

# AM/FM Radio Update | Radio On The Move

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Q&A Responses From May 21, 2020  
Webinar

Q “With the use of Smart speakers, tablets and desktop listening, will there be an opportunity to measure Radio besides PPM and Diary? For example, how many people visited the station website and listened to Radio?. Has that been factored in to tuning in PPM markets ?”

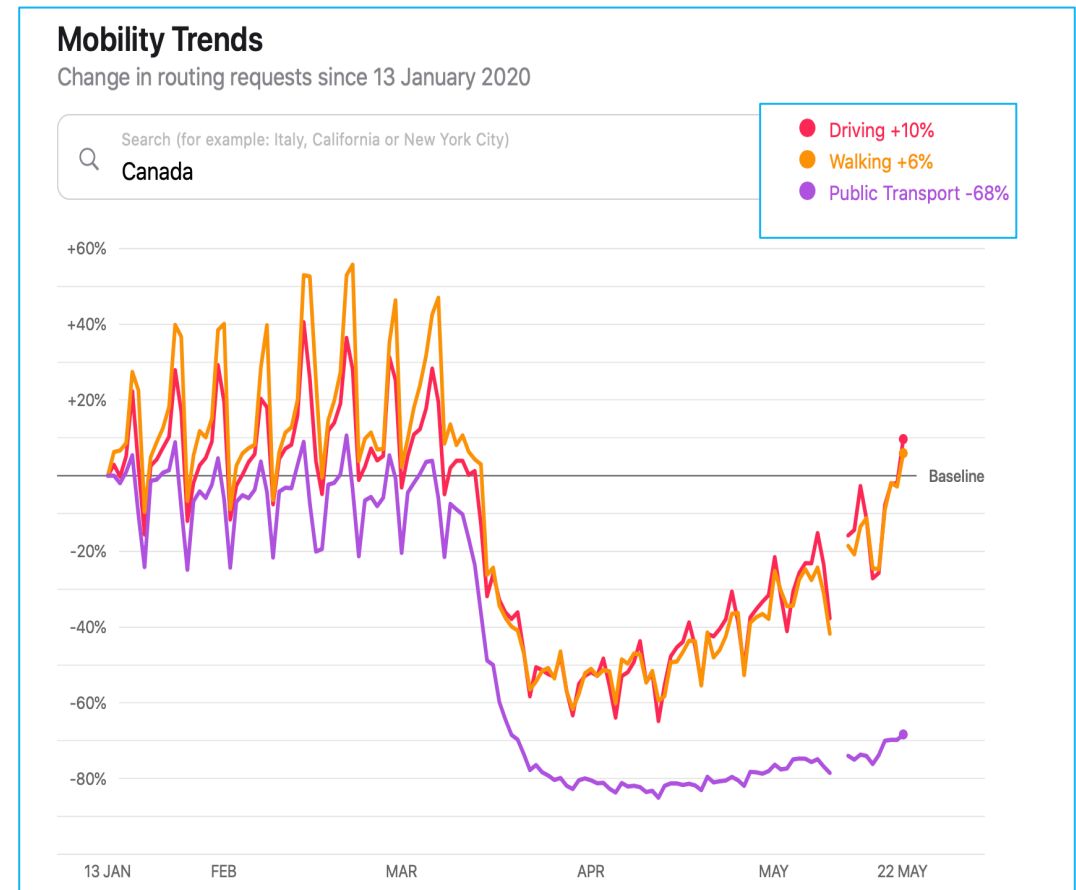
- Numeris and member radio stations are investigating the evolution of radio measurement that accounts for digital radio consumption, outside of what is captured by PPM tones.
- Whether streamed over a TV, Smart Speaker or a station’s website or app, listening to a station is captured by PPM meters across Canada. Numeris is also exploring ways to capture listening through wireless headphones that can be picked up by meters.
- In diary markets, consumption of streamed signals is self reported.
- Numeris in partnership with member stations is investigating the evolution of digital audio measurement to provide a solution that measures all audio consumption.

Q “Does the AM/FM reach data include live streaming or is it distinguished as separate data even though they are technically listening to an AM/FM channel?”

- Numeris PPM data measures all encoded AM/FM signals whether the listener is using a digital device, car radio or over the air signal to listen to AM/FM Radio.
- Using Nlogic software, tuning can be separated to show OTA vs. Streaming via PPM data.
- In the Share of Audio section of the ROTM questionnaire, listeners are asked to indicate whether they listened in the previous day to AM/FM over a regular radio; streamed via app/website or smart speakers; and/or through the AM/FM channels available through their cable or satellite subscription.

## Q “Radio retains reach remarkably; do you have any sense in the level of TSL?”

- During middle to late March when the ‘lockdown’ began to disrupt listening habits:
  - Out-of-home TSL dropped as most people were sheltering
  - In-home TSL went up as workplace tuning shifted from the office to the home
  - In recent weeks, as people have started venturing out, out-of-home tuning is rebounding with retention of AMA and reach growing.
- According to Apple Mobility data, Canada’s mobility behaviours are returning to baseline for those in cars where AM/FM dominates.



[For more places, click here](#)

Q “Does the smart speaker questions include any other brands - Facebook Portal, etc? Or is the 3 outlined?”

- No... for consistency and to minimize respondent confusion, we continue to track ownership of dedicated “smart speakers” ... Google Home, Amazon Echo/Alexa and Apple HomePod.

Q “Is there any updates on streaming ads that are airing on our stations to be rated/recorded in future ratings survey's?”

- Neither Radio Connects nor Signal Hill have any knowledge of this. For specific survey questions, please contact your Numeris Client Service Representative for your region.

Q “However, radio vendors are giving agencies/clients huge discounts and "make goods". How can radio be doing so well if vendors are giving the shop away?”

- Radio reach retention, AMA's and TSL is increasing as Canadians are returning to their cars and 'normal' behaviours while still dealing with social distancing and self-isolation.
- Negotiations between Broadcasters and Agencies are typically done on CPMs or CPP's which are based on mutually agreed to parameters and deliveries. Everyone agrees that these times are unusual, and broadcasters and advertisers are working together to ensure reasonable outcomes and value for their campaigns.
- Many advertisers unable to fulfill customers needs cancelled their campaigns, so there were no “huge discounts” or “makegoods” to deliver. Broadcasters have worked with those advertisers who continued to advertise during the pandemic to ensure they received the value they paid for.

Q “Is radio listened via smart speakers, online, etc. taken into consideration in this report?”

- For the Share of Audio data, listeners are asked to indicate whether they listened in the previous day to AM/FM radio, and how much, separately for each of these: over a regular radio; streamed via app/website or smart speakers; and/or through the AM/FM channels available through their cable or satellite subscription.



## Q “Is what happened in Jan 2020 relevant anymore? Especially now?”

- Media behaviour and patterns in January do matter as they give us a non-pandemic trend line which is most likely to resemble tuning and engagement post pandemic.
- Globally, media measurement bodies, advertisers and agencies agree media consumption behaviours are not typical and media behaviors prior to the onslaught of the pandemic set a baseline to measure future behaviors. As people begin to emerge from shelter, media patterns are beginning to return to pre-COVID behaviours.
- As we move into Summer, it is likely the summer media consumption will be more normalized to previous years.
- History tells us that when disruptions like this happen, things tend to return to normal after the disruption with one exception: trends that were developing pre-COVID will likely accelerate coming out of COVID. And we’re already seeing some of that... the shift to AM/FM streaming, specifically listening on smart speakers.