

# ZONECASTING

## Main Street Survey

December 2019

**BIA**  
ADVISORY  
SERVICES

## Madison Avenue Survey

October 2019

 **Advertiser  
Perceptions™**

What Advertisers Think™

# Advertiser Perceptions Madison Avenue Survey

## Methodology and Respondent Profiles

Advertiser Perceptions  
"Madison Avenue Survey"  
October 2019

BIA Advisory Services  
"Main Street Survey"  
December 2019

Only Advertiser Perceptions talks to people who are actively making decisions about media brand selection



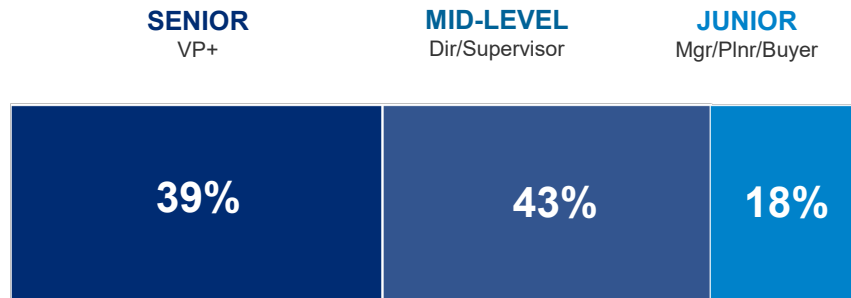
**Sample:** Marketer and Agency contacts from The Advertiser Perceptions Media Decision Maker Database and third-party databases as needed

**Qualification:** 100% involved in media brand selection decisions

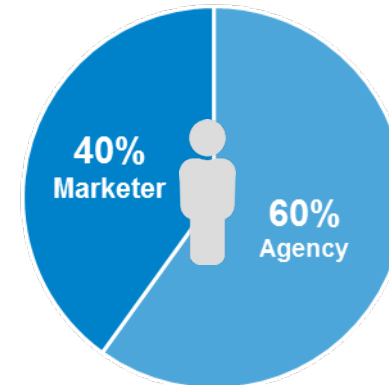
**Weighting:** Data has been sample balanced and weighted to reflect relative agency/marketer influence

Incentives include cash and information

RANGING IN TITLE:



EXPRESSING OPINIONS FROM:



**BIA**  
ADVISORY  
SERVICES

Advertiser Perceptions  
"Madison Avenue Survey"  
October 2019

BIA Advisory Services  
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# BIA Advisory Services Main Street Survey Methodology and Respondent Profiles

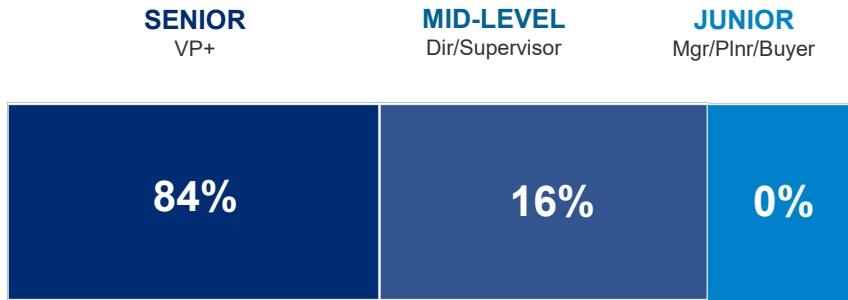
BIA talks only to people who are actively making decisions about media selection



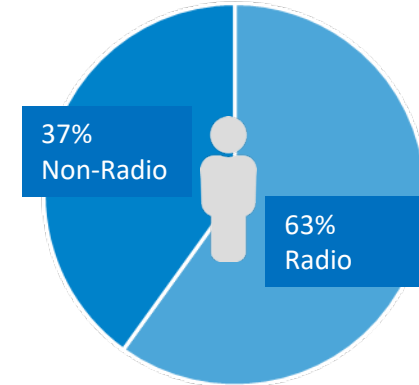
**Sample:** Online panel of businesses with a minimum of 10 full-time employees.

**Qualification:** Person most responsible for or has influence in deciding how your business advertises or promotes itself for some or all of the locations.

RANGING IN TITLE:



EXPRESSING OPINIONS FROM RADIO AND NON-RADIO BUYERS:

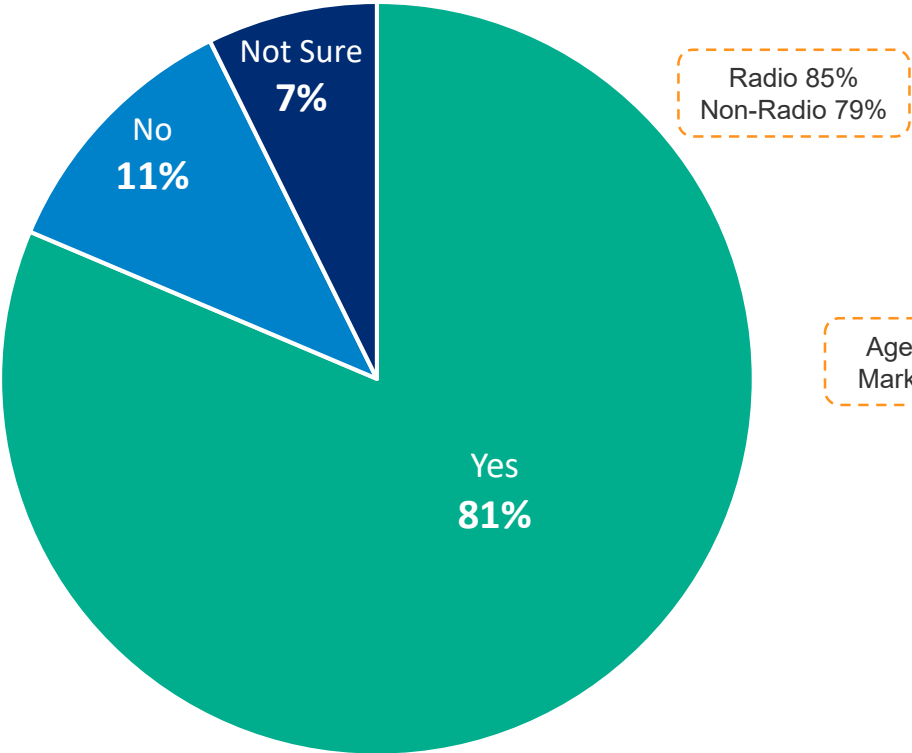


**Madison Avenue:** 2 out of 3 advertisers are currently using geo targeting

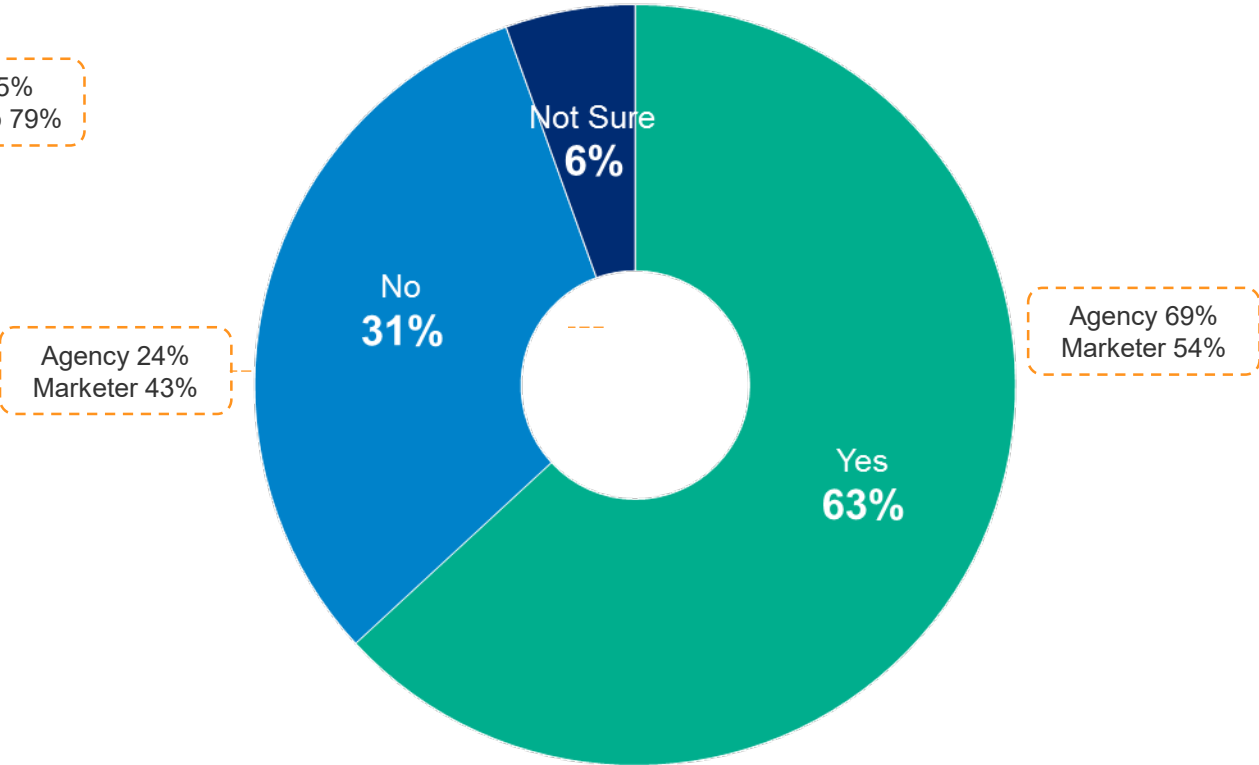
**Main Street:** 4 out of 5 advertisers are currently using geo targeting

**Currently Using Any Type of Geo Targeting?**

**Main Street Advertisers\***



**Madison Avenue Advertisers\*\***



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\*BIA: Q7. Are you using any type of geo targeting for your company's/clients' advertising efforts?  
Base: Total Respondents. "Radio" refers to current radio advertisers, "Non-Radio" refers to current non-radio advertisers.  
\*\*AP: QCu5. Are you using any type of geo targeting for your company's/clients' advertising efforts?  
Base: Total Respondents

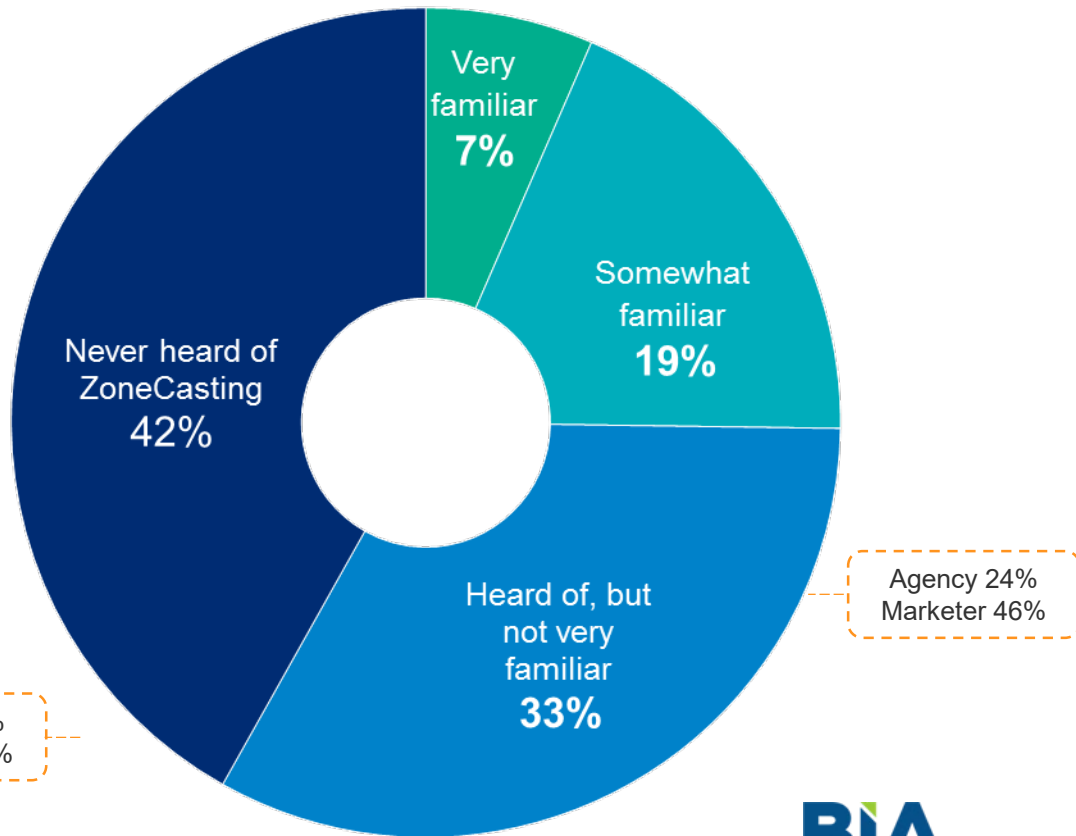
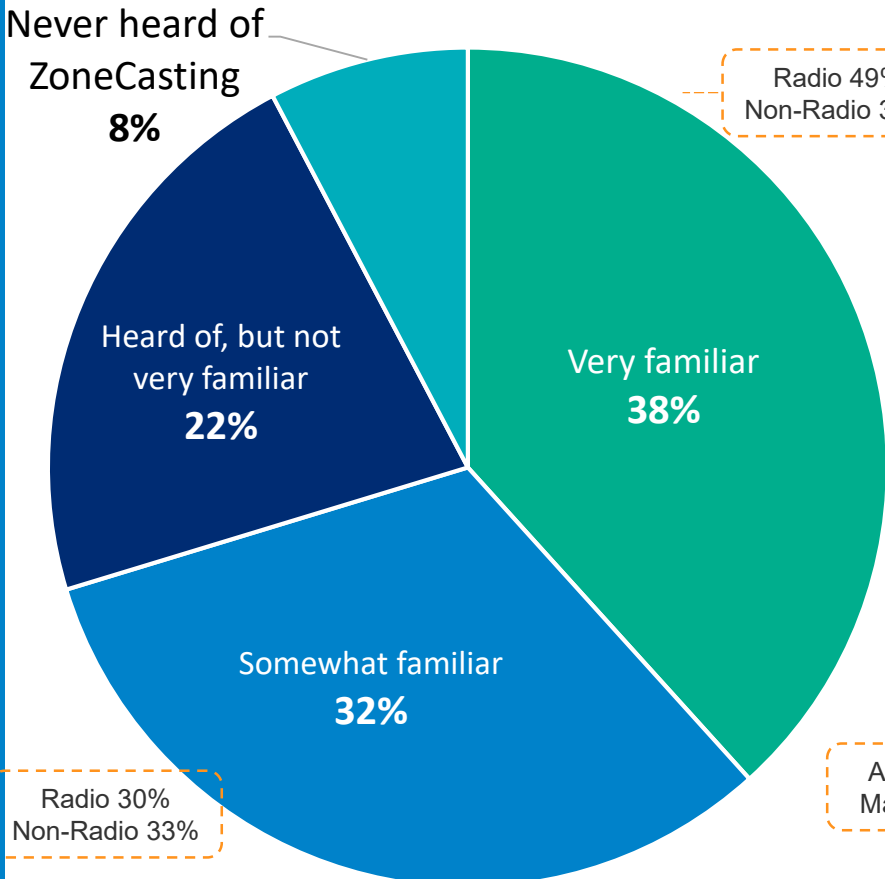
**Madison Avenue:** Few advertisers are familiar with ZoneCasting;  
Half of Agency respondents have never heard of it

**Main Street:** Over two-thirds are familiar with it

**Familiarity with ZoneCasting**

**Main Street Advertisers\***

**Madison Avenue Advertisers\*\***



\*BIA: Q9. QCu6. How familiar are you with "ZoneCasting", a new technology that allows radio stations to broadcast different content "over the air" to different parts of their market based on location?  
Base: Total Respondents. "Radio" refers to current radio advertisers, "Non-Radio" refers to current non-radio advertisers.  
\*\*AP: QCu6. How familiar are you with "ZoneCasting", a new technology that allows radio stations to broadcast different content "over the air" to different parts of their market based on location?  
Base: Total Respondents



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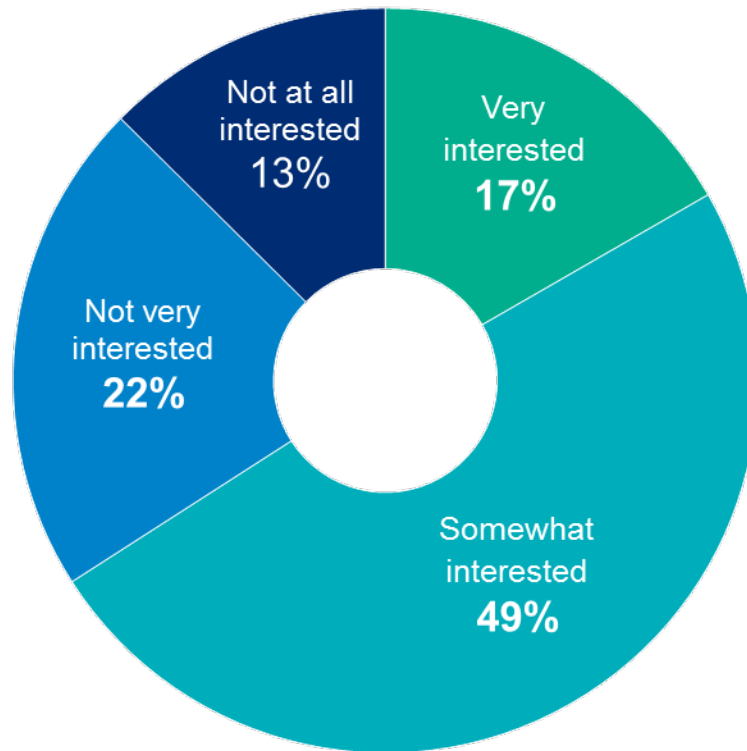
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Two-thirds of advertisers are interested in using ZoneCasting and one-half are likely to spend more on broadcast radio because of it

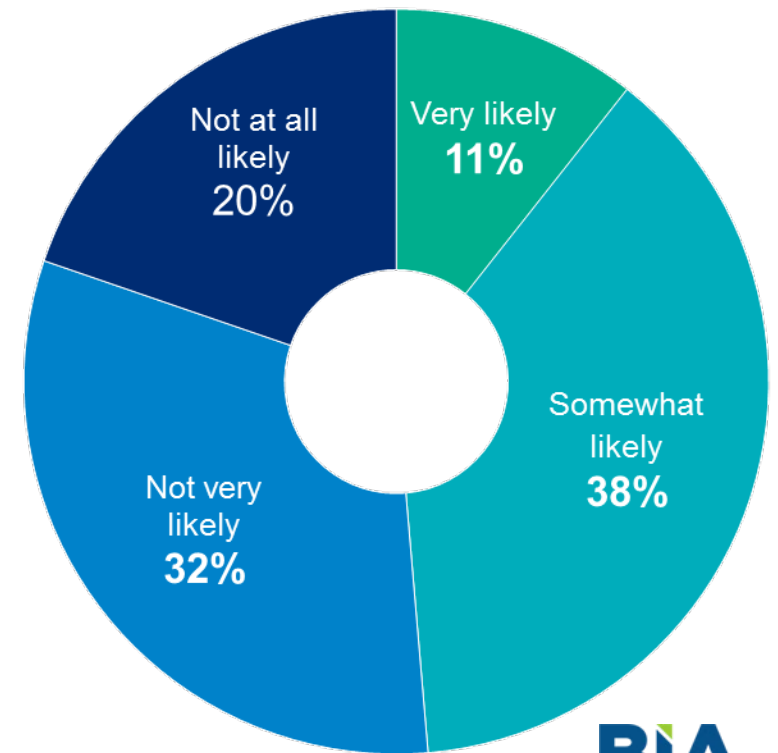
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**Madison Avenue Advertisers**

Interest in Ability of Radio to Deliver Geo Targeted Ads "Over the Air" Through "ZoneCasting"



Likelihood to Spend/Spend More With Broadcast Radio Due to "ZoneCasting"



QCu7. How interested are you in the ability of radio to deliver geo targeted ads "over the air" through "ZoneCasting"?

QCu8. Knowing that there is now the opportunity to use radio to deliver geo targeted ads "over the air" through "ZoneCasting", how likely are you to spend (or spend more) with broadcast radio?

Base: Total Respondents

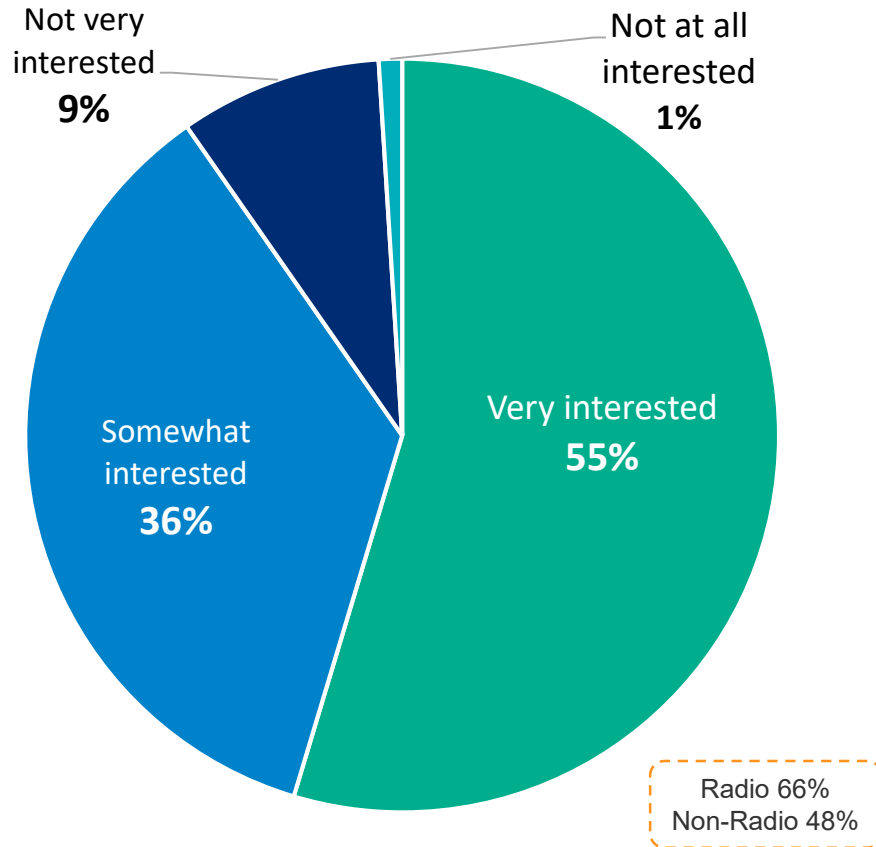
# More than half of Main Street advertisers are interested in using ZoneCasting and one-half are likely to spend more on broadcast radio because of it

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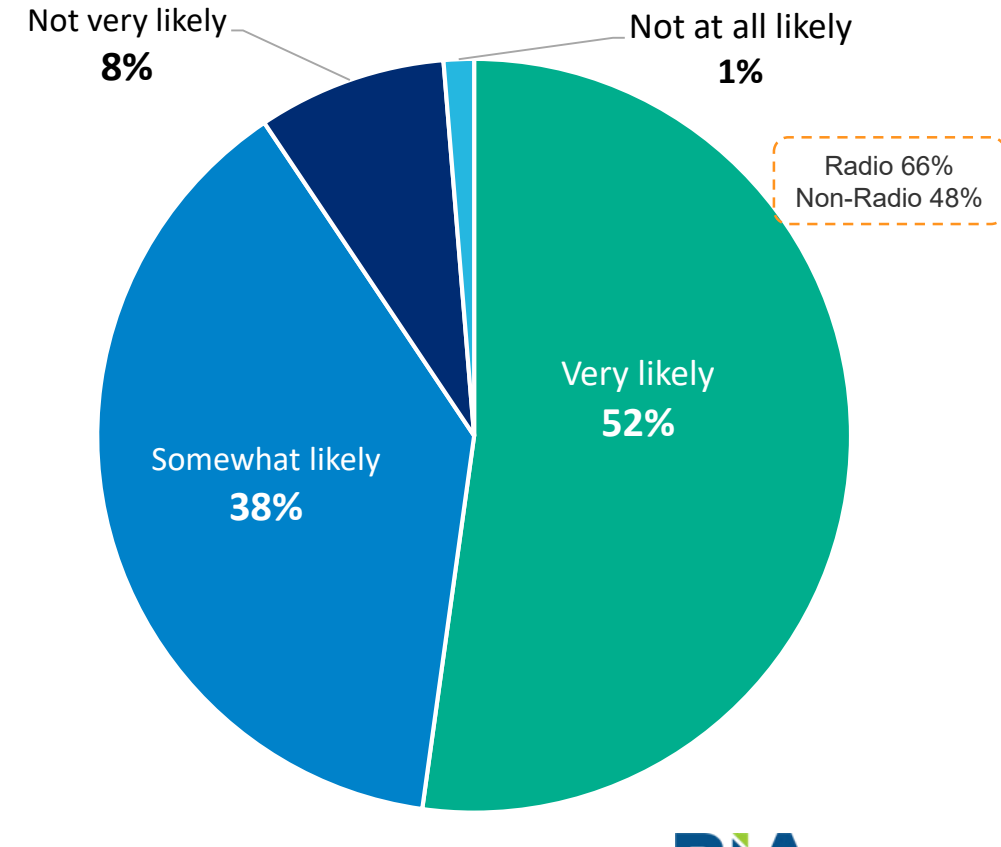
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## Main Street Advertisers

Interest in Ability of Radio to Deliver Geo Targeted Ads “Over the Air” Through “ZoneCasting”



Likelihood to Spend/Spend More With Broadcast Radio Due to “ZoneCasting”



Q10. How interested are you in the ability of radio to deliver geo targeted ads “over the air” through “ZoneCasting”?  
 Q11. Knowing that there is now the opportunity to use radio to deliver geo targeted ads “over the air” through “ZoneCasting”, how likely are you to spend (or spend more) with broadcast radio?  
 Base: Total Respondents. “Radio” refers to current radio advertisers, “Non-Radio” refers to current non-radio advertisers.

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What Advertisers Think™

