

# Airplay GPS



- Essential
- Compelling
- Actionable



**benztown**

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 really 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

Time	Core Artist	Q95 Monday January 11, 2021 Artist	Classic Rock Company Market Title	C/R/G		230		235		90.4	High	91.3	High	91.5	High	Sound	Priority
				Era	G	ROCK-Cla	On %	ROCK-Act	On %	76.1	Mean	76.5	Mean	76.6	Mean		
										Total	Total Rank	Core	Core Rank	Cume	Cume Rank		
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	A
4:02P	X	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	0%	81.1	199	84.4	169	77.9	233	Hard-80s Hard	A
4:08P	X	VAUGHAN, STEVIE RAY	Pride And Joy	1986	G	460	17%	1002	0%	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	A
4:18P	X	JOEL, BILLY	Only The Good Die Young	1978	G	553	13%	186	44%							Pop-70s	C
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	B
4:34P	X	SKID ROW	18 And Life	1989	G	261	44%	1002	0%	80.5	207	78.6	220	77.1	246	Hard-80s Hair	B
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	A
4:41P	X	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	A
4:46P	X	GENESIS	That's All	1983	G	107	54%	87	78%	89.3	120	88.8	137	87.3	144	Hits-80s	A

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	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
1964	1969	3%	1%	3%	4%	3%	6%	6%		
1970	1974	5%	2%		7%	7%	6%	9%	5%	5%
1975	1979	15%	6%	2%	12%	14%	28%	24%	14%	18%
1980	1984	25%	7%	8%	22%	21%	30%	28%	41%	41%
1985	1989	17%	7%	9%	15%	15%	22%	25%	25%	21%
1990	1994	17%	17%	27%	26%	29%	8%	6%	9%	11%
1995	1999	7%	16%	14%	7%	9%	1%	1%	5%	2%
2000	2004	5%	14%	13%	5%	3%			1%	2%
2005	2009	1%	4%	5%						
2010	2020	5%	24%	18%						
Average Year	1987.1	1998.4	1997.6	1985.6	1985.8	1981.0				
Songs Played	128.8	94	92	134	145	132				

Set any Custom Daypart, see any station in detail

Define Custom Era Ranges

Era	101FM 1-11-21	6:00A 11:59P	6:00A 8:59A	9:00A 11:59A	12:00P 2:59P	3:00P 6:59P	7:00P 11:59P	6:00A 6:59P	10:00P 11:59P	9:00A 4:59P	6:00A 5:59P
1964	1969	1%				2%		1%			1%
1970	1974	3%		6%		2%	4%	2%	5%	3%	2%
1975	1979	5%			6%	9%	2%	6%	5%	5%	6%
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%
Average Year	1999.6		2000.3	1998.0	1998.0	2002.0	1998.4	2003.0	1998.4	1998.4	1998.0
Songs Played	148		16	34	44	53	94	22	73	83	





# Key Questions: Asked & Answered

CRG Airplay GPS	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
<b>C Current</b>	2%		10%	9%						
<b>R Recurrent</b>	1%		2%	2%						
<b>C + R</b>	3%		12%	11%						
<b>G Gold</b>	97%		88%	89%	100%	100%	100%	100%	100%	100%
Songs Played	114.4		94	92	134	145	132	139	146	148

CRG Airplay GPS	101FM 1-11-21	6:00A 11:59P	6:00A 8:59A	9:00A 11:59A	12:00P 2:59P	3:00P 6:59P	7:00P 11:59P	6:00A 6:59P	9:00A 12:59P	1:00P 4:59P
<b>C Current</b>		13%		13%	9%	9%	19%	10%	11%	9%
<b>R Recurrent</b>		4%			3%	2%	8%	2%		4%
<b>C + R</b>		17%		13%	12%	11%	26%			
<b>G Gold</b>		83%		88%	88%	89%	74%			
Songs Played		148		16	34	44	53			

Do you win your must-own Core Brand-Image Artists?

Too Old? Too New?  
Does this reflect the clocks?  
How do drop songs impact the mix?

Artist Airplay GPS	Single-Day 6a-12m	Total	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
	<b>Custom List</b>	Airplay %		16%	14%	35%	32%	43%	44%	15%
	Efficiency		43%	39%	76%	69%	81%	79%	38%	40%
	Artists / Spins		93 / 182	93 / 181	86 / 222	89 / 234	87 / 223	83 / 225	125 / 242	134 / 242
AEROSMITH	A	51	3	4	4	7	10	11	6	6
QUEEN	A	43			7	3	9	8	8	8
LED ZEPPELIN	A	40	3	3	7	7	9	11		
AC/DC	A	35	4	2	7	6	8	8		
VAN HALEN	A	30	3	2	4	7	6	4	3	1
OSBOURNE, OZZY/ETC	A	30	3	3	9	6	5	4		
DEF LEPPARD	A	23	1	1	5	3	5	4	3	1
BON JOVI	A	20			2	3	5	6	2	2
SEGER, BOB	A	15			1		5	5	2	2
GUNS N' ROSES	A	32	3	4	7	7	4	5	1	1





# Because Details Matter

- Sounds in your Strategic Plan:**
- Do you win the “A” Sounds?
  - Play too many “C” Sounds?
  - Know where the **competitor** is focused?

Charts	6:00A	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
ROCK-cla	6:59P									
1	50	15%	5%	4%	13%	12%	27%	26%	18%	14%
51	100	8%	5%	1%	10%	10%	13%	15%	5%	7%
101	150	7%	2%	5%	8%	8%	13%	9%	3%	5%
151	200	6%	4%	2%	8%	2%	12%	12%		
201	250	5%	1%	4%	10%	6%	6%	8%		
251	300	4%	2%	2%	4%	9%	6%	4%		
301	500	14%	11%	11%	13%	19%	13%	17%		
501	1002	41%	70%	71%	32%	34%	11%	10%		
Airplay GPS	Ave Rank	466.9	686.7	696.8	374.0	409.0	206.3	222.6		
G	G Song Total	126.1	83	82	134	145	132	139		

Sound	6:00 AM	Priority	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
Pop-70s	11:59 PM	C ●	1%				1%	3%	2%
Pop-80s		C ●	1%					3%	3%
Hits-70s		A ●	8%			5%	4%	16%	16%
Hits-80s		A ●	8%			2%	3%	14%	15%
Rock-60s		B ●	2%			3%	2%	5%	4%
Rock-70s		A ●	8%	5%	4%	11%	13%	13%	15%
Rock-80s		A ●	5%	1%	2%	7%	8%	6%	8%
Hard-80s Hard		A ●	10%	9%	7%	17%	16%	14%	12%
Hard-80s Hair		B ●	10%	6%	5%	18%	16%	15%	15%
Alt-80s Pop		C ●	3%				1%	1%	2%
Alt-80s Rock		C ●	4%			2%	3%	9%	6%
Alt-90s Pop		No ●	2%	2%	3%	1%	1%		
Alt-90s Rock		C ●	9%	20%	18%	15%	16%	2%	2%
Alt-90s Grunge		C ●	5%	7%	10%	11%	10%		
Alt-00s Pop		No ●	1%	3%	4%				
Alt-00s Rock		No ●	1%	3%	3%		1%		
Act-Core		No ●	9%	34%	33%	5%	4%		
Act-Extreme		No ●	3%	9%	10%	3%	6%		

No local music data? We can make sure you're focused on format hits

Keeping high-risk depth in-check

And compare your stats to similar, regional, winning stations







# Entire Day: Instant Insights

Average Year by Hour

The Grid	Q107 1-11-21	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM
Airplay GPS	Year					2001.8	1999.8	1999.8	1996.4	1997.8	1998.5	1996.7	1994.9	2001.5	1998.6	2003.6	2000.5	2005.2	2000.7
Pos1	1994.7	S	S	S	S	S	1998	2000	2006	1999	2003	1970	2001	1999	1993	1990	1986	1992	1994
Pos2	1999.5		S	S		1997	2003	2016	1978	2003	1985	2004	1969	2016	2013	1997	2012	2000	2000
Pos3	1997.8					2003	1989	S	S	1994	S	1975	1983	1978	2020	1999	2020	1995	2020
Pos4	1988.5					1987	S	1993	1990	S	1992	S	2009	S	1988	1983	1980	1988	1975
Pos5	2005.4					S	2011	2001	2001	2018	1999	2013	S	1994	1993	2020	1995	2020	2000
Pos6	2005.4					2020	1993	2020	2020	1992	1979	1997	2020	2003	S	2002	2001	2016	2007
Pos7	2005.0					2020	1996	2000	2020	2020	2020	2020	1996	1980	1993	S	S	S	S
Pos8	2002.1					2014	2012	2006	1997	1993	1986	2012	2020	2001	1998	1992	1999	1997	
Pos9	1999.5					2008	1980	1975	1997	2017	S	1977	1996	1970	2019	2017	2020	2018	
Pos10	2001.8					1980	S	S	1982	1984	1994	S	2018	2020	2018	2003	2014	2005	
Pos11	1995.1					S	1994	1992	S	S	2012	1994	S	1995	2019	1981	1996	1973	
Pos12	2002.6					2018	1988	2003	1994	1999	1996	1988	1995	S	1995	2019	2017	2019	
Pos13	1996.2					1971	1998	1989	1983	2019			2017		S	S	S	S	
Pos14	1996.0					1993			1994	2001									
Pos15	1990.0									1990									

Song Year  
VS.  
C/R/G





# Hour-by-Position, Any Code

Easy to fix, if you know it's happening

The Grid	Q95 1-11-21	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM
Airplay GPS	Image Artist	50%	25%	67%	44%	45%	30%	27%	36%	64%	9%	38%	56%	44%	64%	55%	33%	45%	42%
Pos1	50%	S		A		A	S		A	A					A	A	A		A
Pos2	35%								A			A			A	A	A	S	A
Pos3	33%	A		A		A							A			S	S	A	S
Pos4	47%	A		A	A			A		A		A		A	S				A
Pos5	46%	S	A	S	S	A			A	A			S	S	A				A
Pos6	55%		S	A	A	S	S		S	S	S	S	A	A	A				A
Pos7	41%	A		A	A			S		A		A	A			A			
Pos8	39%	A	A										A	A	A			A	A
Pos9	29%	A								A		A	A			A			S
Pos10	54%		S	A	A	A	A	A		A			S	A		S	S		S
Pos11	38%			S	S		A		A					S	S	A		A	A
Pos12	50%					A	A	A		A		S			A	A			
Pos13	57%						S	S	S		A				A		A		A
Pos14	33%											A							

Core Artist





# Find, Fix, Build Picture of a Win

The Grid	Q95 1-11-21	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	
Airplay GPS	Sound																			
Pos1		S	B	A	A	A	S	A	B	B	A	A	B	A	A	A	B	B	A	
Pos2		C	C	N	B	A	B	A	A	B	A	A	A	C	A	A	A	S	B	
Pos3		A	A	B	A	A	C	B	C	A	C	A	B	A	A	S	S	A	S	
Pos4		A	A	A	A	A	A	A	C	A	A	A	A	A	S	B	C	A	B	
Pos5		S	A	S	S	A	C	A	A	A	C	A	S	S	A	A	B	A	C	
Pos6		A	S	A	A	S	S	A	S	S	S	S	B	A	C	B	A	A	C	
Pos7		C	A	A	B	A	S	A	A	A	B	A	B	B	A	A	C	C	A	
Pos8		B	A	A	C	A	B	B	C	C	A	B	A	A	A	A	A	B	B	
Pos9		A	C	C	A	A	C	A	C	B	B	A	A	A	B	A	N	S	C	
Pos10		A	S	A	A	B	A	A	B	A	A	A	S	B	A	S	S	C	S	
Pos11		A		S	S	C	A	B	A	A	C	A	A	S	S	A	C	A	A	
Pos12		C				C	A	A	C	A	S	A	A	B	A	A	B	A	A	
Pos13							S	S	S		A	A		C	A					
Pos14																				

Very Hard

Very Pop

Sound Code  
VS.  
Strategic Priority

Two Sweeps,  
Two Different  
Stations





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

Export



## AirplayGPS: Core Artist, Format Top-12, 6a-12m

Artist	Single-Day 6a-12m	Total	K97 1-8-21	K97 1-7-21	NASH 1-8-21	NASH 1-7-21	FM98 1-8-21	FM98 1-7-21	B101 1-8-21	B101 1-7-21
	Airplay %		29%	29%	37%	38%	33%	32%	36%	34%
	Efficiency		65%	66%	76%	78%	70%	72%	76%	75%
	Artists / Spins		99 / 269	80 / 275	80 / 276	90 / 276	95 / 272	90 / 273	85 / 269	93 / 270
SMITH, DALLAS	A	84	10	9	14	13	8	8	10	12
COMBS, LUKE	A	81	8	6	10	11	9	9	14	14
BRODY, DEAN	A	74	10	8	10	8	10	8	10	10
BRYAN, LUKE	A	74	8	8	8	11	8	8	12	11
WALLEN, MORGAN	A	69	7	7	7	8	10	9	11	10
SHELTON, BLAKE	A	59	5	6	12	9	6	5	8	8
HIGH VALLEY	A	56	6	9	7	9	6	7	7	5
KISSEL, BRETT	A	56	7	6	9	9	7	10	4	4
FLORIDA GEORGIA LINE	A	54	7	10	6	5				
PARDI, JON		54	6	8	8	8				
RUCKER, DARIUS		52	4	5	7	8				
TEBEY		52	7	6	4	4				
RHETT, THOMAS	A	46	4	4	5	8				
BALLERINI, KELSEA	A	44	5	5	6	6				
CHURCH, ERIC		40	5	4	5	5				

Time	Core Artist	Artist	Title	Era	C/R/G Midpoint	K
7:05A		CHURCH, ERIC	Talladega	2014	G 498	£
7:09A	A	SMITH, DALLAS	Tippin' Point	2013	G 1001	68.2 418 66.8 435 69.6 404
7:15A	A	RHETT, THOMAS	Die A Happy Man	2015	G 87 65%	92.9 47 95.3 27 90.6 74
7:20A	A	BALLERINI, KELSEA	Hole In The Bottle	2020	C 43 21%	
7:23A	A	REKLAWES	I Do Too	2019	G 1001	68.6 412 69.6 390 67.6 428
7:30A		HICKS, TIM	No Truck Song	2020	R 1001	78.7 261 76.2 300 81.2 219
7:33A		RUCKER, DARIUS	Alright	2008	G 39 71%	80.3 236 79.9 252 80.8 223
7:39A		ARTS, TENILLE	Everybody Knows Everybody	2020	C 1001	
7:42A	A	FLORIDA GEORGIA LINE	Round Here	2012	G 59 59%	90.1 90 91.6 66 88.4 113
7:51A		RODGERS, JAMESON	Some Girls	2019	R 13 80%	

Send:

From: ralph@CipollaAnalytics.com

To: Mike.McVay <mikemcvey@mcvaymedia.com>

Cc:

Subject: AirplayGPS Snapshot

I created this airplay analysis snapshot in AirplayGPS - let's discuss.

The Grid	K97 1-8-21	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM
Year	2016.0	2014.4	2016.6	2014.4	2015.0	2015.5	2013.1	2015.1	2015.9	2015.3	2014.2	2014.1	2015.8	2016.3	2013.1	2016.1	2015.0	2013.5	
Pos1	2014.6	2015	2014	2014	2015	2002	2016	1991	2018	2018	2019	2010	2019	2019	2019	2019	2019	2019	
Pos2	2016.1	2020	2013	2020	2017	2020	2015	2009	2015	2016	2020	2012	2006	2016	2020	2015	2019	2019	
Pos3	2017.0	2018	2015	2019	2020	2014	2020	2020	2019	2020	2015	2020	2020	2020	2018	2017	2004	2015	
Pos4	2017.2	2019	2020	2019	2014	2019	2014	2011	2017	2017	2018	2017	2016	2011	2019	2019	2019	2020	
Pos5	2016.2	2018	2019	2015	2012	2020	2020	2016	2019	2016	2014	2012	2020	2016	2018	2011	2015	2013	
Pos6	2016.7	2020	2020	2020	2020	2016	2015	2020	2009	2019	2020	2019	2012	2019	2020	2006	2020	2006	
Pos7	2014.7	2020	2008	2019	2000	2002	2020	2018	2020	2019	2016	2017	2019	2019	2019	2019	2020	2000	
Pos8	2014.9	2020	2020	2015	2019	2020	2017	2008	2011	2010	2020	2007	2014	2005	2019	2009	2020	2015	
Pos9	2010.7	2002	2012	2020	1996	2010	2020	2015	2020	2020	2002	2020	2020	2020	2002	2010	1999	2013	



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