

myradiotest

Music Map

Finding and then leveraging relevant opportunities is key to a station's audience growth and success. That's why we've created Music Map. These custom-built surveys focus predominantly on music interests and opportunity across the total market.

Music Map uses a market representative sample. This ensures programmers are provided a balanced perspective and the widest range of opinion, not linked directly to a current format.

The myradiotest difference

Music Map gives users the ability to listen to a wide range of music choices, allowing us to optimise the appeal of each segment and understand fit and compatibility in building composite music formats.

Multi-language support and format optimisation that utilises source data can bridge the gap between different music segments to create unique format combinations. For further information, please contact one of our consultants at info@bprworld.com

