

## **Segment the audience to optimize your playlists**

### **Challenge**

Market research institute GfK is an important player in the field of radio and television research. Their monthly publications of ratings and market shares are guiding the business in the Netherlands. In addition, GfK wanted to be able to present their clients with information about the musical preferences of their listeners. Those insights would enable radio stations to optimize their playlists. Obviously, advertisers are equally interested to see if broadcasters reach the right audiences. However, little is known about the underlying structure of musical preferences in the Dutch population.

### **Solution**

To offer GfK clients better insights into their target audience, we (NoticeSound) mapped the way Dutch people value music. A representative sample of 1.500 respondents were asked to rate a selection of 80 song fragments, covering a broad selection of musical genres. In addition, respondents were asked to answer a series of questions about their behaviour with regards to buying and discovering music, downloading and streaming, attendance of concerts, etc. Based on the results of this two-way approach, the Dutch population was divided into six segments: danceability, intense, faithful, relaxed, multiple and traditional. Each target group has its own demographics, behavioural characteristics and favourite music channels.

### **Result**

This segmentation enables radio stations to optimize their playlists. How? They can present the music they're playing to the NoticeSound panel (representative or within a certain segment), which will rate the tracks. This feedback will help the stations decide which tracks to play no longer, more often or for a longer period of time. Note that this is the exact opposite of stating 'people who like the music we play, must be our target audience', which is the common way radio stations and research bureaus approach audience research.

At NoticeSound, we developed our own technological approach, with the following advantages for market research institutes: we gather data in the most efficient way; for respondents, we make participating fun; we choose relevant segments (or even sub-genres, if you like).

If you're looking for tailor-made, technology-, data- and music-driven innovation, we're here to help.