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Arbitron PPM and Media Monitors Tracks The Two Hours On Monday, September 10, 2007, as
Chesney Comes To Houston; Listeners Go To Kenny
(on KILT And KKBQ)

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Chesney's latest album went on sale across the continent at midnight on September 10, 2007. Since Houston is a strong sales market, the BNA artist previewed the LP and visited with listeners of the two Houston country stations playing current music for an hour each the afternoon before the on-sale date. Both stations invited a room full of fans to come in to see the event live in their pre-promotion and KILT's Rowdy Yates talked to the superstar and played his music from 2:45-4:30 pm and then KKBQ's Cactus Jack did the same, starting with a sweep of eight of Kenny's biggest hits building up to the in-station visit from 4:15 to 6:15 pm.



Arbitron's PPM currency sample in Houston, which estimates the minute by minute movement and station choices of radio listeners throughout their day 24/7 combined with the technology of Media Monitors, which can produce a minute by minute log of almost everything (they missed a few of the non-hit album cuts played during this period) and also an audio online playback (which didn't miss a thing) makes an evaluation of what the stations did with the opportunity and how the PPM sample country listeners responded possible in ways which have never been possible previously.

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- How did these specific hours compare to the average afternoon drive hours (at the same time) on these stations?
- Was it better to have Chesney first or last?
- Before the drive home at the end of the workday?
- Or, while listeners were in their cars on the way home?
- If you couldn't have the artist first, was it still worth doing?
- Was this a good thing for BNA Records, KILT and KKBQ to do?
- Is there anything Rowdy and Cactus Jack can learn for the next time something like this comes along?
- How did commercials and other 'interruptions' in the event perform?
- Could the stations charged a premium for them?
- What percentage of the two stations' total audience during this time period changed stations when Kenny Chesney went from KILT to KKBQ?

A&O has carefully studied the audience flow using ARB PPM data and the tools provided by Media Monitors at granular levels never available to us before and I'm very confident that we have what seem to be very reliable answers to those questions.

First, a caveat and a definition or two.

Arbitron's monthly PPM currency ratings for Houston are quantitative research, estimates of the relative size of every station in the market's audience. For example, in the November '07 6+ PPM AQH shares for Houston-Galveston metro, released on December 5, 2007, KILT-FM has a 4.0 share and KKBQ-FM has a 3.7. KKBQ-FM outcumes KILT-FM. In October's estimates its cume was 927,300 and in the latest monthly, KKBQ-FM cume went up to 986,500. This is a very close battle, since in October KILT-FM had a cume of 889,500 which dropped to an estimated 875,600 in November.

What we're going to look at (minute by minute cume):

During Kenny's time on air at:	Tot_cume	Tot_dupe	Tot_duppct	P1_cume	P1_dupe	P1_duppct
<i>Persons 6+</i>						
<i>P1 Listeners Based on Mon-Sun 6am-Midnight</i>						
<i>KILT-FM 09/10/2007 2:55 PM-4:00 PM</i>	64500	5100	8%	46400	5100	11%
<i>KKBQ-FM 09/10/2007 4:26 PM-6:00 PM</i>	138200	5100	4%	43000	0	0%

To put this in perspective, here's the total week minute by minute cume in this same time period:

Total week cume	Tot_cume	Tot_dupe	Tot_duppct	P1_cume	P1_dupe	P1_duppct
<i>Persons 6+</i>						
<i>P1 Listeners Based on Mon-Sun 6am-Midnight</i>						
<i>KKBQ-FM 09/10/2007 2:55 PM-4:00 PM</i>	88100	13200	15%	53400	4200	8%
<i>KILT-FM 09/10/2007 4:26 PM-6:00 PM</i>	123500	13200	11%	73400	8900	12%

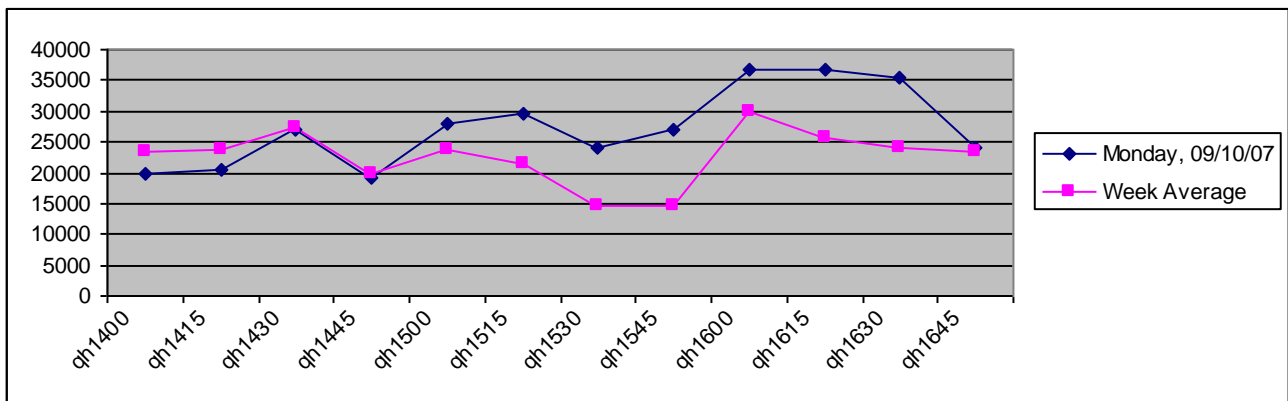


The cume of both stations is normally lower before 4 pm than it is after 4 pm. Chesney's visit first on KILT didn't prevent KKBQ from outcuming them during the entire week. The shared cume between the two stations during Kenny's time on air was lower than it is during the whole week.

Seeing how believably "real" these numbers appear, it's tempting to view this single day cume data as quantitative information, but of course it's not. When you drill down to less than two hours of just one day, the PPM panel sample remains much larger than you'd see in a Maximiser or PD Advantage run of diary data of a comparable time period, but it's important to keep in mind that we are still looking at a very small number of meters here. For example, that 5,100 listeners from KILT's P-1 cume during the event which also switched to KKBQ when Kenny came on probably was one meter, who could have habitually listened to KILT at work and KKBQ on the drive home.

"Qualitative research is one of the two major approaches to [research methodology](#) in [social sciences](#). Qualitative research involves an in-depth understanding of [human behavior](#) and the [reasons](#) that govern human behavior. Unlike [quantitative research](#), qualitative research relies on reasons behind various aspects of [behavior](#). Simply put, it investigates the **why** and **how** of [decision making](#), as compared to **what**, **where**, and **when** of [quantitative research](#). Hence, the need is for smaller but focused [samples](#) rather than large [random samples](#), which qualitative research categorizes data into patterns as the primary basis for organizing and reporting results. Unlike [quantitative research](#), which relies exclusively on the analysis of numerical or quantifiable data, data for qualitative research comes in many media - including text, sound, still and moving images." -- Wikipedia

So, with that in mind, let's look now at the audience flow on the two stations during their time with Chesney, listen to what was on the air at that time and think about why and how the listeners might have behaved as they did.



The entire Kenny Chesney event out-performed the weekly average minute by minute cume and KILT's cume dropped back to normal levels at the conclusion of Kenny Chesney's visit to the studio.

The programming on the air at 4:00 pm, during the highest level of audience was music, "Don't Blink," but though six of the artists' big hits were also played from 2:55 to 3:18 pm and they did grow



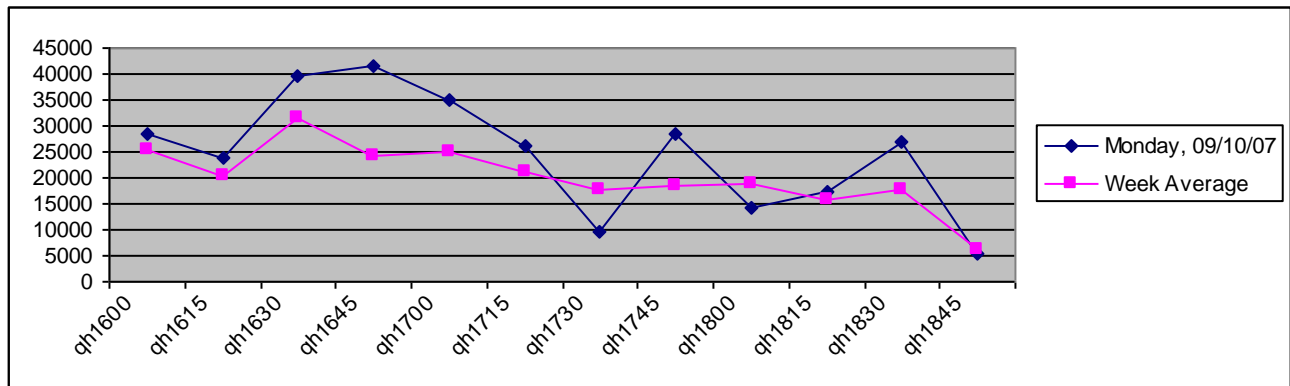
cume, the magnitude of that audience was an estimated 5,000 persons fewer than when Chesney interview segments set the songs up.

In fact, even a commercial stopset from 3:46 pm to 3:52 pm didn't lose any audience due to a strong teaser of the Chesney appearance just before it.

14:55	14:58	When The Sun Goes Down	Kenny Chesney
14:58	15:02	You Save Me	Kenny Chesney
15:02	15:05	How Forever Feels	Kenny Chesney
15:05	15:09	She Thinks My Tractor's Sexy	Kenny Chesney
15:09	15:12	I Lost It	Kenny Chesney
15:13	15:16	Young	Kenny Chesney
15:18	15:19	CarMax	
15:19	15:20	M. D. Anderson Cancer Center	
15:20	15:21	Universal Weather & Aviation Recruit	
15:21	15:22	Baytown Chrysler Jeep Dodge	
15:22	15:23	Burger King	
15:23	15:24	Kroger	
15:27	15:31	Shiftwork	Kenny Chesney & George Strait
15:31	15:35	Never Wanted Nothin' More	Kenny Chesney
15:38	15:42	Who You'd Be Today	Kenny Chesney
15:46	15:47	Capital One	
15:48	15:49	ABC Carports And Awnings	
15:49	15:50	Aetna	
15:50	15:51	Gallery Furniture	
15:51	15:51	Pioneer Homes	
15:52	15:55	Summertime	Kenny Chesney
15:55	15:59	Dont Blink	Kenny Chesney
16:05	16:08	Keg In The Closet	Kenny Chesney
16:09	16:12	Better As A Memory	Kenny Chesney
16:18	16:21	Just Not Today	Kenny Chesney
16:25	16:26	Northern Tool + Equipment	
16:26	16:27	DISH Network	
16:27	16:28	Dodge Nitro	
16:28	16:29	M. D. Anderson Cancer Center	
16:29	16:30	Burger King	
16:30	16:31	Berkeley Eye Center	
16:31	16:32	GEICO	
16:38	16:42	Wild Ride	Kenny Chesney
16:43	16:47	A Lot Of Things Different	Kenny Chesney
16:49	16:50	Mattress Firm	
16:50	16:51	Berkeley Eye Center	
16:51	16:52	CarMax	
16:52	16:53	eBay	



16:53	16:54	Lexus Certified Pre-Owned	
16:54	16:54	Mann Eye Institute And Laser Center	
16:54	16:55	Kroger	
16:55	16:59	Something More	Sugarland



Again, overall, Chesney’s “event” on KKBQ outperformed the average for the time period.

Interestingly, in spite of the fact that KKBQ actually plays fewer commercial minutes per hour than KILT, audience losses were greater when the station played its four minute commercial breaks than happened on KILT during their six minute breaks. (“take a little break here..”)

The highest audience was achieved at 4:45 pm, as the station played “When The Sun Goes Down.”

The low point, 5:30 pm, came at the very end of a commercial stop set, followed by “Shiftwork,” which was then followed by new songs from the LP, which rebuilt the cume over the quarter hour.

Could this loss have been averted had Cactus Jack mentioned that Kenny’s new duet with George Strait, which has never been heard before, was coming right up? I’d say he missed this opportunity, and judging from what happened when Rowdy did stronger pre-commercial break teases, I’d bet he didn’t have to suffer that loss, perhaps even in that whole half hour had he teased it before 5:00 pm.

BUT, perhaps it was that some listeners arrived at home and simply turned off their radios. Or, is it that KKBQ, which even points out on the air that they play fewer commercials than KILT, has attracted an audience which is more negative to commercials than KILT?

As noted, growth does occur between 5:30 and 5:45 pm as Chesney talks about how he wrote “Take Me There.” And between 6:00 and 6:15 pm as he talks about “Demons” and plays totally unfamiliar (not yet released) album cuts “Just Not Today,” “Wife And Kids,” and “Got A Little Crazy,; so even completely new music, played four songs in a row built larger than normal audience for



KKBQ in the context of Kenny explaining and setting them up, so my prime suspect is the hint to the audience that KKBQ was about the break may be caused the loss.

Other key differences between the two stations which might also affect the cume audience flow: KKBQ promotes its "Big Money Name Game" in a one minute promo. KILT implies that "real people" win its \$25,000 Secret Sound in :29 second promos.

Starttime	Endtime	Title	
16:23	16:24	DISH Network	
16:24	16:25	Mercedes-Benz C-Class	
16:25	16:29	She Thinks My Tractor's Sexy	Kenny Chesney
16:29	16:32	Keg In The Closet	Kenny Chesney
16:33	16:37	Young	Kenny Chesney
16:37	16:40	Don't Happen Twice	Kenny Chesney
16:40	16:43	The Good Stuff	Kenny Chesney
16:44	16:47	Beer In Mexico	Kenny Chesney
16:47	16:50	When The Sun Goes Down	Kenny Chesney
16:50	16:54	There Goes My Life	Kenny Chesney
16:55	16:56	Estee Lauder	
16:56	16:57	Comcast Cable	
16:57	16:58	M. D. Anderson Cancer Center	
16:58	16:59	Wal-Mart	
17:00	17:03	I Lost It	Kenny Chesney
17:09	17:12	Never Wanted Nothin' More	Kenny Chesney
17:15	17:19	Dont Blink	Kenny Chesney
17:23	17:24	Compass Bank	
17:24	17:25	M. D. Anderson Cancer Center	
17:25	17:26	National Pork Board	
17:26	17:27	Wachovia	
17:31	17:36	Shiftwork	Kenny Chesney & George Strait
		LP cuts not monitored	
17:55	17:56	Wal-Mart	
17:56	17:57	Capital One	
17:57	17:58	Comcast Cable	
17:58	17:59	Mercedes-Benz C-Class	
18:02	18:06	Better As A Memory	Kenny Chesney
		Album cuts	
18:26	18:27	Wachovia	
18:27	18:28	Texas State Optical	
18:28	18:29	GEICO	
18:29	18:30	Law Office Of Pulaski & Middleman	



18:31	18:34	A Woman's Love	Alan Jackson
18:34	18:37	How Forever Feels	Kenny Chesney
18:38	18:42	Life Is A Highway	Rascal Flatts
18:43	18:46	Ticks	Brad Paisley
18:46	18:50	How 'Bout Them Cowgirls	George Strait

SO.....

- BMG and Kenny Chesney's money and time was well spent in going to Houston. He drew more of both stations' unduplicated cume to the time periods than the weekly average cume for both KILT and KKBQ.
- KILT, in spite of its two six minute commercial breaks and 15 units during the event hours maintained audience better than KKBQ did, but this appears to have been due to better integration of the event into the fabric of the hour by Rowdy, who never used the words "after this break" or "we'll be right back."
- Both stations may want to do some research to dig deeper in this issue since cume advantage goes to one of them and the time spent lead goes to the other.
- Since KKBQ's cume was higher both on an average weekday during the event time period and also during the star's appearance, it doesn't seem to me that having Chesney first or last was particularly important.
- It would have been a big mistake to pass on Chesney by either station.
- A surprise to me: I expected Chesney to hold audience better during the after-4 pm drive time than during the pre-4 pm 'at work' time. This was not the case.
- Both stations should be charging a premium price for all commercials which run inside events like this.
- Another way to look at that cume duplication is from a sales perspective: since only an estimated 5,100 listeners out of both KILT (64,500) and KKBQ's (138,200) cume during the period of the event changed stations to hear Kenny on both stations, meaning that 92% of the 202,700 minute by minute cume of the events was unduplicated (197,600 persons). An advertiser paying the premium price for commercials within it still needed to buy them both in order to achieve maximum reach even in this very compressed time period.

