

- Essential
- Compelling
- Actionable



Once you see this You can't un-see how much you need this



What Is AirplayGPS

- Revealing: Music airplay data, transformed
- Clear: Easy to review, visually compelling
- Comprehensive: All the need-to-know essentials
- Actionable: Relevant, timely, easy to save and share
- Empowering: Be proactive, with real purpose

Your Action Plan Reality-Check

- ✓ Are you executing "The Plan"... exactly as planned?
- ✓ Do you know: How your clocks & logs compare to what <u>really</u> airs?
- ✓ Do you (really) know: What the other guys are doing?
- ✓ Are you winning: Every song-to-song battle?





Why AirplayGPS

- Find: Problems, before they become real problems
- See: Opportunities, before they vanish
- Focus: On the relevant, important, and actionable
- Build: Team consensus, agree how great execution should look
- Create: A real advantage, while others cut & sacrifice essentials

Your Secret Weapon For Any Scenario

- ✓ Competitive Update: Confirm and quantify competitor moves
- ✓ Adjustment Check & Confirm: Compare, make sure it's right
- ✓ Cluster Coordination: Assess overlap, optimize market footprint
- ✓ Format Finder: See exactly who, what, and how much





See Every Hour, Sweep & Song

Airplay O		Monday	Classic Rock Company		C/R/G	230		235		90.4 76.1 61.7	High Mean Low	91.3 76.5 61.7	High Mean Low	91.5 76.6 61.7	High Mean Low	Sound	
Time	Core Artist	January 11, 2021 Artist	Market Title	Era <u>G</u> <u>J</u>		ROCK-Cla	On %	ROCK-Act	On %	Total	Total Rank	Core	Core Rank	Cume Cume		Sound	Priority
•	-		•	_	*	-		-	v		V V		· ·		_	-	-
3:52P		SPOT BREAK	Spots/Promos (6:00)														
3:59P	A	VAN HALEN	You Really Got Me	1978	G	145	61%	532	3%	84.5	169	82.0	186	89.7	122	Hard-80s Hard	Α
4:02P		MELLENCAMP, JOHN	Hurts So Good	1982	G	133	59%	106	75%	83.4	177	87.4	145	87.4	142	Hits-80s	A
4:05P	A	GUNS N' ROSES	Live And Let Die	1991	G	117	65%	1001		81.1	199	84.4	169	77.9	233	Hard-80s Hard	Α
4:08P		VAUGHAN, STEVIE RAY	Pride And Joy	1986	G	460	17%	1002		54.3	472	52.8	488	56.4	445	Rock-80s	A
4:12P	A	AEROSMITH	Crazy	1993	G	398	20%	395	28%	67.1	336	70.2	313	66.6	348	Hits-80s	Α
4:18P		JOEL, BILLY	Only The Good Die Young	1978	G	553	13%	186	44%							Pop-70s	С
4:23P		SPOT BREAK	Spots/Promos (6:45)														
4:30P	A	ROLLING STONES	Paint It, Black	1966	G	143	56%	1002	0%	89.6	116	86.5	154	90.2	114	Rock-60s	В
4:34P		SKID ROW	18 And Life	1989	G	261	44%	1002		80.5	207	78.6	220	77.1	246	Hard-80s Hair	В
4:37P	A	AC/DC	T.N.T.	1976	G	103	72%	1001	3%	87.2	142	90.3	119	89.8	120	Hard-80s Hard	Α
4:41P		SPRINGSTEEN, BRUCE	Born In The U.S.A.	1984	G	205	48%	120	67%	78.4	223	76.2	247	76.8	251	Hits-80s	Α
4:46P		GENESIS	That's All	1983	G	107	54%	87	78%	89.3	120	88.8	137	87.3	144	Hits-80s	A
					1												•

How many changes occur during **log-editing**?
And after the log goes into **the studio**?
What's the **real impact** of all that?

Does on-air **reality** match "**The Plan**" and your **scheduling software** set-up?

Do all those **rules** & **editing hours** help or hurt?



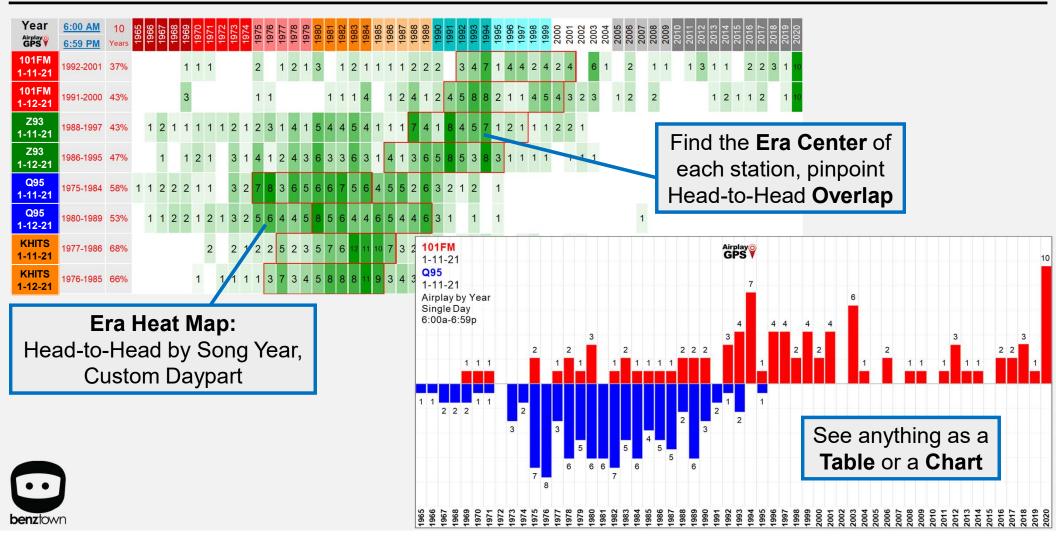


Every Key Song Attribute

Era Airplay O	6:00A 6:59P	Panel Average	101FM 1-11-21	101FM 1-12-21	Z93 1-11-21	Z93 1-12-21	Q95 1-11-21	Q95 1-11-21	KHITS 1-11-21	KHITS 1-11-21										
<u>1964</u>	1969	3%	1%	3%	4%	3%	6%	6%												
1970	<u>1974</u>	5%	2%		7%	7%	6%	9%	5%	5%										
1975	<u>1979</u>	15%	6%	2%	12%	14%	28%	24%	14%	18%										
1980	<u>1984</u>	25%	7%	8%	22%	21%	30%	28%	41%	41%										
1985	<u>1989</u>	17%	7%	9%	15%	15%	22%	25%	25%	21%										
1990	<u>1994</u>	17%	17%	27%	26%	29%	8%	6%	9%	11%	Set	any (Custor							
1995	<u>1999</u>	7%	16%	14%	7%	9%	1%	1%	5%	2%	see	statio								
2000	2004	5%	14%	13%	5%	3%			1%	2%	,									
2005	2009	1%	4%	5%				Era	101FM		6:00A	9:00A	12:00P	3:00P	7:00P	6:00A	10:00P	9:00A	6:00A	
201 J	<u>2020</u>	5%	24%	18%				GPS V			8:59A	11:59A	2:59P	6:59P	11:59P	6:59P	11:59P	4:59P	<u>5:59P</u>	
Average Year		1987.1	1998.4	1997.6	1985.6	1985.8	1981.0	1964	1969	1%				2%		1%			1%	
Song	gs Played	128.8	94	92	134	145	132	1970	1974	3%		6%		2%	4%	2%	5%	3%	2%	
						1975	1979	5%			6%	9%	2%	6%	5%	5%	6%			
Define Custom Era Ranges						1980	1984	7%		6%	9%	7%	6%	7%		7%	7%			
						1985	1989	7%		13%	6%	7%	6%	7%	5%	8%	8%			
								1990	1994	16%		13%	24%	14%	11%	17%	9%	19%	18%	
								1995	1999	17%		13%	15%	18%	19%	16%	18%	15%	14%	
								2000	2004	14%		13%	18%	11%	13%	14%	14%	15%	14%	
								2005	2009	4%		6%	6%	2%	4%	4%	9%	4%	5%	
								2010	2020	28%		31%	18%	27%	36%	24%	36%	23%	23%	
							Av	erage Yea	r 1999.6		2000.3	1998.0	1998.0	2002.0	1998.4	2003.0	1998.4	1998.0		
							So	ngs Playe	d 148		16	34	44	53	94	22	73	83		

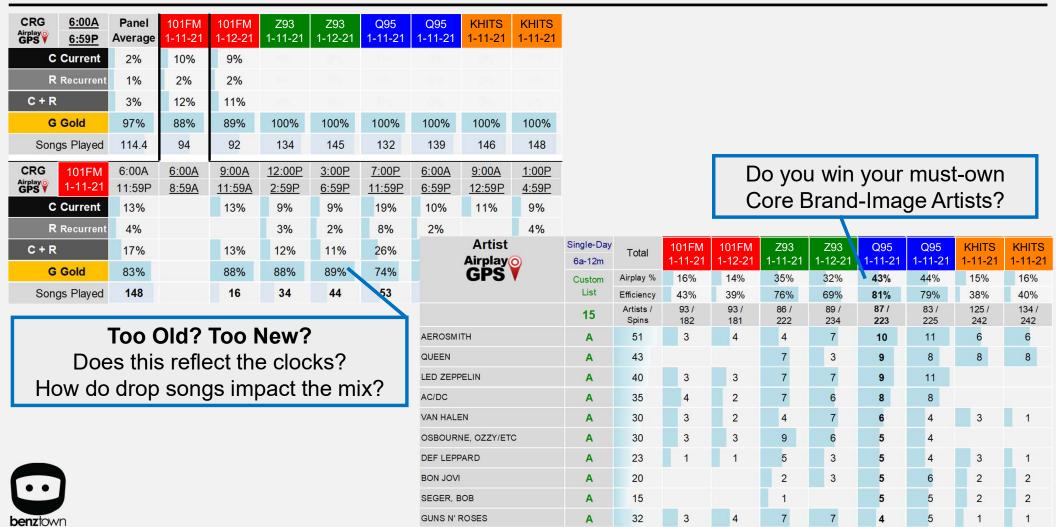


Drill Down To Your Narrow Target



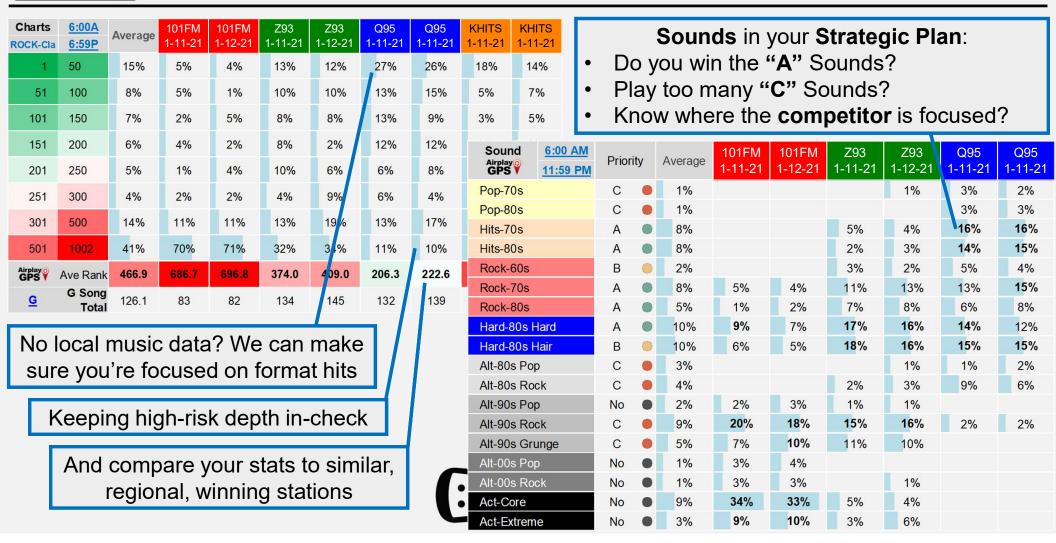


Key Questions: Asked & Answered





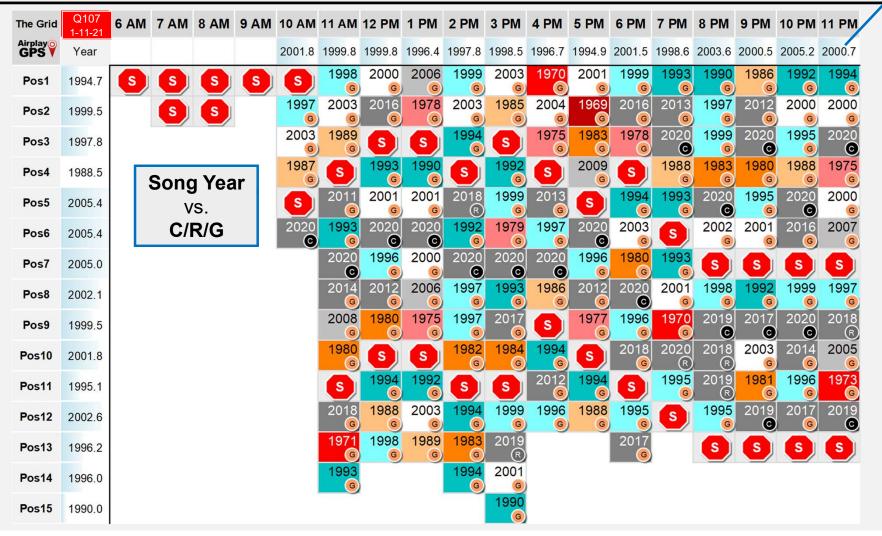
Because Details Matter





Entire Day: Instant Insights

Average Year by Hour

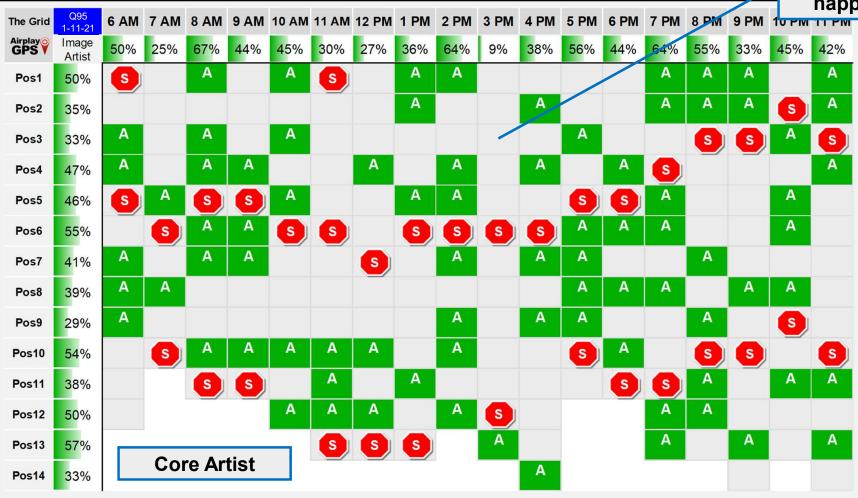






Hour-by-Position, Any Code

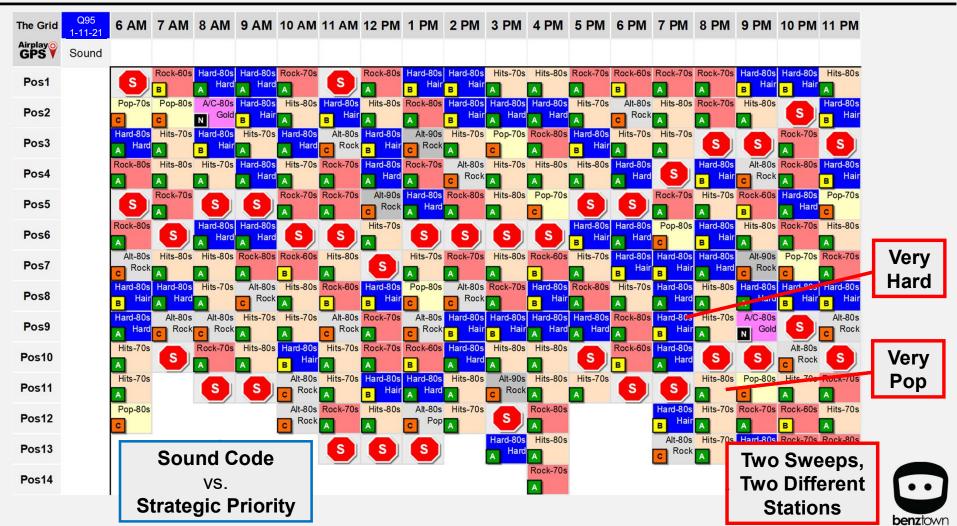
Easy to fix, if you know it's happening







Find, Fix, Build Picture of a Win





Airplay See It, Share It, Save It... In Seconds





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