

# JUST FOR PROGRAMMERS

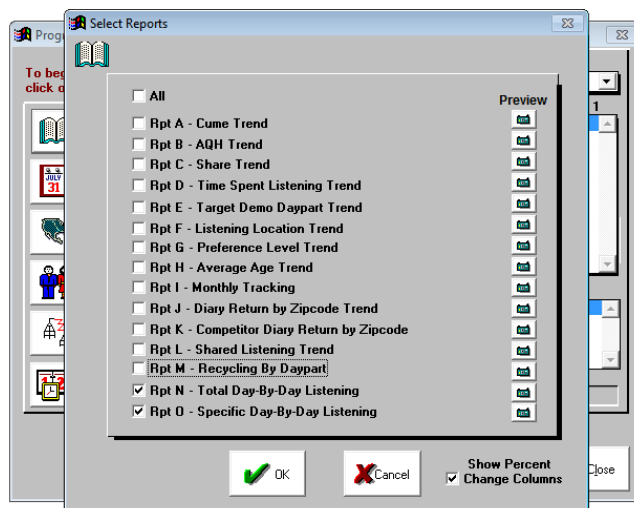
February 18, 2014

## Days per Week in the Diary

Over the past year the programming team at Nielsen spent a good amount of time to discussing the importance days per week of listening: the idea that ratings success in PPM is not only tied to how many times your audience tunes in each day (daily occasions), but also how many days during the week they come to the station. If you are in a PPM market and haven't explored this concept check out our various write-ups on the subject here, or watch this handy video discussion. You'll be glad you did.

Now, while the correlation isn't as direct in diary markets because of the difference in how station cume is represented (weekly in diary vs. daily for PPM), knowing how often people are tuning in each week and which days draw the most audience is still very valuable for diary programmers. It will enable you to capitalize on your station's biggest days and develop plans for how to bring listeners back on other ones.

And the best part is it's really easy to find. Nielsen's Maximizer desktop software program, and specifically the 'Programmer's Package,' can easily tell you both how many days during the week your audience listens to your station, and which specific days have the most listening. To do so, open up the 'Programmer's Package' and check out the very last two options in the list of available reports, Reports 'N' and 'O.'



Report 'N' looks at the total day-by-day listening of your audience. How many listen just one day, or two, or three and so on, across all of the major dayparts.

AAAA - FM
M-Su 6:00AM - 12:00M
% Listened 1 Day
% Listened 2 Days
% Listened 3 Days
% Listened 4 Days
% Listened 5 Days
% Listened 6 Days
% Listened 7 Days
% Listened 5+ Days/Week
Avg# of Days Listened

Report ‘O’ breaks down which specific day (Monday, Tuesday, Thursday?) your audience tunes in and also allows you to set this up across different dayparts.

AAAA - FM
M-Su 6:00AM - 12:00M
% Monday
% Tuesday
% Wednesday
% Thursday
% Friday
% Saturday
% Sunday

This is data that everyone at the station can find valuable. Knowing how many times a week listeners are coming to your station can help you to understand what it will take to increase your ratings. Knowing which days garner the most listeners will help your hosts schedule any signature once-a-week bits, help increase the impact of your promotional giveaways and provide a guide for sales reps who want to get the most impact for their clients.

