

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