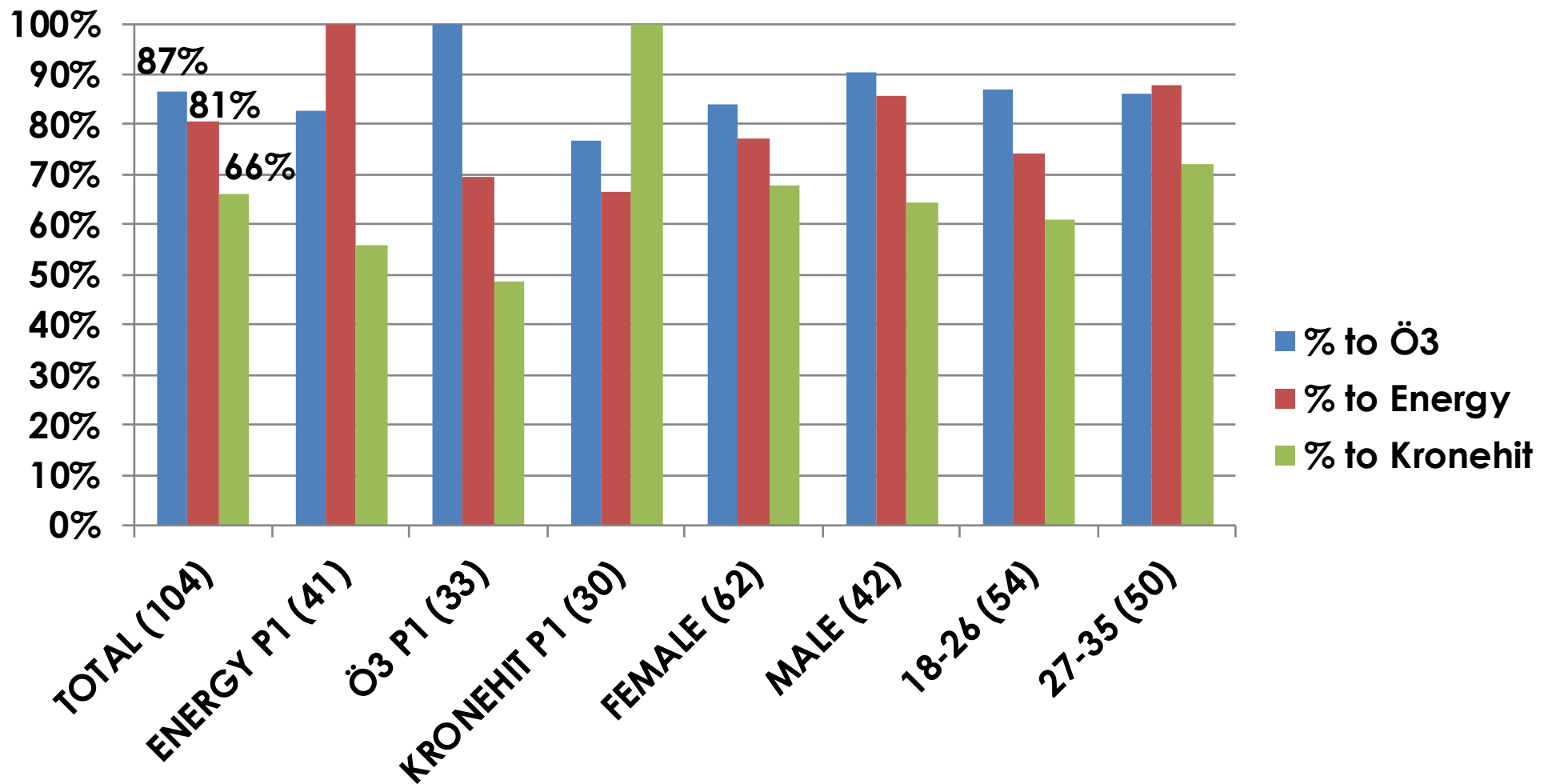
Wie viel Zeit verbringen Sie an einem durchschnittlichen Tag damit, Ihren Lieblingsradiosender zu hören?



# Weekly Cume/Reach Summary

## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

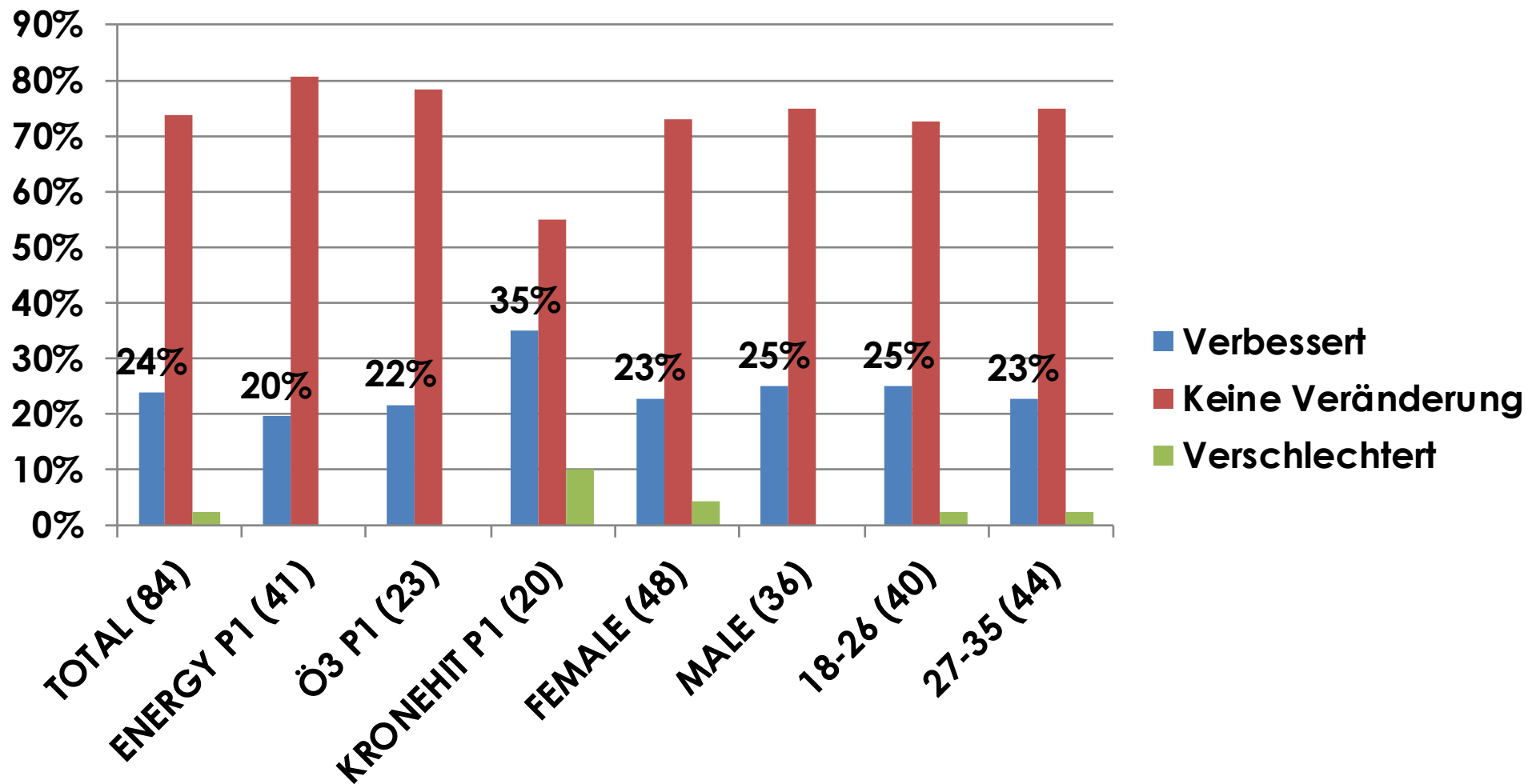
Hören Sie Energy/Ö3/Kronehit mindestens eine Stunde in einer durchschnittlichen Woche?



# Energy Momentum

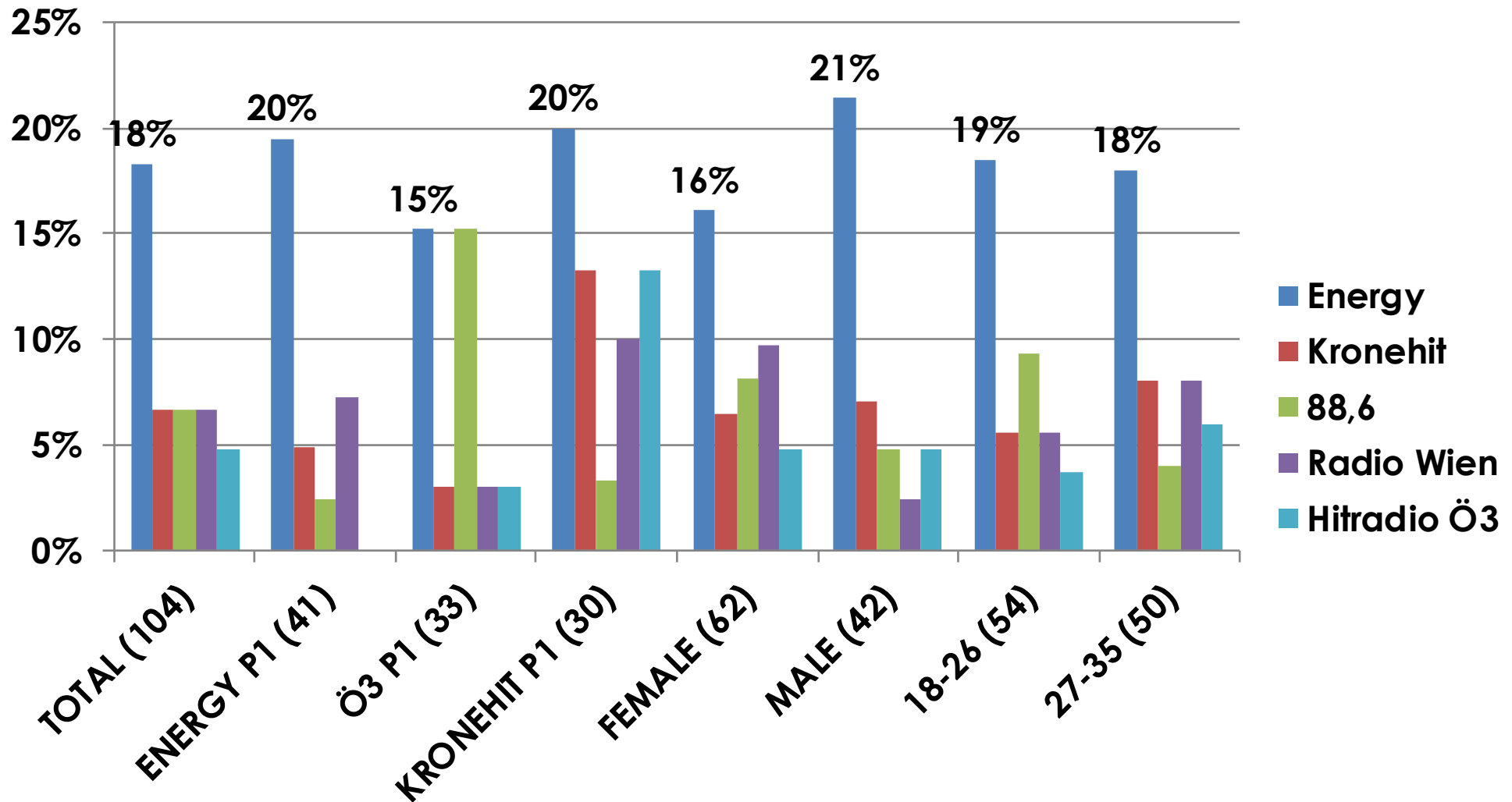
## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

Hat sich Energy in den letzten 3 Monaten verbessert, verschlechtert oder gar nicht verändert?



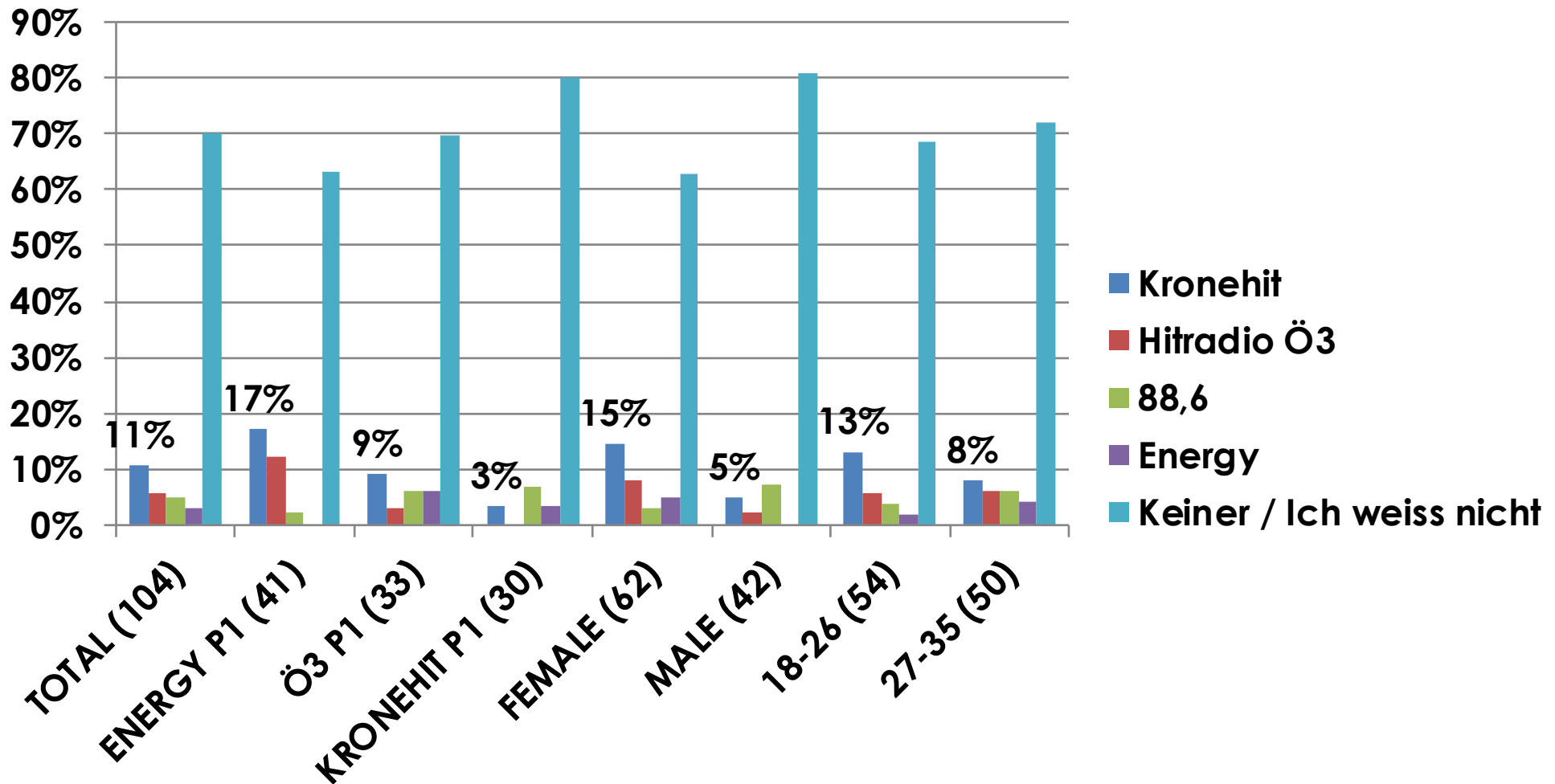
# Image: Station That's Been Getting Better Lately (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

Welcher Radiosender ist Ihrer Meinung nach in letzter Zeit besser geworden?



# Image: Station That's Been Getting Worse Lately (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

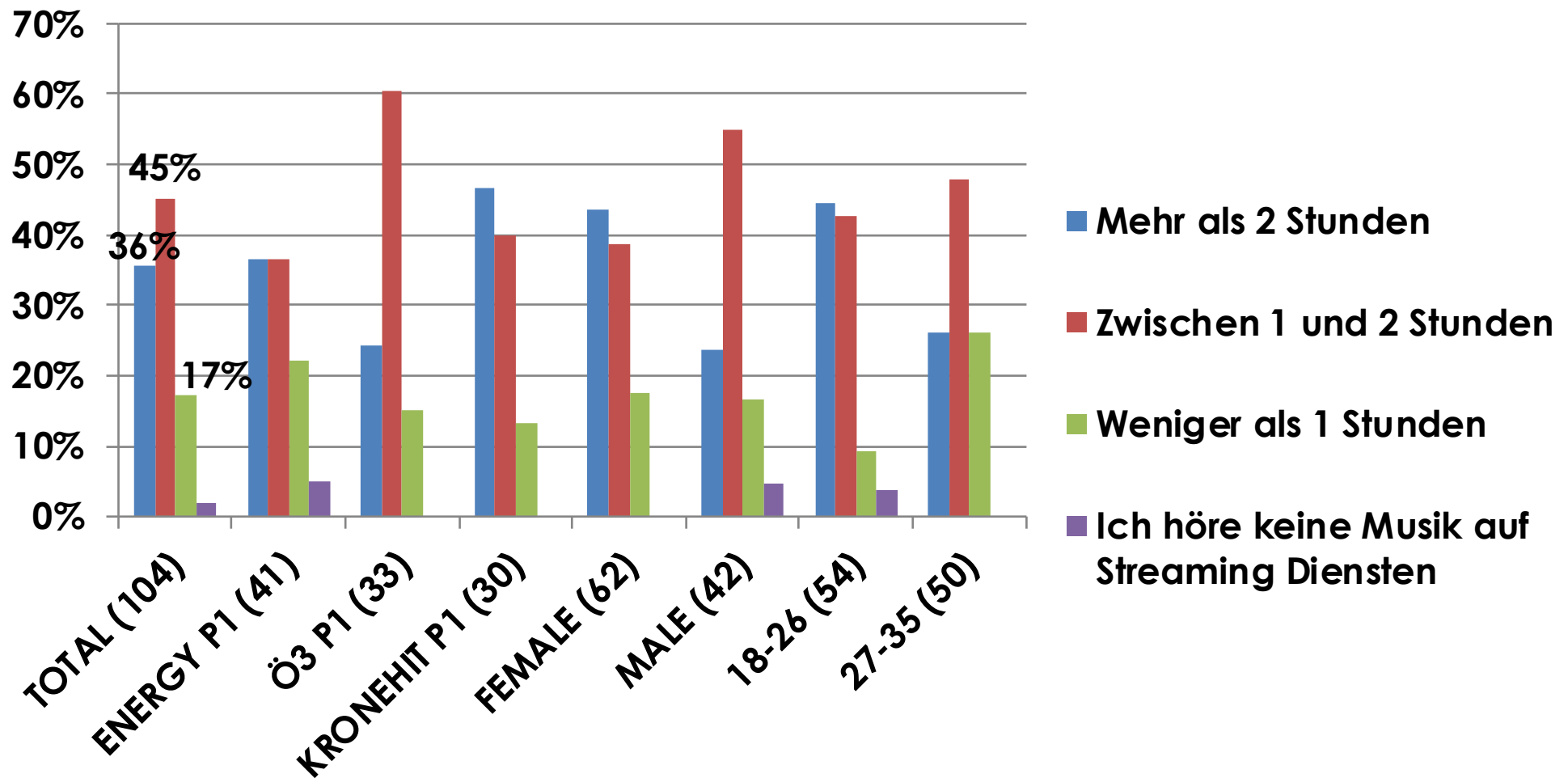
Welcher Radiosender ist Ihrer Meinung nach in letzter Zeit schlechter geworden?



# Streaming TSL

## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

An einem durchschnittlichen Tag, wie lange hören Sie Musik auf sogenannten Online Streaming Diensten (Spotify, Apple Music, YouTube, etc.)?

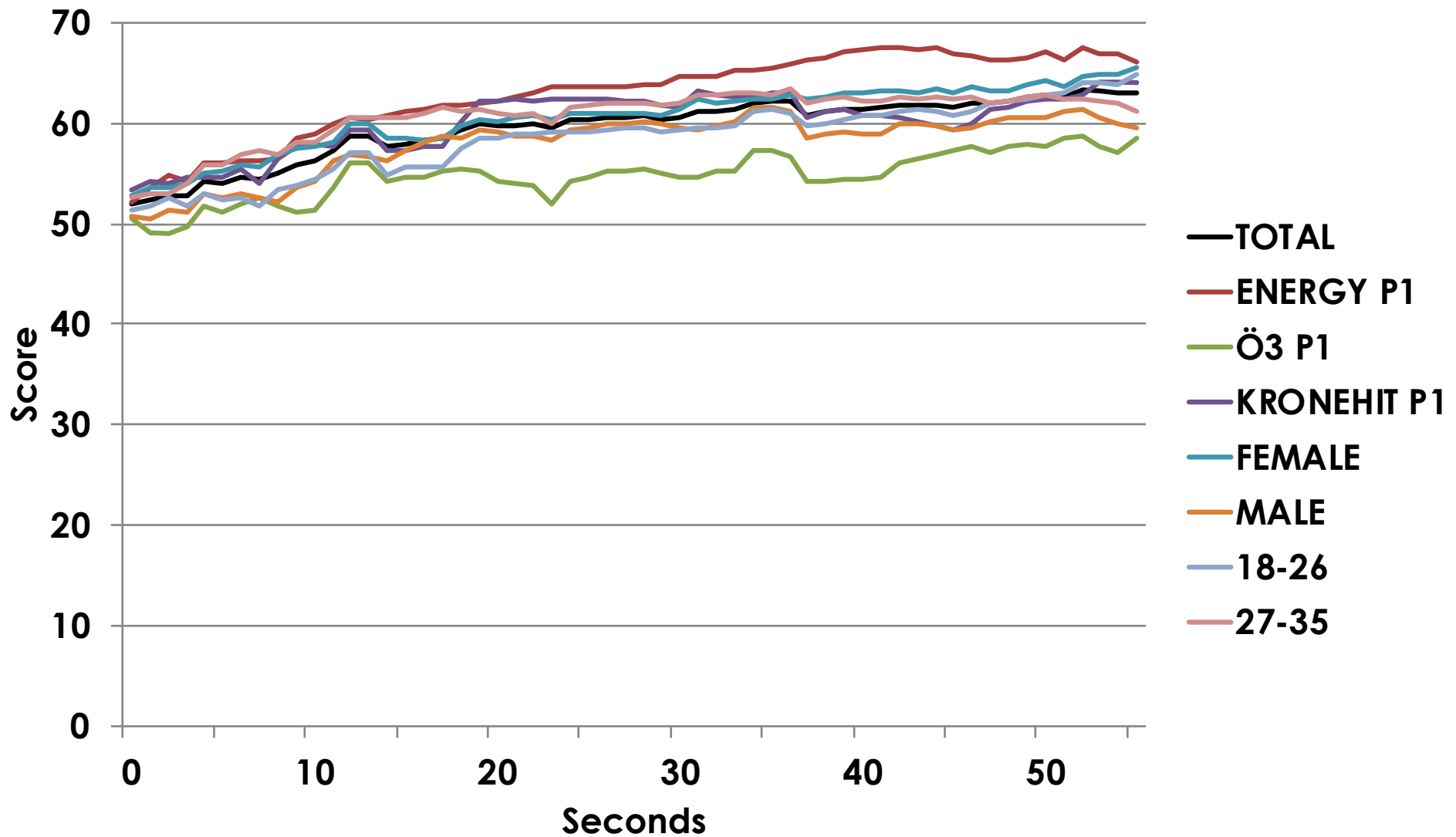


# DJ Segments

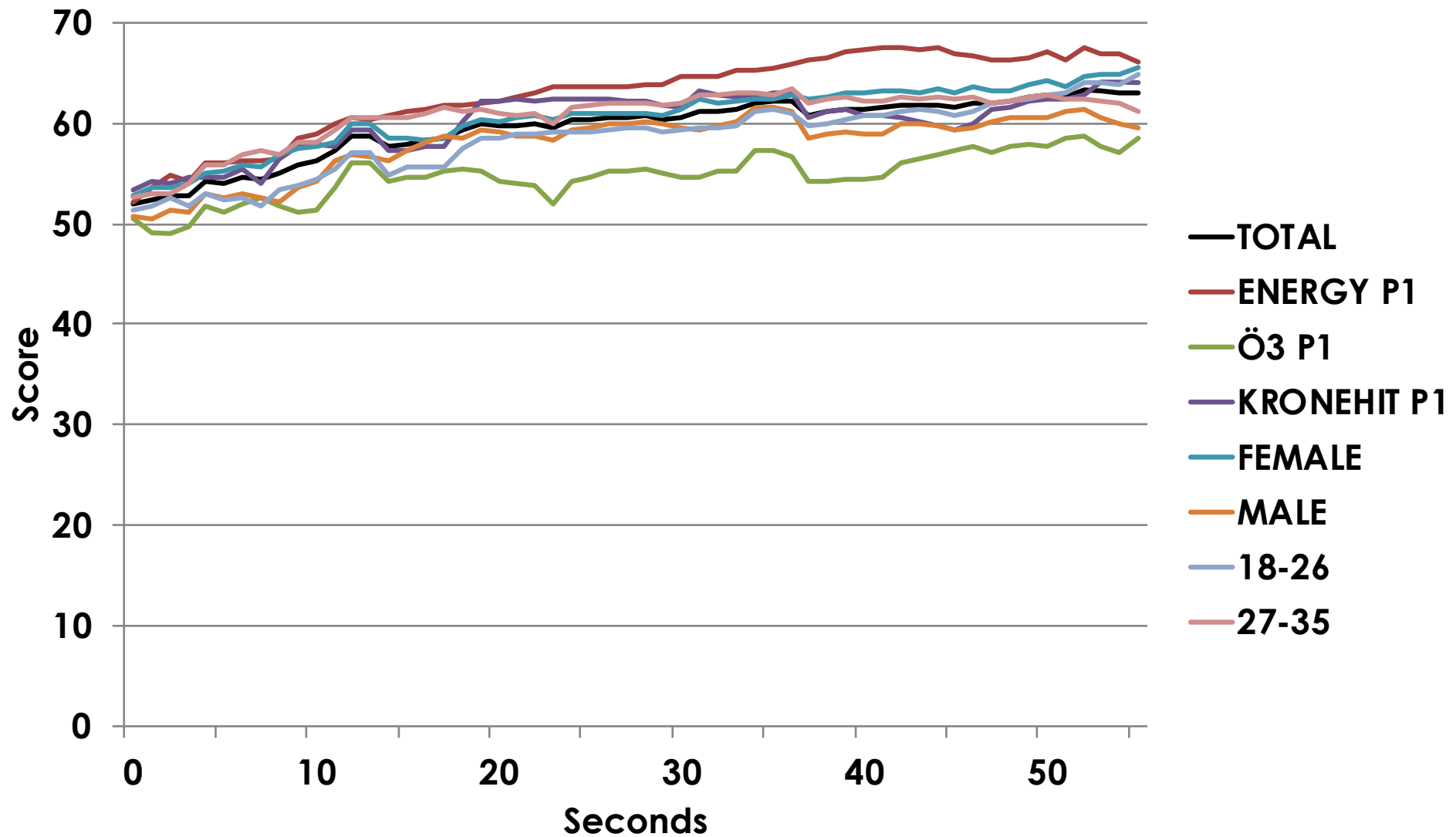




# Moderator Break **Moment-to-Moment Video:** **Drivetime Lifhack**

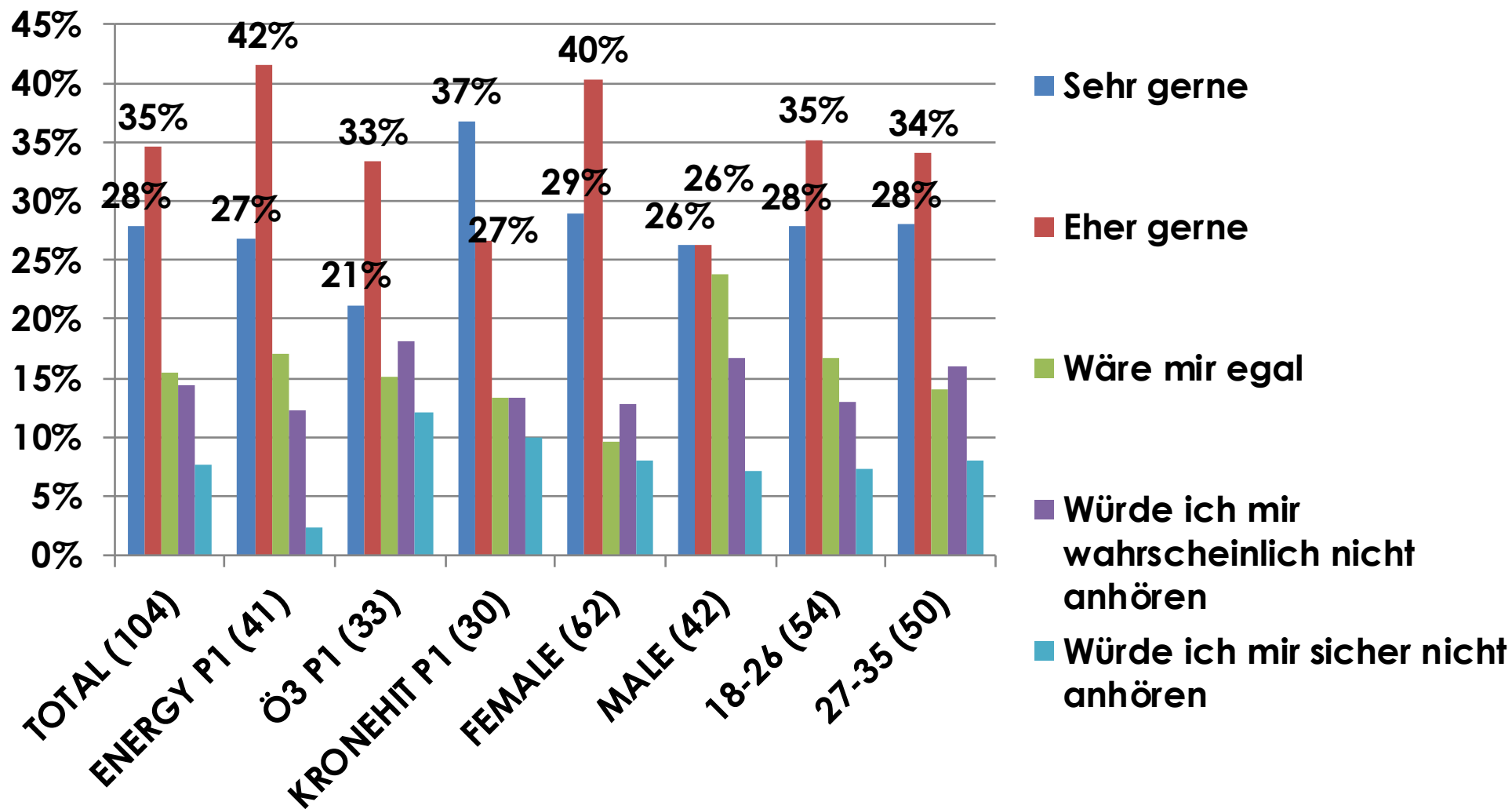


# Moderator Break **EKG**: Drivetime Lifehack

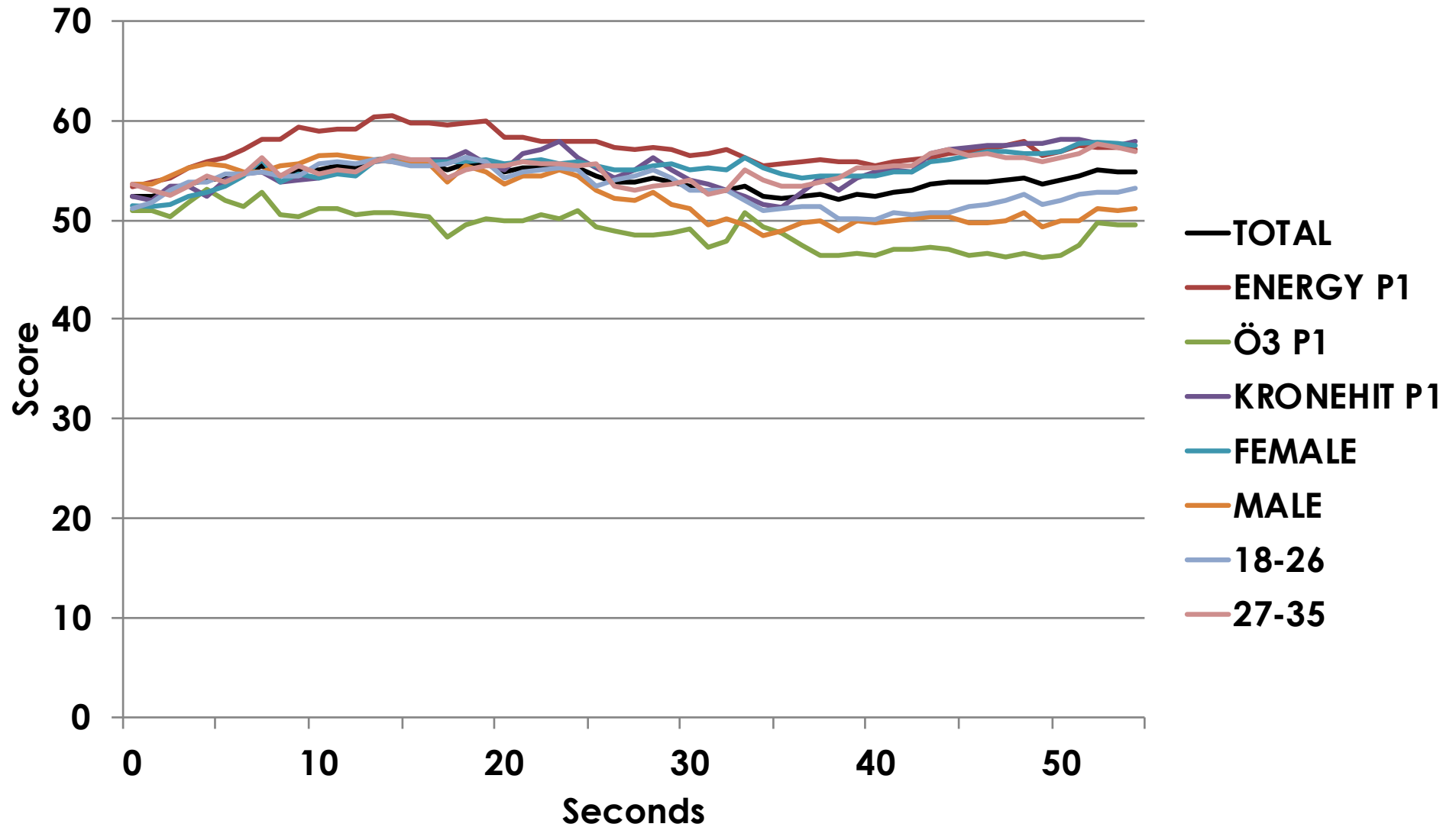


# Moderator Break: Drivetime Lifehack (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

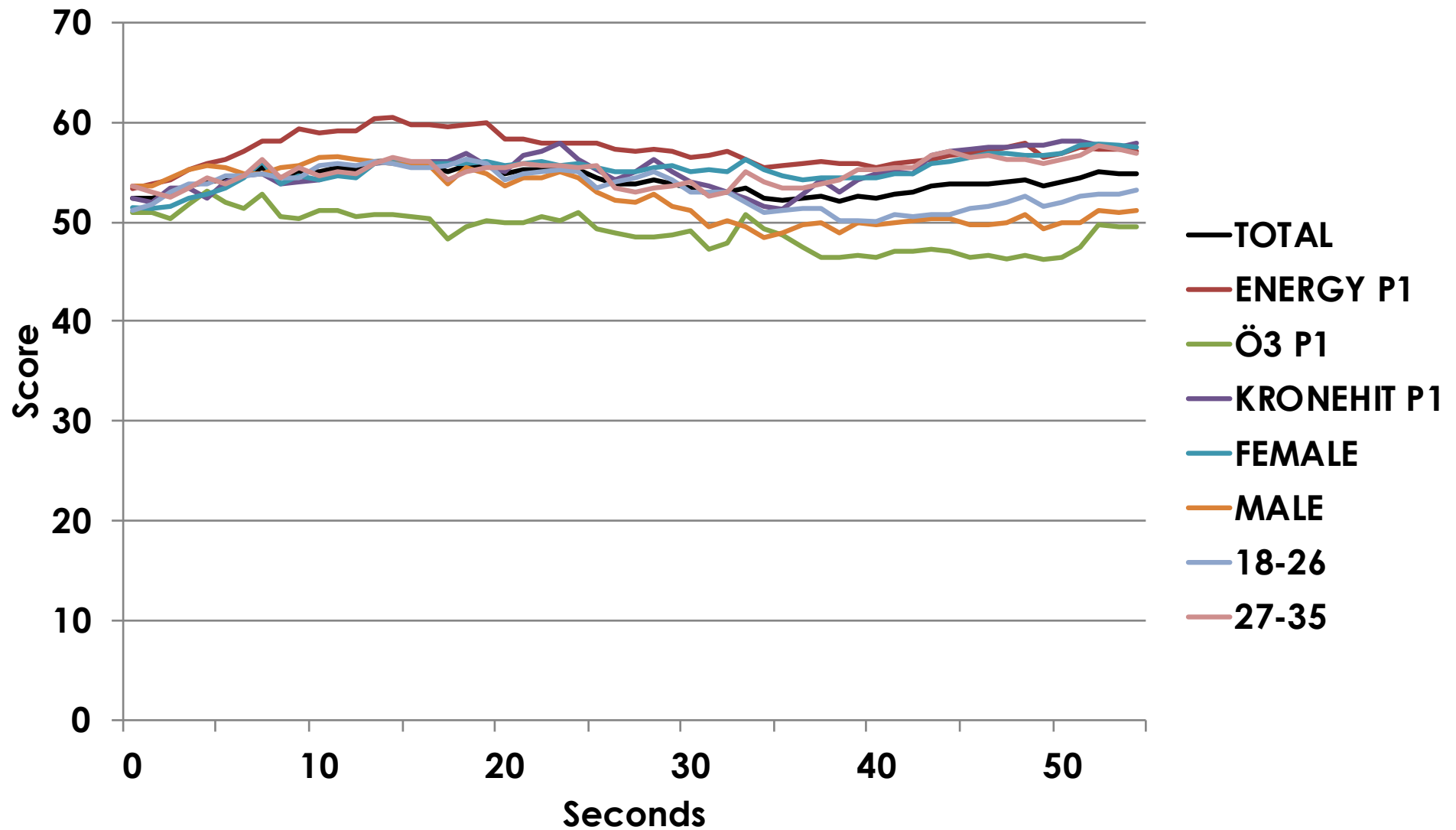
Wie gerne würden Sie solche Inhalte im Radio hören?



# Moderator Break **Moment-to-Moment Video:** @Work Kids

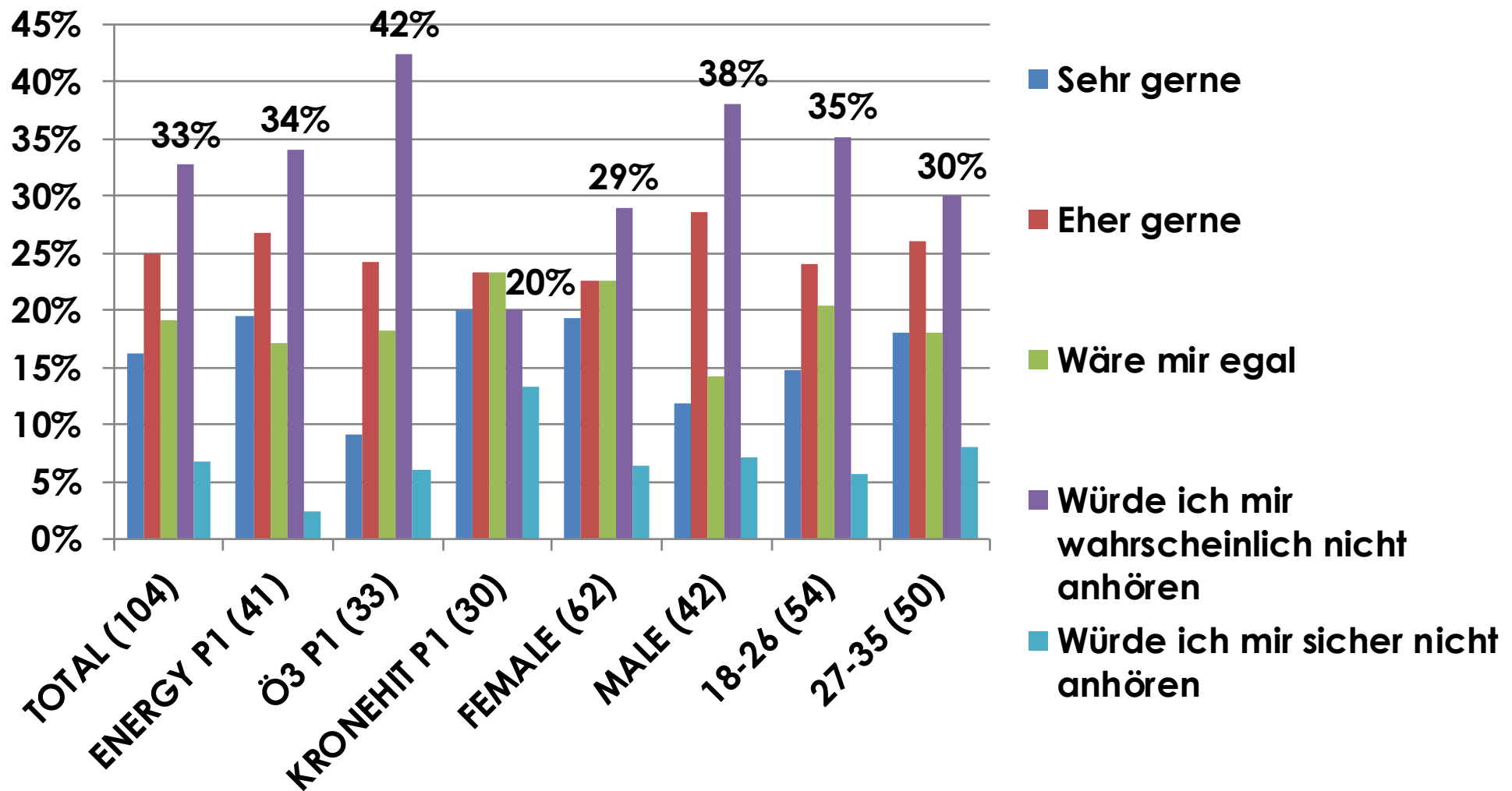


# Moderator Break **EKG**: @Work Kids

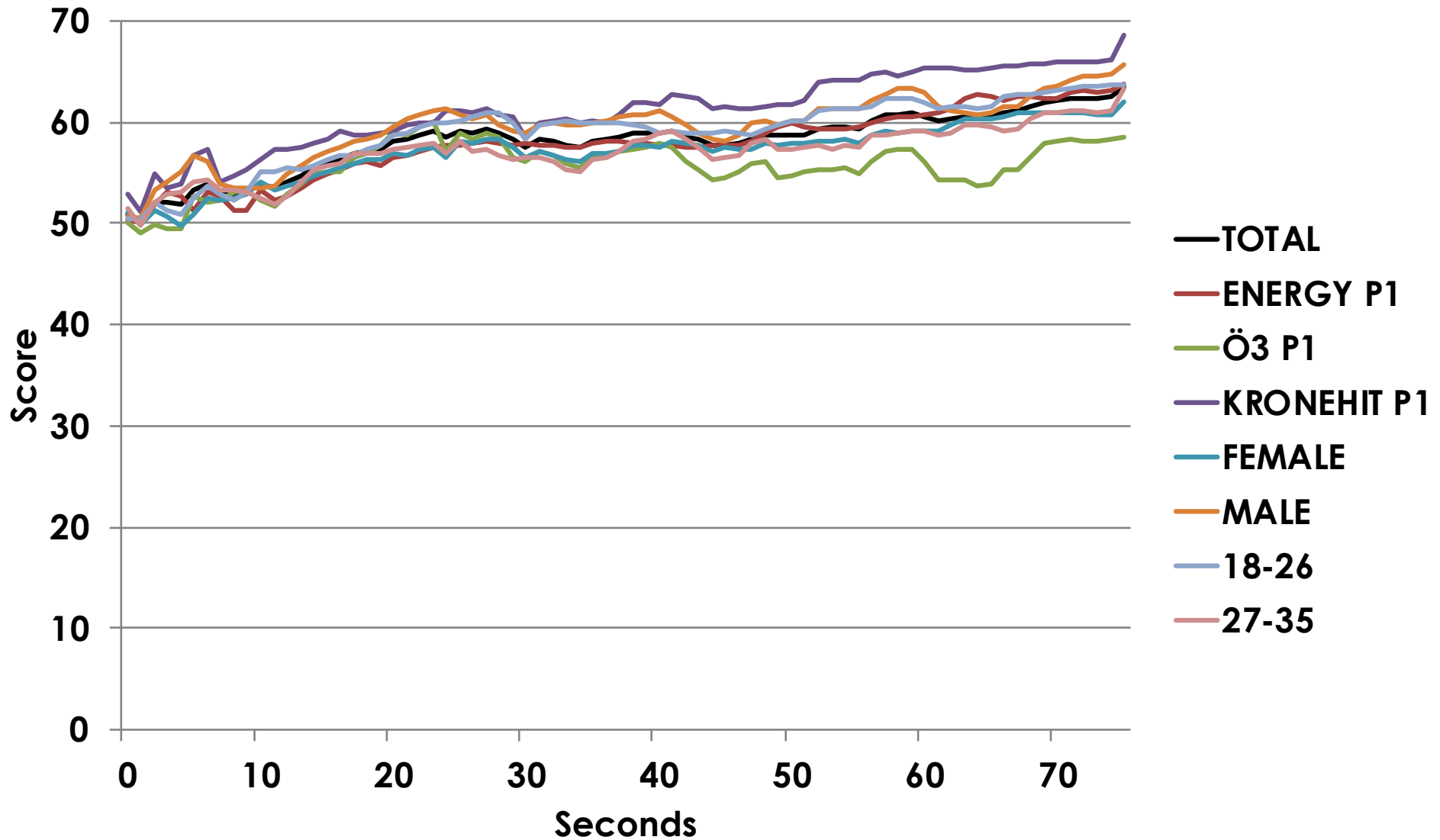


# Moderator Break: @Work Kids (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

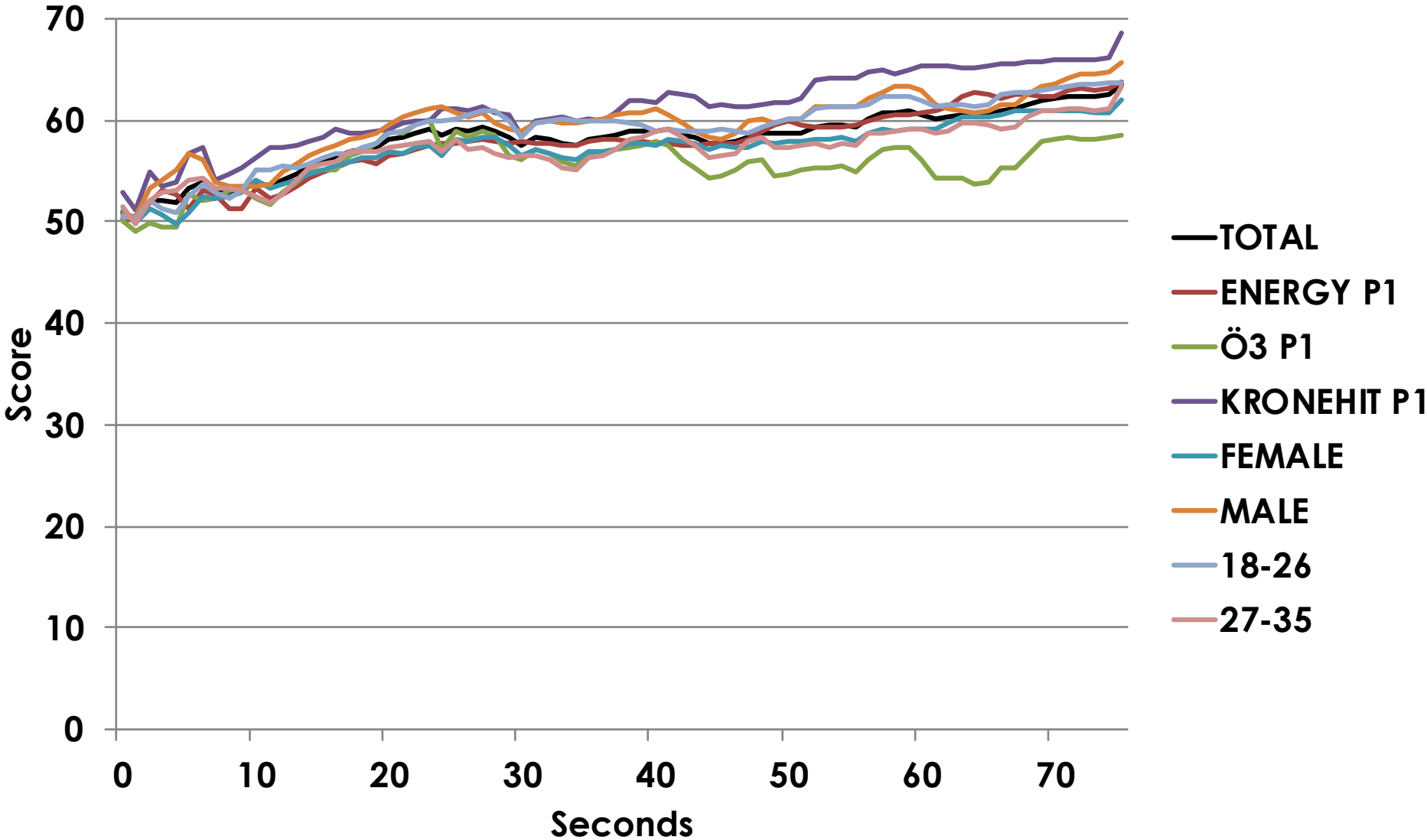
Wie gerne würden Sie solche Inhalte im Radio hören?



# Moderator Break **Moment-to-Moment Video:** **Drivetime Horror Movies**



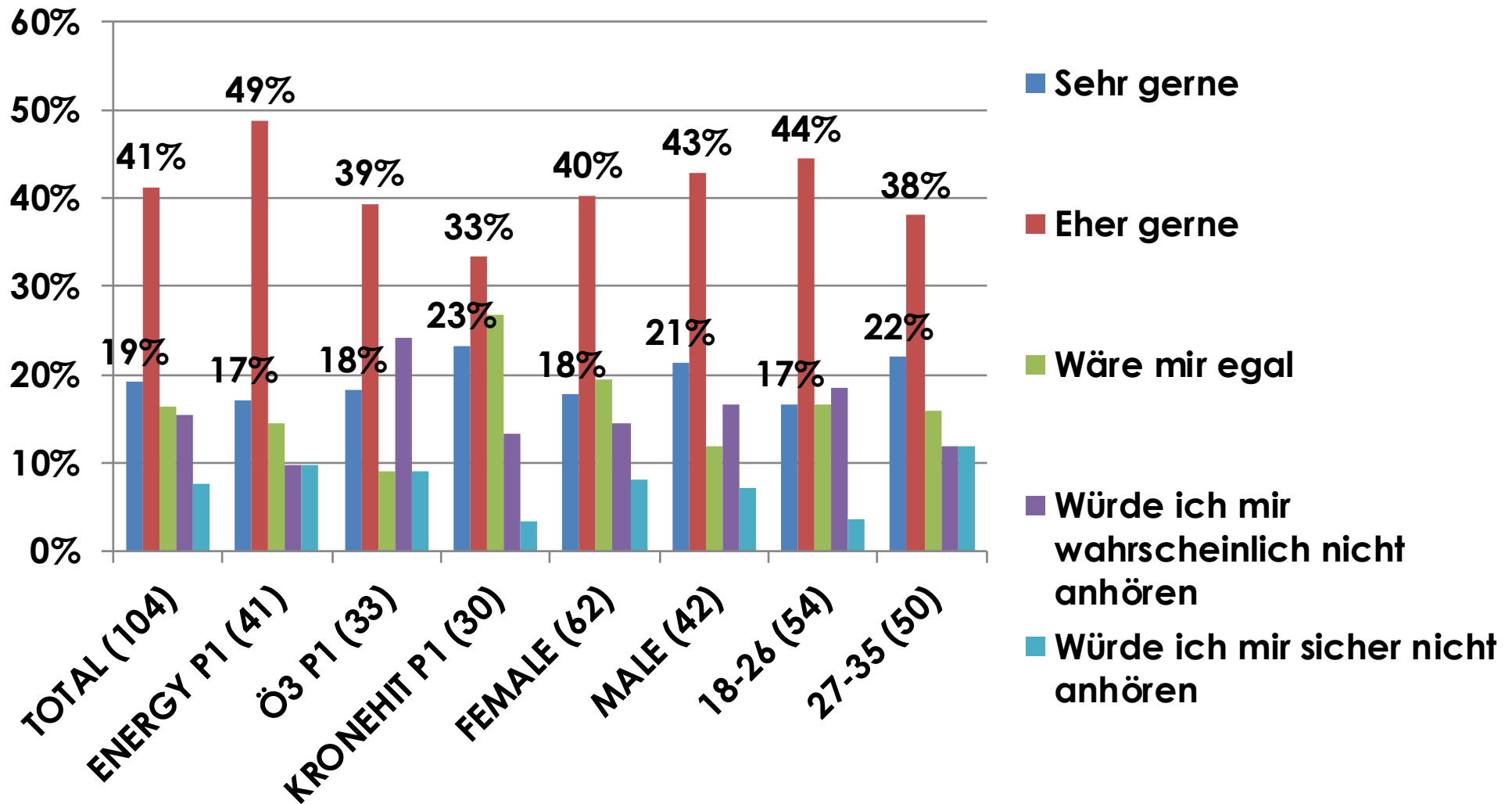
# Moderator Break **EKG**: Drivetime Horror Movies



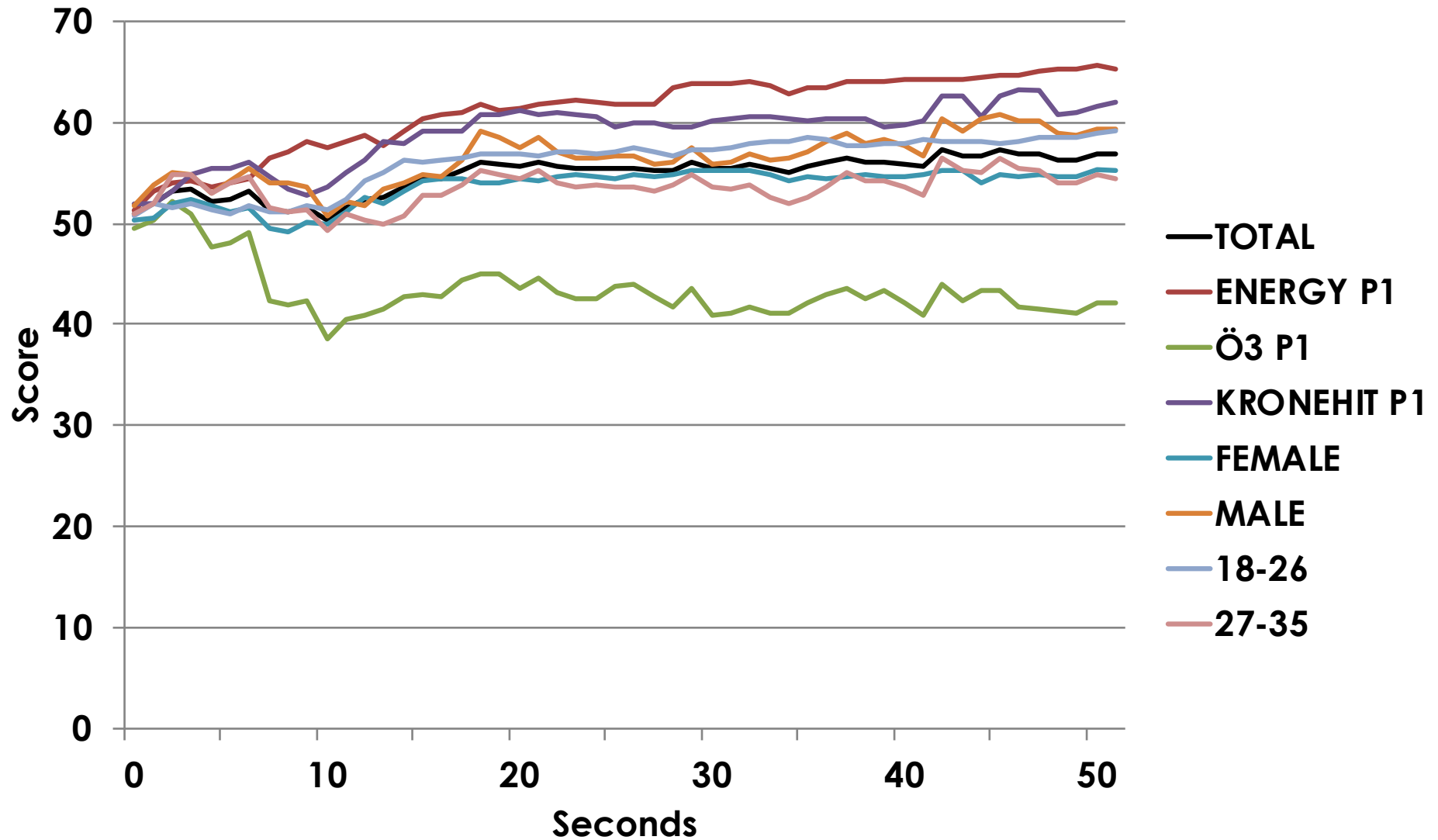


# Moderator Break: Drivetime Horror Movies (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

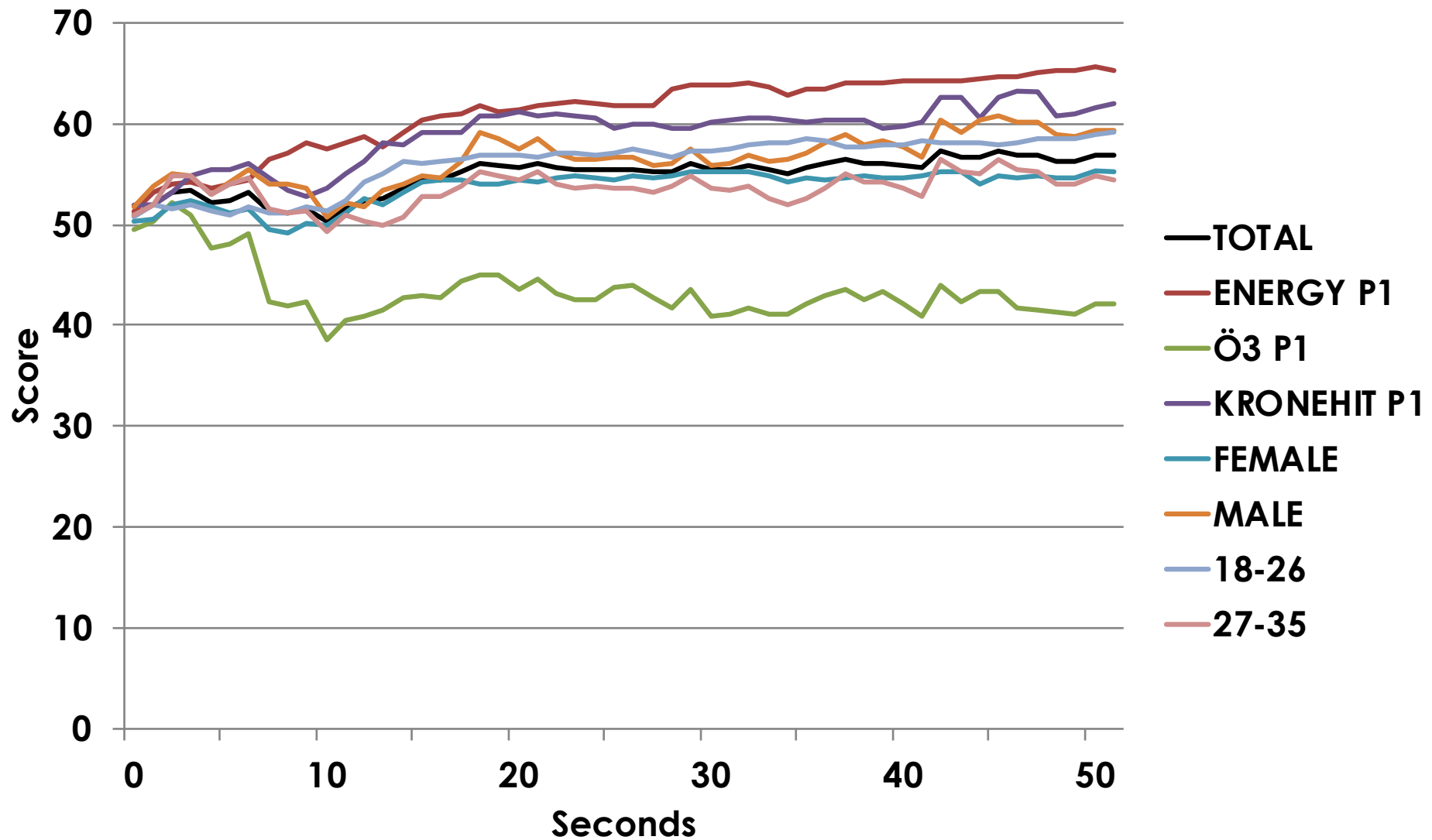
Wie gerne würden Sie solche Inhalte im Radio hören?



# Moderator Break **Moment-to-Moment Video:** **@Work Brands**

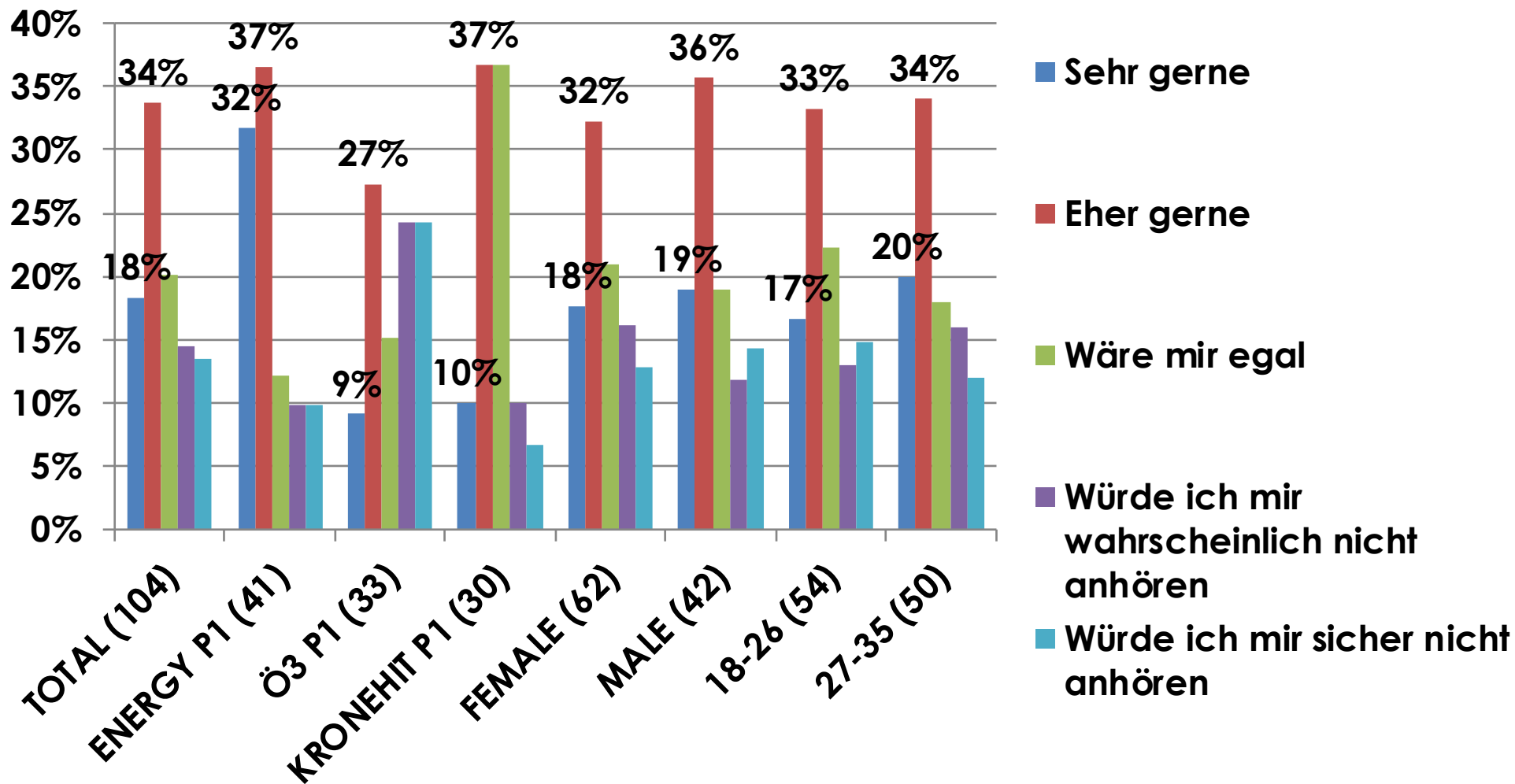


# Moderator Break **EKG**: @Work Brands

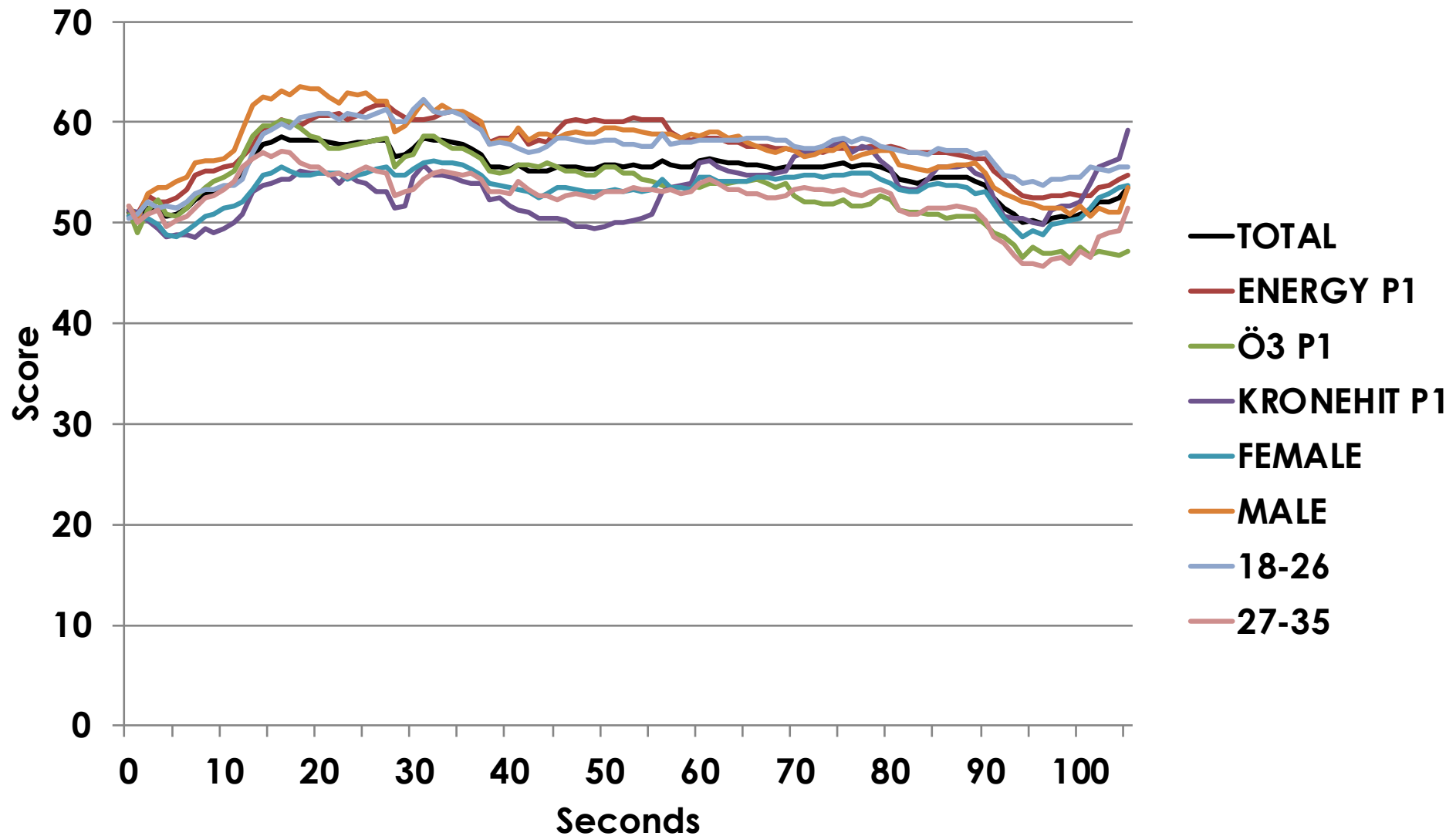


# Moderator Break: @Work Brands (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

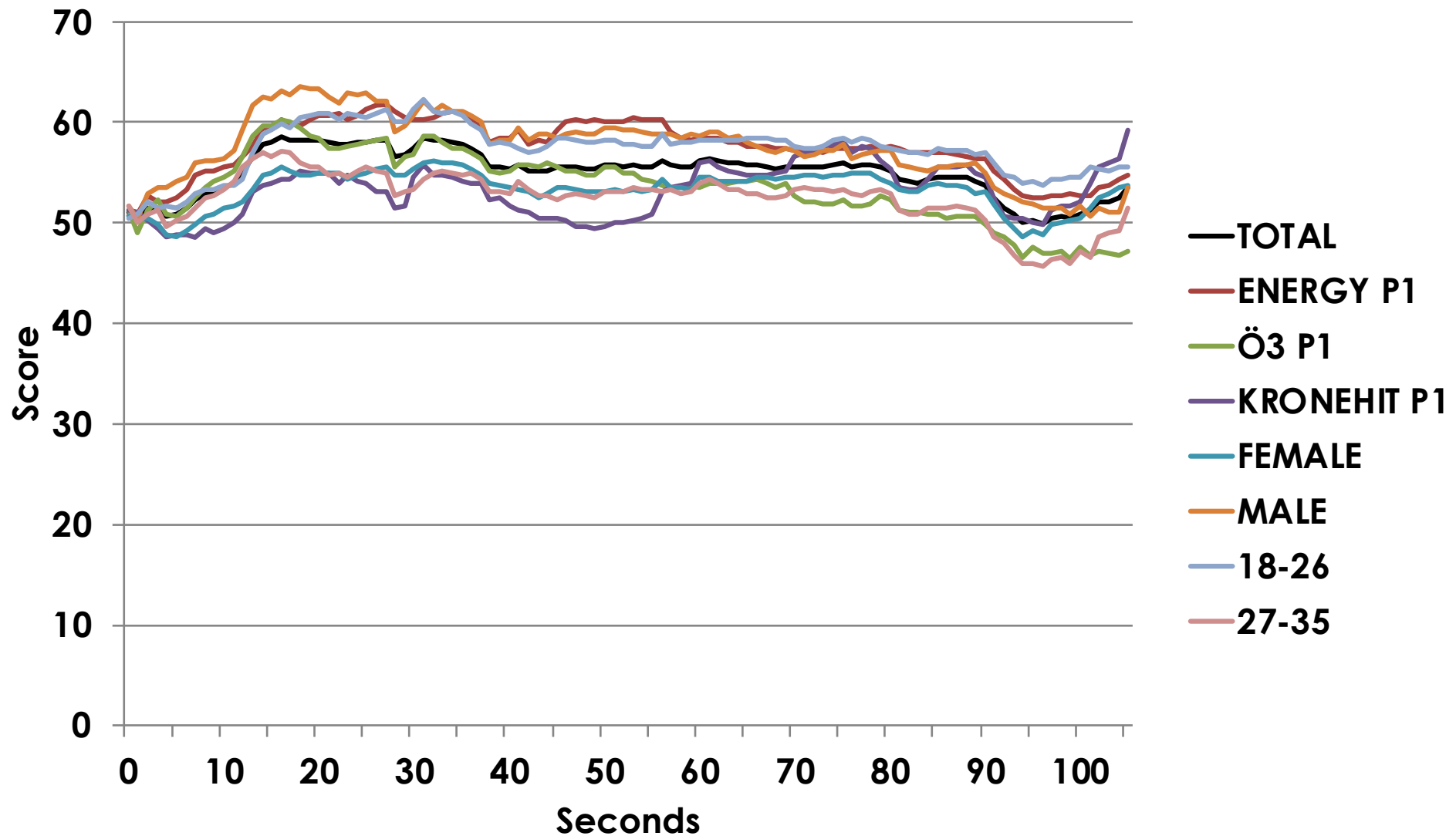
Wie gerne würden Sie solche Inhalte im Radio hören?



# Moderator Break **Moment-to-Moment Video:** Morningshow CallInTalk 2



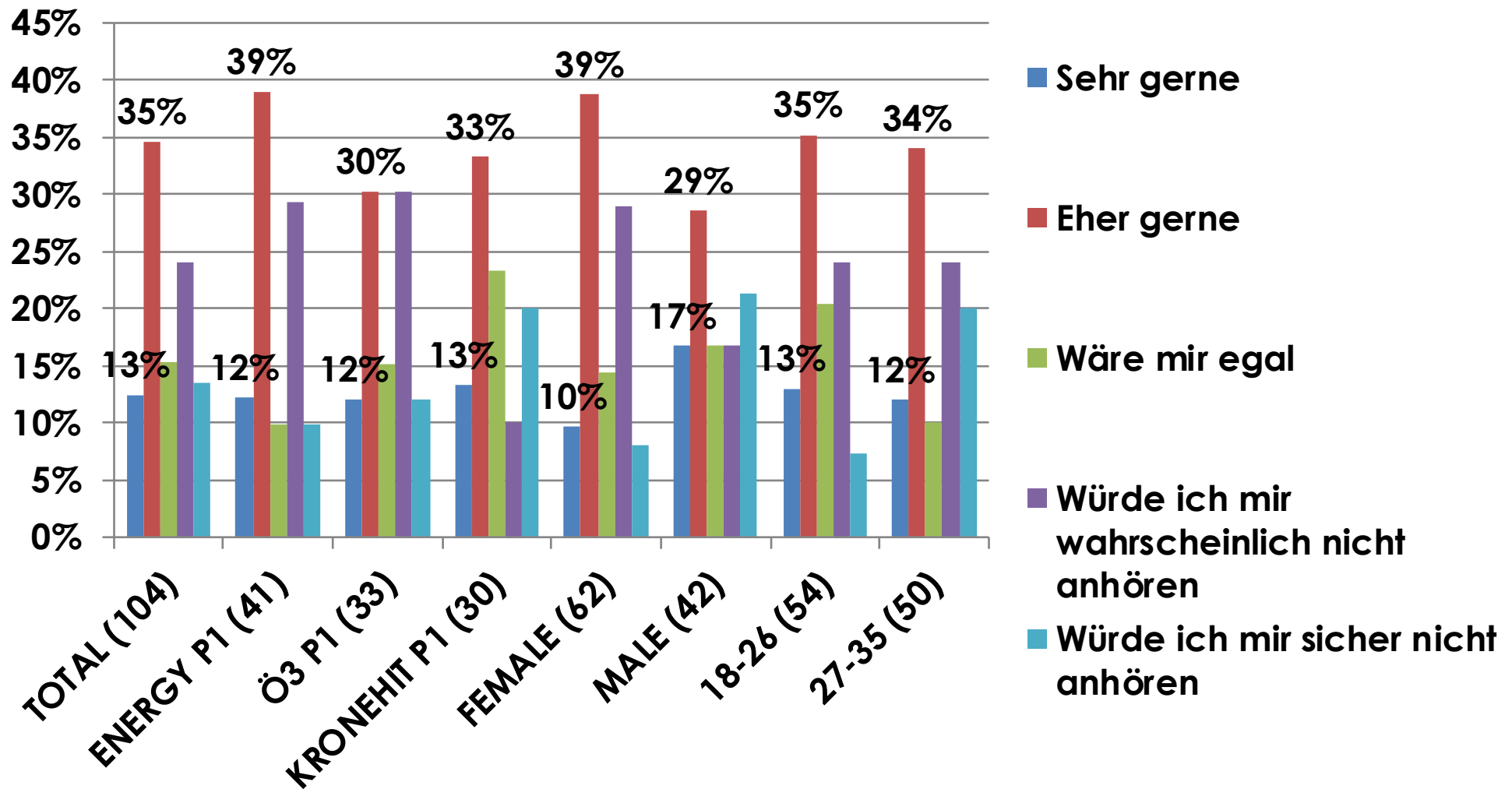
# Moderator Break **EKG**: Morningshow CallInTalk 2



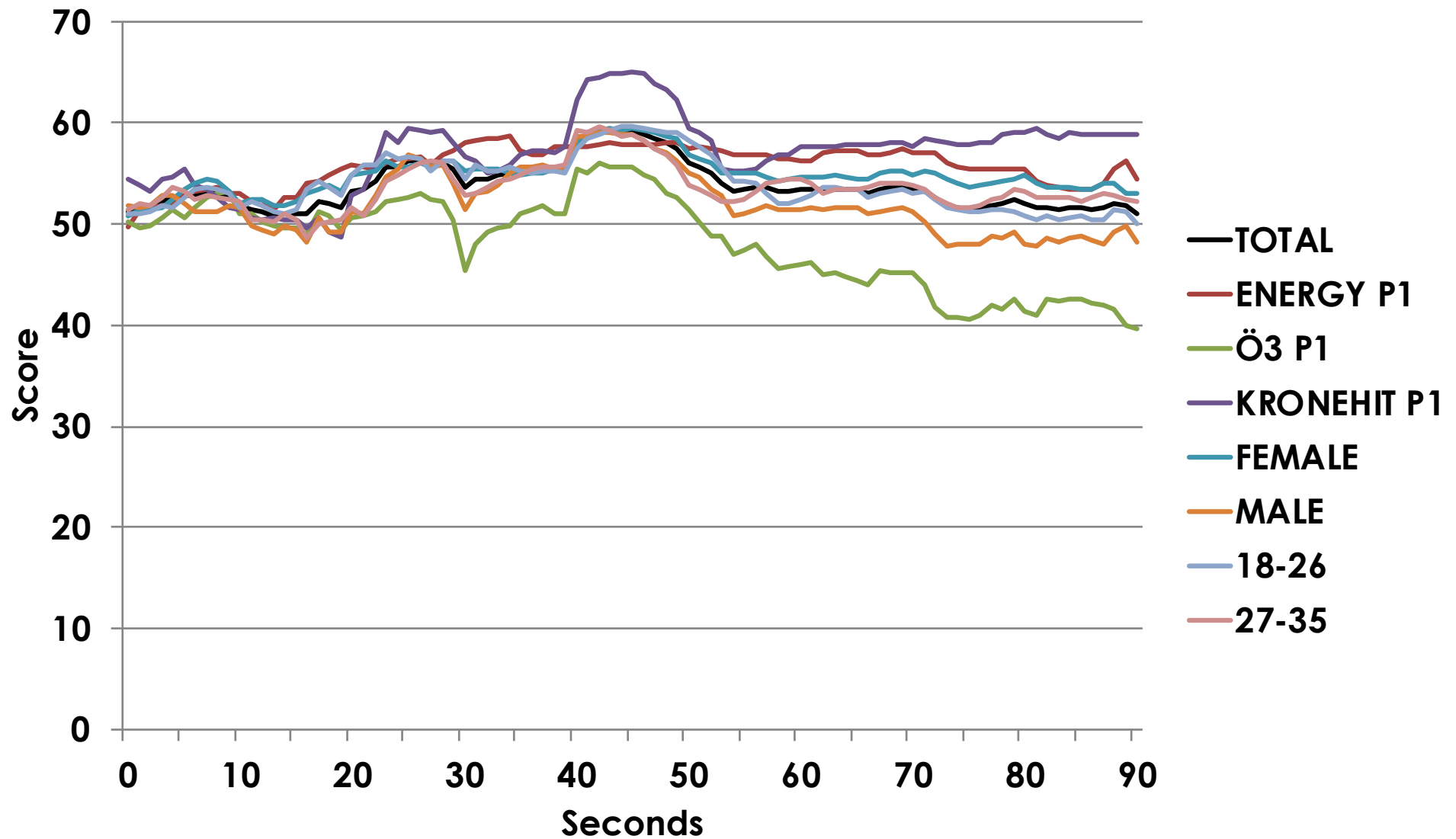
# Moderator Break: **Morningshow CallInTalk 2**

## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

Wie gerne würden Sie solche Inhalte im Radio hören?

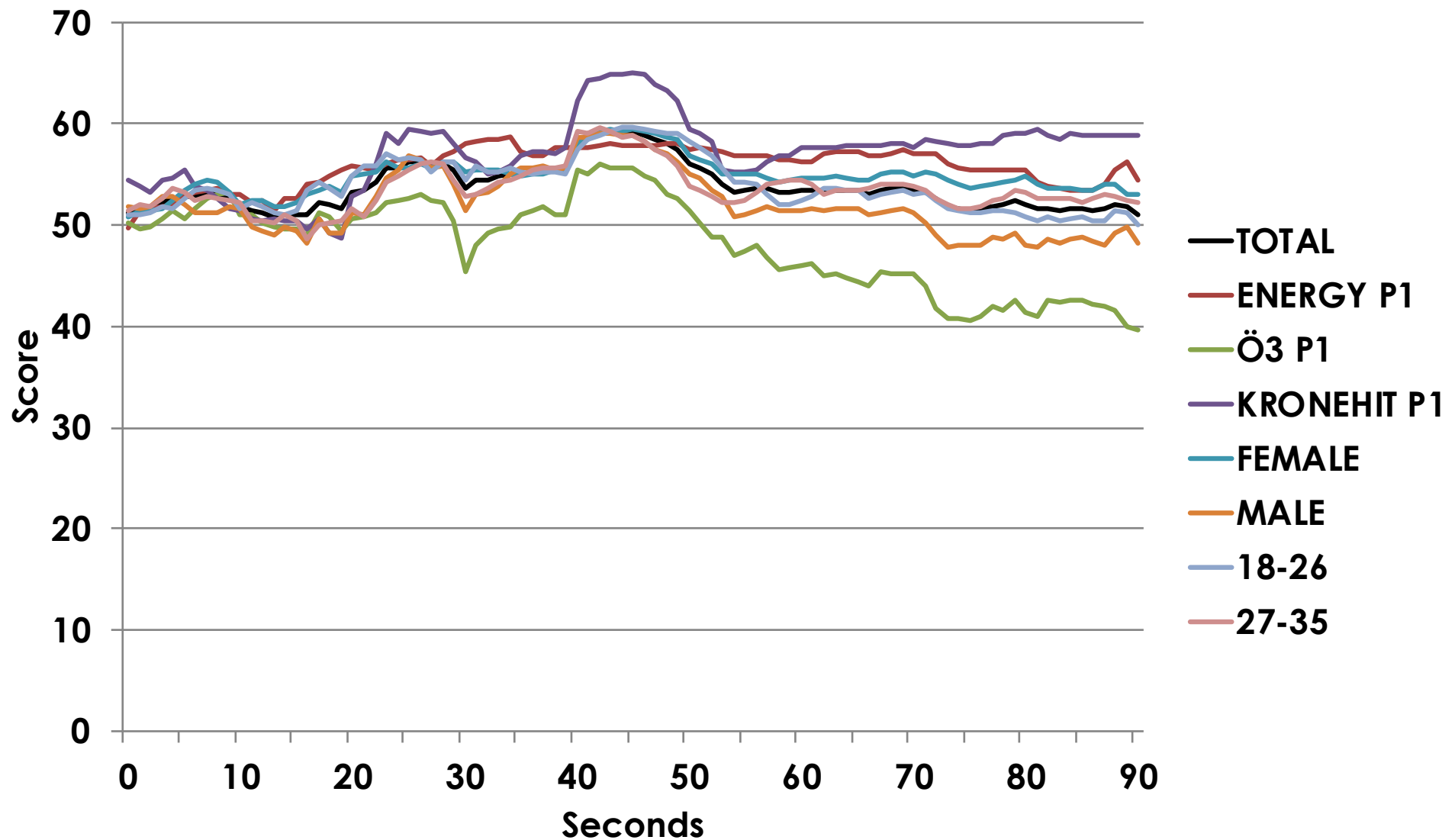


# Moderator Break **Moment-to-Moment Video:** Morningshow Songbattle



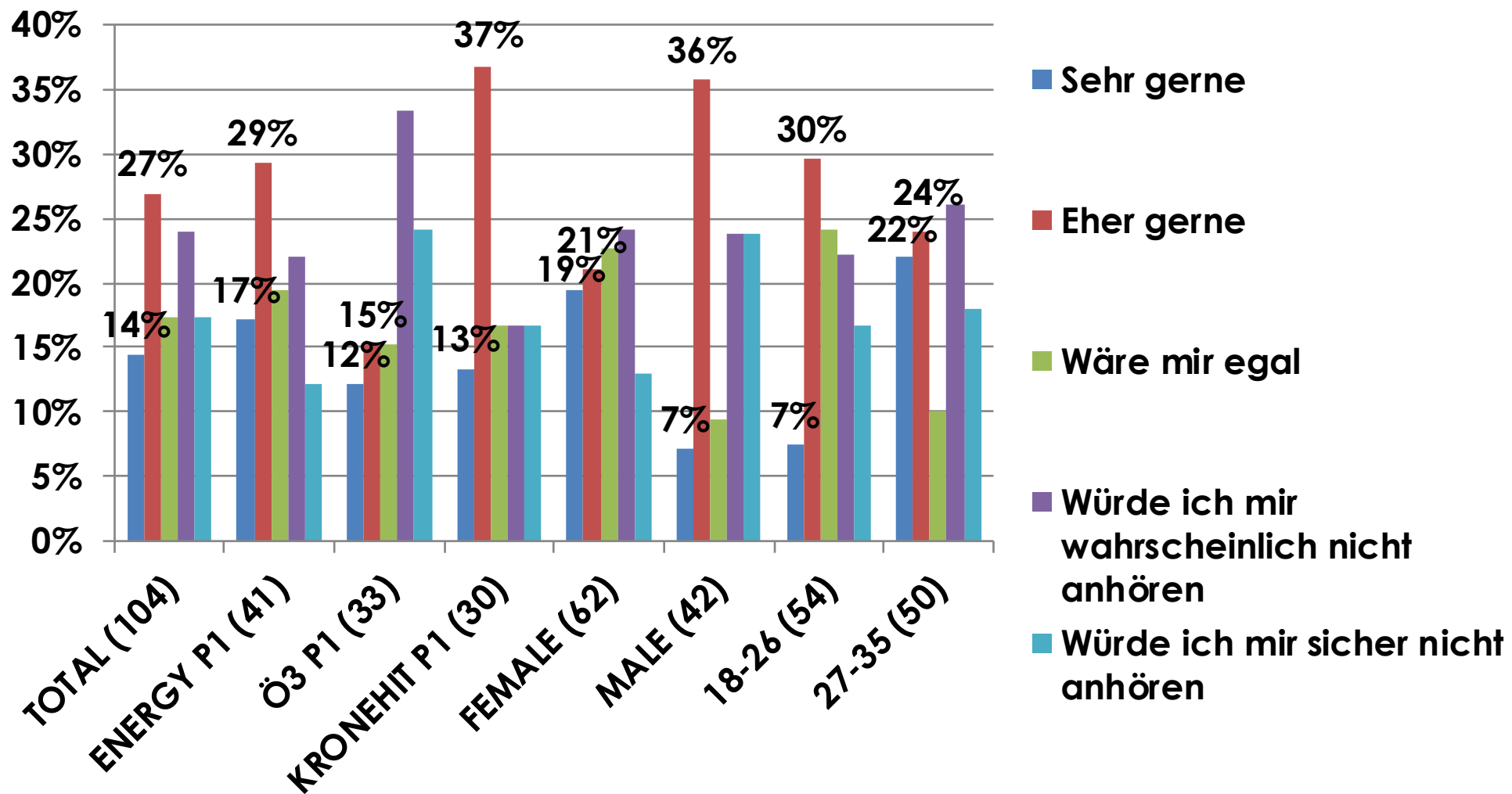


# Moderator Break **EKG**: Morningshow Songbattle



# Moderator Break: Morningshow Songbattle (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

Wie gerne würden Sie solche Inhalte im Radio hören?



# Station As-Is Segments

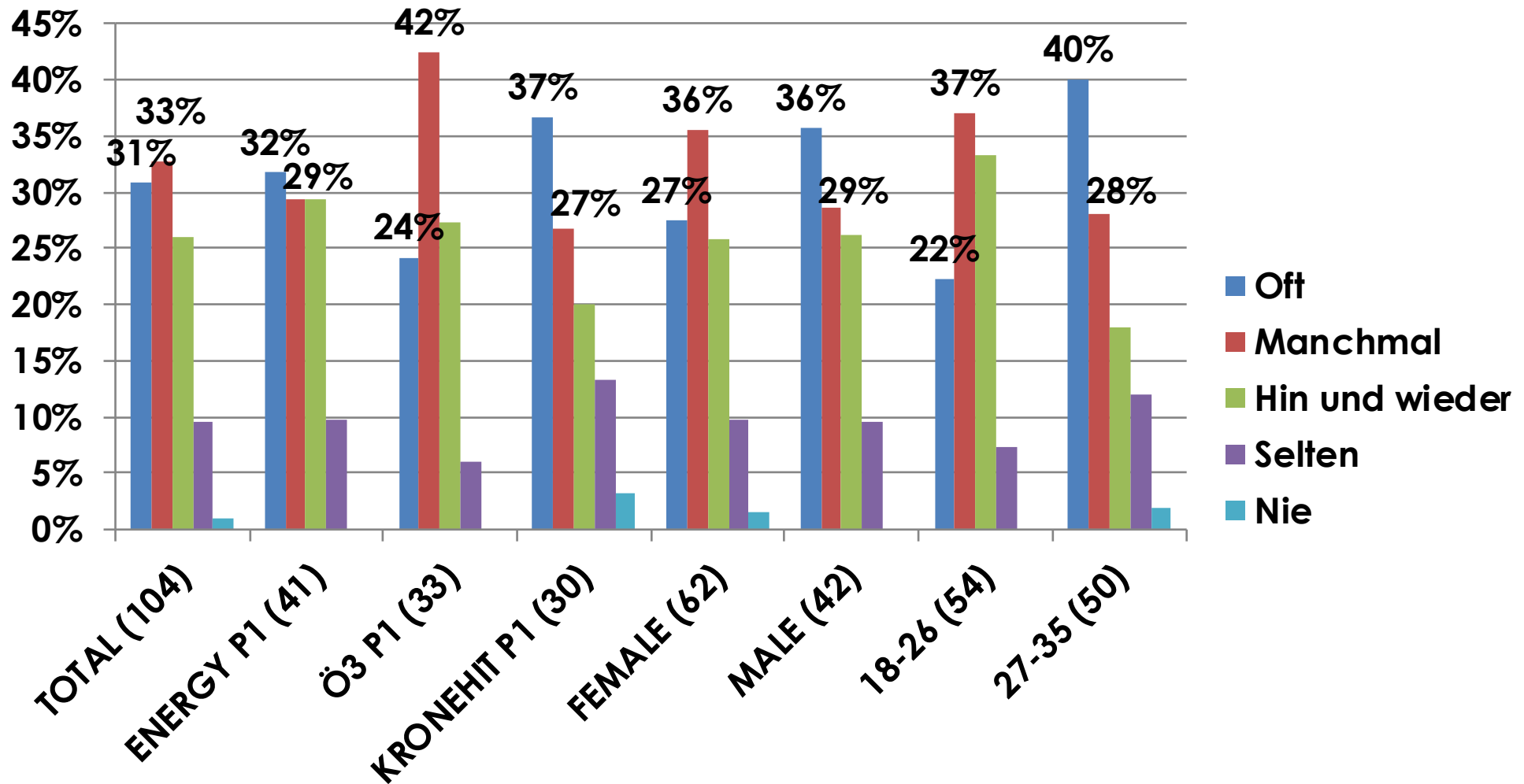


# Energy On-Air Segment – Song-by-Song

TITLE	ARTIST	Previous Category	Year	TOTAL (104) Fam Score	TOTAL (104) Pct Familiar	TOTAL (104) Pct Burn	ENERGY P1 (41) Fam Score	Ö3 P1 (33) Fam Score	KRONEHIT P1 (30) Fam Score	FEMALE (62) Fam Score	MALE (42) Fam Score	18-26 (54) Fam Score	27-35 (50) Fam Score
FOLLOWING THE SUN	SUPER-HIX NEEKA	B	2021	67.01	90.39%	21.15%	66.49	66.45	68.42	64.95	70.33	62.47	71.96
THESE DAYS	RUDIMENTAL & JESS GLYN	G	2018	63.95	94.23%	27.89%	61.31	66.53	64.83	61.86	67.10	63.02	64.92
COLORADO	MILKY CHANCE	B	2021	65.75	75.96%	11.54%	66.55	61.68	69.33	61.61	72.50	66.15	65.33
BECAUSE YOU MOVE ME	TINLICKER & HELSLOT	B	2018	66.01	70.19%	7.69%	65.67	65.18	67.38	65.19	67.60	63.16	68.94
DON'T LET ME DOWN	CHAINSMOKERS FEAT. DA	G	2016	68.12	98.08%	25.96%	70.38	63.12	70.69	63.69	74.71	65.48	70.86
GOOD 4 U	RODRIGO, OLIVIA	H	2021	71.02	86.54%	31.73%	68.97	72.50	72.40	70.70	71.56	71.24	70.74
YOUR LOVE (9PM)	ATB & TOPIC & A7S	OUT	2020	66.38	90.39%	27.89%	69.50	64.07	64.83	65.69	67.50	58.86	74.58
SUMMER OF LOVE	MENDES, SHAWN & TAINY	OUT	2021	55.75	56.73%	5.77%	59.60	52.25	53.50	53.18	60.38	52.50	59.10
NO TEARS LEFT TO CRY	GRANDE, ARIANA	G	2018	63.02	83.65%	14.42%	59.57	66.12	64.68	61.94	64.56	61.94	64.42
LOVE TONIGHT	SHOUSE	B	2021	74.65	82.69%	14.42%	73.94	74.23	76.08	71.58	80.10	74.48	74.87
STARS	VIZE + LANIA	G	2019	66.78	95.19%	33.65%	67.08	67.10	66.03	65.18	69.23	60.17	74.09
HIGHER POWER	COLDPLAY	B	2021	61.95	75.96%	16.35%	58.00	69.09	60.38	59.85	64.88	58.17	66.03
IKO IKO	WELLINGTON, JUSTIN FEA	H	2021	54.22	93.27%	30.77%	52.29	51.03	60.03	58.46	48.18	49.85	59.27
SCARED TO BE LONELY	GARRIX, MARTIN FEAT. DL	G	2017	65.12	86.54%	21.15%	66.19	60.24	69.38	63.72	67.14	64.64	65.60
I DON'T CARE	SHEERAN, ED FEAT. JUSTI	G	2019	62.01	88.46%	28.85%	60.42	61.21	65.36	64.66	57.89	60.64	63.64

# Energy On-Air Segment – Intent-to-Listen (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

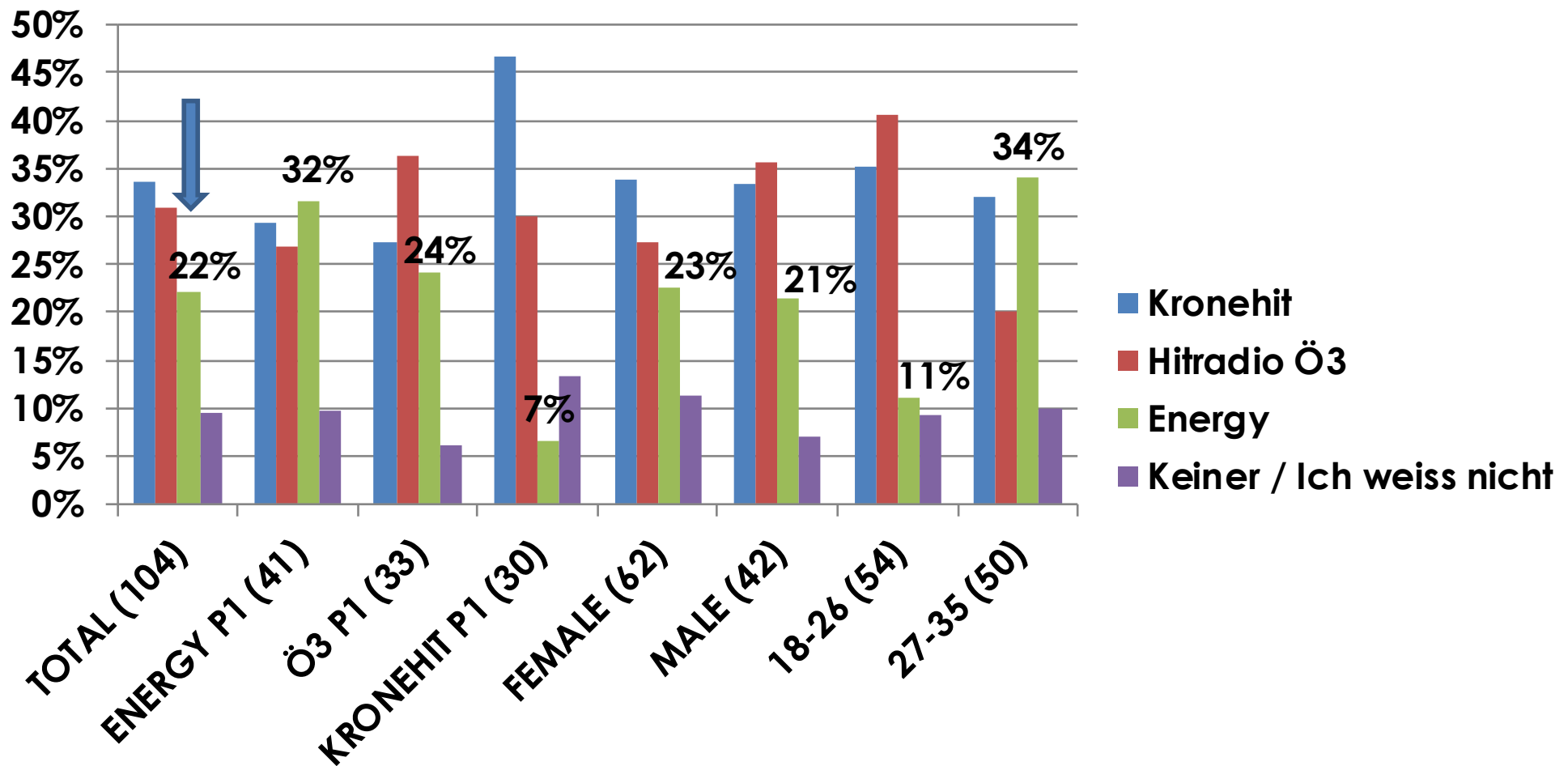
Falls ein Radiosender diese Musik spielen würde, wie oft würden Sie diesen Radiosender einschalten?



# Energy On-Air Segment – Attribution

## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

Welcher Radiosender in Ihrer Umgebung spielt diese Musik, welche Sie gerade gehört haben?

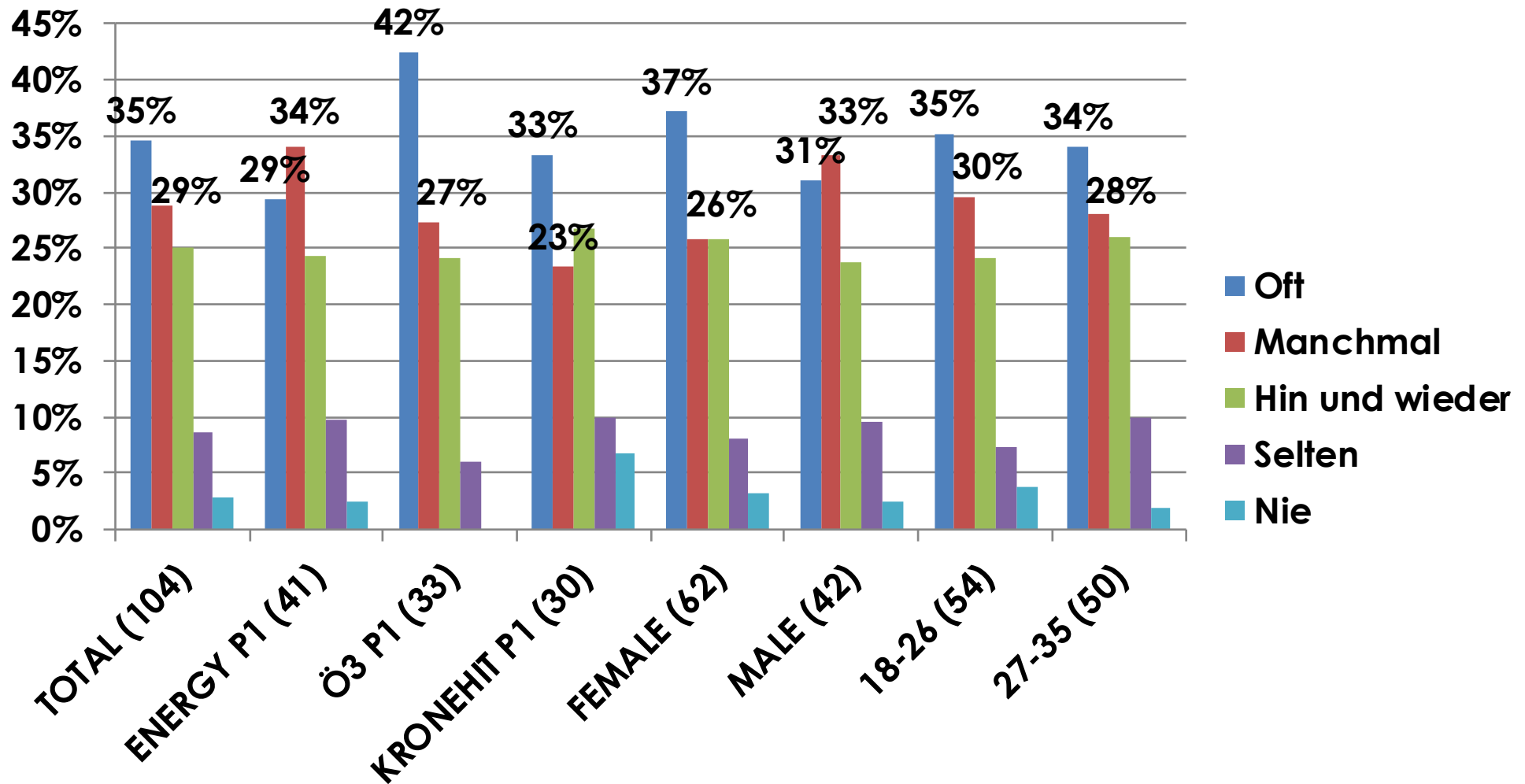


# Ö3 On-Air Segment – Song-by-Song

TITLE	ARTIST	Previous Category	Year	TOTAL (104) Fam Score	TOTAL (104) Pct Familiar	TOTAL (104) Pct Burn	ENERGY P1 (41) Fam Score	Ö3 P1 (33) Fam Score	KRONEHIT P1 (30) Fam Score	FEMALE (62) Fam Score	MALE (42) Fam Score	18-26 (54) Fam Score
PHYSICAL	LIPA, DUA	G	2020	65.32	93.27%	26.92%	63.62	63.74	69.59	66.88	62.89	63.60
FOR YOU	ORA, RITA	G	2018	64.75	95.19%	22.12%	66.62	61.16	66.07	66.92	61.55	67.54
COME ON EILEEN	DEXY'S MIDNIGHT RUNNE	OUT	1983	64.19	86.54%	8.65%	59.56	68.03	66.26	62.14	67.56	63.98
RUN	ONEREPUBLIC	B	2021	62.59	89.42%	25.00%	60.22	61.40	67.07	62.86	62.19	61.92
ALL SUMMER LONG	KID ROCK	OUT	2007	66.52	95.19%	13.46%	64.05	68.19	67.90	64.89	68.71	67.75
EUPHORIA	LOREEN	OUT	2012	67.66	98.08%	24.04%	68.75	63.09	71.07	68.33	66.66	69.21
COLORADO	MILKY CHANCE	B	2021	66.87	82.69%	21.15%	68.85	60.21	71.83	66.89	66.85	65.98
READ ALL ABOUT IT (PART	SANDE, EMELI	OUT	2012	68.65	98.08%	13.46%	71.32	68.12	65.55	71.54	64.34	71.77
THE SHOW MUST GO ON	QUEEN	OUT	1991	72.49	90.39%	9.62%	70.26	77.03	70.52	67.57	79.74	72.17
EVERYTIME I CRY	MAX, AVA	B	2021	62.42	84.62%	22.12%	63.82	60.21	63.08	65.75	57.61	59.78
BLINDED BY THE LIGHT	MANFRED MANN'S EARTH	OUT	1976	64.46	80.77%	8.65%	60.39	69.52	65.35	62.40	67.50	64.10
SPEECHLESS	SCHULZ, ROBIN FT. FRANCO	OUT	2019	61.40	82.69%	16.35%	65.75	61.67	54.26	62.00	60.51	57.13
ALL I KNOW SO FAR	PINK	B	2021	55.72	66.35%	6.73%	55.27	54.00	58.76	57.79	52.31	55.75

# Ö3 On-Air Segment – Intent-to-Listen (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

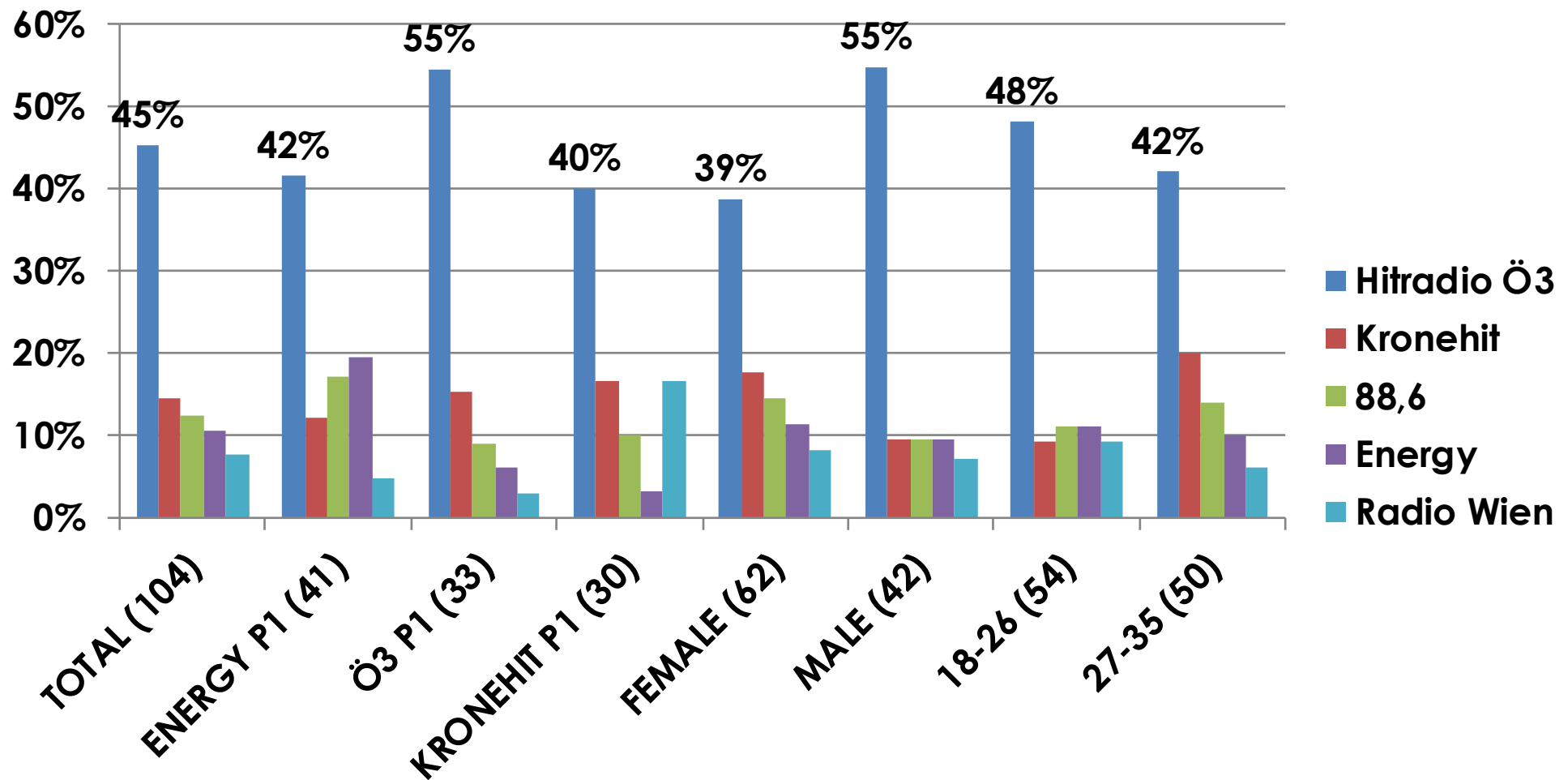
Falls ein Radiosender diese Musik spielen würde, wie oft würden Sie diesen Radiosender einschalten?





# Ö3 On-Air Segment – Attribution (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

Welcher Radiosender in Ihrer Umgebung spielt diese Musik, welche Sie gerade gehört haben?

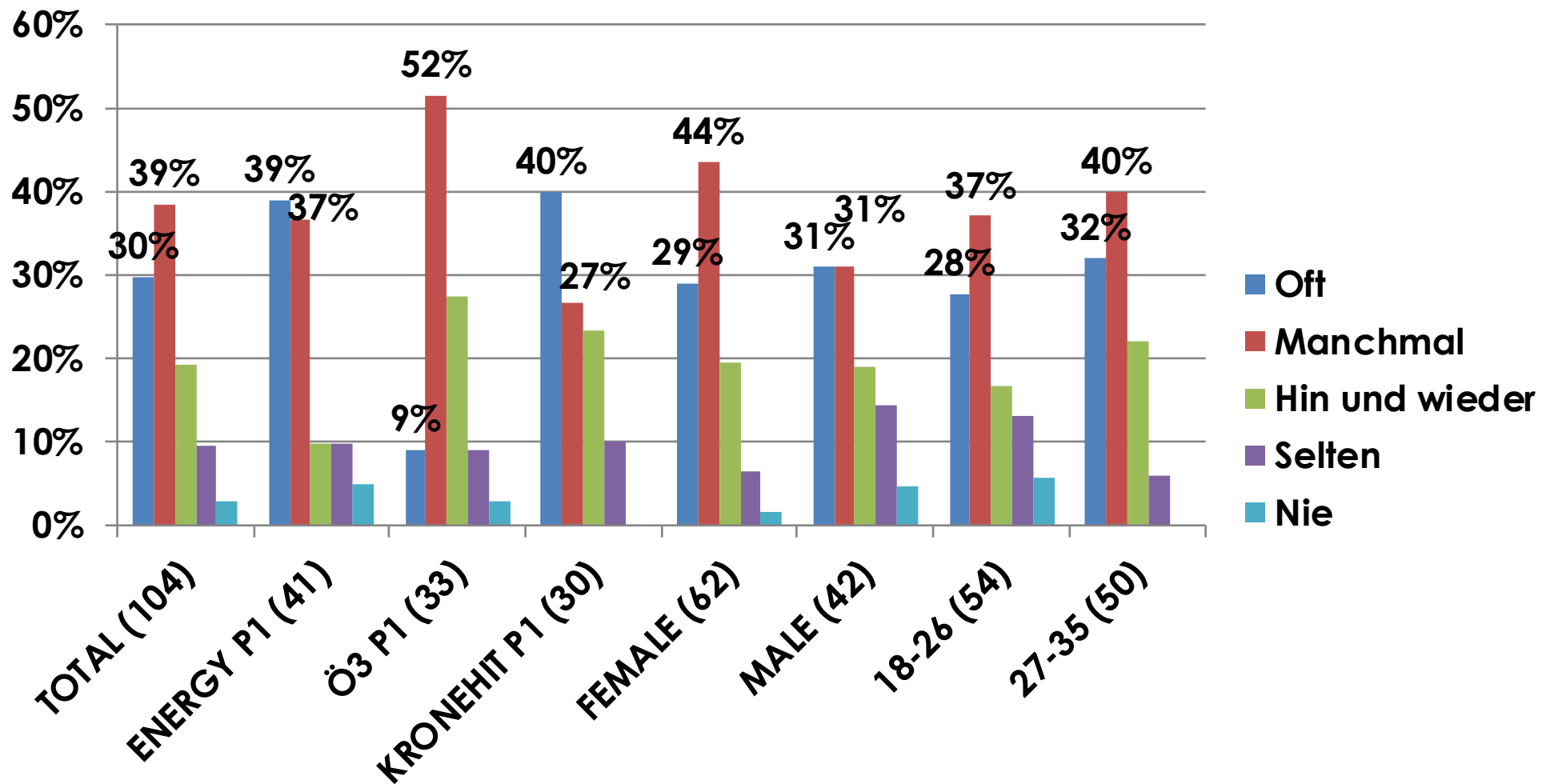


# Kronehit On-Air Segment – Song-by-Song

TITLE	ARTIST	Previous Category	Year	TOTAL (104) Fam Score	TOTAL (104) Pct Familiar	TOTAL (104) Pct Burn	ENERGY P1 (41) Fam Score	Ö3 P1 (33) Fam Score	KRONEHIT P1 (30) Fam Score	FEMALE (62) Fam Score	MALE (42) Fam Score	18-26 (54) Fam Score
FRIDAY	RITON X NIGHTCRAWLERS	H	2021	70.10	85.58%	22.12%	72.18	61.15	76.21	70.19	69.97	64.81
ATTENTION	PUTH, CHARLIE	G	2017	70.44	97.12%	30.77%	68.33	66.41	77.47	74.34	64.48	69.87
ESPRESSO & TSCHIANTI	JOSH	OUT	2021	65.57	80.77%	21.15%	64.39	68.14	64.00	66.20	64.65	59.81
THE NEXT EPISODE	DR. DRE FEAT. SNOOP DO	OUT	2000	66.55	96.15%	10.58%	62.79	61.66	77.00	59.54	76.63	67.68
ALANE	SCHULZ, ROBIN & WES	G	2020	59.34	88.46%	25.00%	56.28	58.70	64.31	58.50	60.53	53.14
FADED LOVE	LEONY	H	2021	68.51	99.04%	35.58%	70.07	66.39	68.77	70.47	65.56	65.38
SOLO	CLEAN BANDIT FEAT. DEM	G	2018	65.35	94.23%	31.73%	64.00	61.13	71.27	69.45	58.87	63.67
RUN	ONEREPUBLIC	B	2021	64.11	93.27%	33.65%	68.00	63.72	59.11	66.44	60.80	62.24
UNFAITHFUL	RIHANNA	OUT	2006	65.31	81.73%	4.81%	68.97	59.45	64.88	67.63	61.64	67.05
HABIT	LAUREL	B	2021	61.06	79.81%	17.31%	62.58	57.08	63.29	62.49	59.00	57.74
LOVE SOMEONE	GRAHAM, LUKAS	OUT	2018	63.13	95.19%	25.96%	60.33	65.19	64.68	62.88	63.51	66.16
EVERYTIME I CRY	MAX, AVA	B	2021	64.07	88.46%	26.92%	68.08	59.80	63.42	67.41	58.86	59.78
TAKE MY BREATH	THE WEEKND	B	2021	59.38	77.89%	14.42%	62.71	53.73	61.00	60.25	57.75	57.90
ONLY HUMAN	JONAS BROTHERS	OUT	2019	63.21	82.69%	19.23%	59.38	59.84	71.15	63.49	62.80	59.14
HOME	KLANKARUSELL	G	2021	61.28	68.27%	5.77%	64.61	61.52	55.58	59.39	64.37	54.77

# Kronehit On-Air Segment – Intent-to-Listen (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

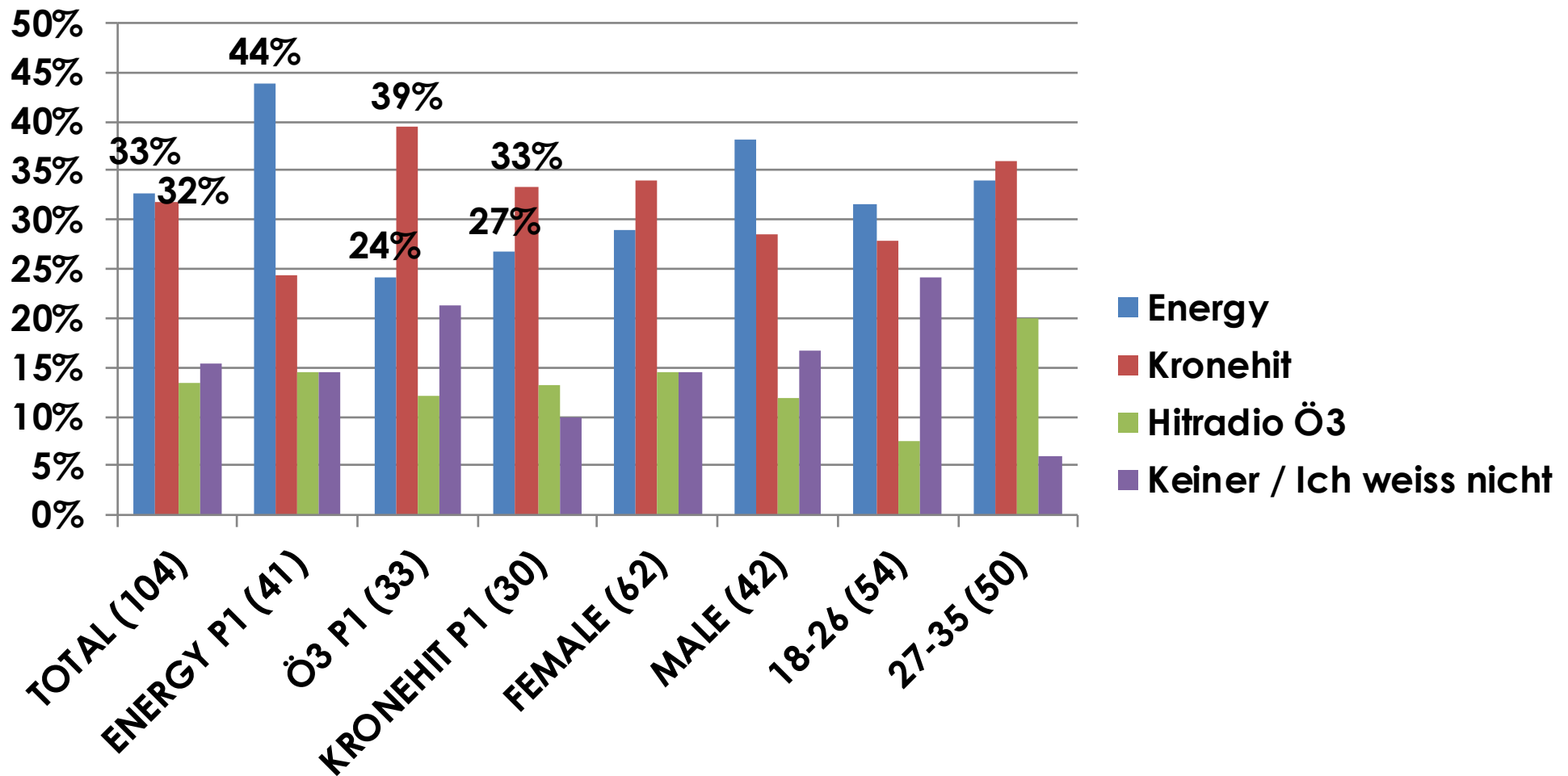
Falls ein Radiosender diese Musik spielen würde, wie oft würden Sie diesen Radiosender einschalten?



# Kronehit On-Air Segment – Attribution

## (Total, Energy/Ö3/Kronehit P1s, Gender, Ages)

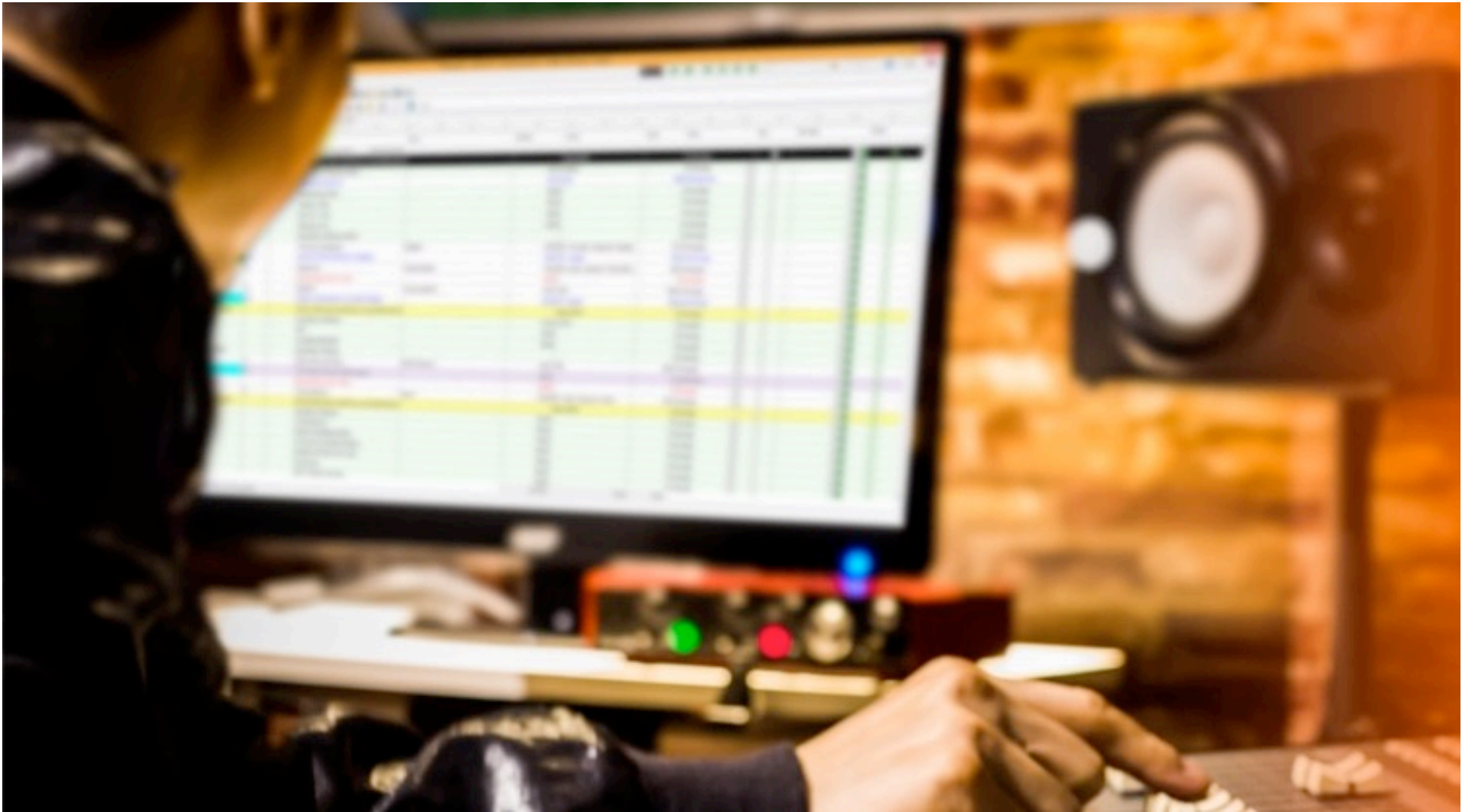
Welcher Radiosender in Ihrer Umgebung spielt diese Musik, welche Sie gerade gehört haben?



# Action Plan



# Music Sort & Category Architecture



# Music Sort

- In this **OMT**, we tested **699** songs. The average familiar score for this test was **63.16** with the total and **62.68** with Energy P1s.
- Of the 213 best-testing songs (62+ with Energy P1s, Men, Women, and both age demos), here is the era distribution and what's on our clocks:

YEARS	ERA DISTRIBUTION (November, 2021)	ON CLOCKS
<2011	36%	7%
2011-2019	55%	21%
2020	5%	14%
2021	5%	57%

# Final Category Architecture (11/2021)

CATEGORY	# PER HOUR	# SONGS	ROTATION (HRS.)
A=HOT CURRENTS (2021)	3	8	2.7
B=CURRENTS (2021)	3	16	5.3
H=HOT RECURRENTS (2020)	2	13	6.5
R=REGULAR RECURRENTS (2019-2020)	1	14	14.0
G1=POWER GOLD	3	95	31.7
G2=REGULAR GOLD	1	61	61.0
N=NEW	1	8	8.0
<b>TOTAL (REGULAR ROTATION)</b>	<b>14</b>	<b>214</b>	

*65% of our music library of 206 songs (excluding “N”) is “new” or fresh to the station as a consequence of this research.*

*55% of our former music library of 186 songs (excluding “N”) is “resting” or on hold as a consequence of this research.*





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Research & Consulting Partners

