**Broadcast Marketing & Revenue**

**Market Analysis**

Total ad spend

Radio share of advertising spend

Market matrix of audience & revenue

-competitors

-Categories

-Demographics

-CPP

-Power ratios

-formats

**Market audience measurement**

-cume

-tsl

-in-home vs out-of-home

-GRP vs share

**Strategy**

-current listeners

-new listeners

**Tactics**

-advertising

-promotion

-contesting

**Clients/Buyers**

-Adv agencies

-Media buying

-Below the line

**Sales organization**

-people

-systems

-materials