

Radio Media Billings Complete a Fourth-Quarter Hat Trick

All three forms of media billings report a 15-percent rise over 3Q.

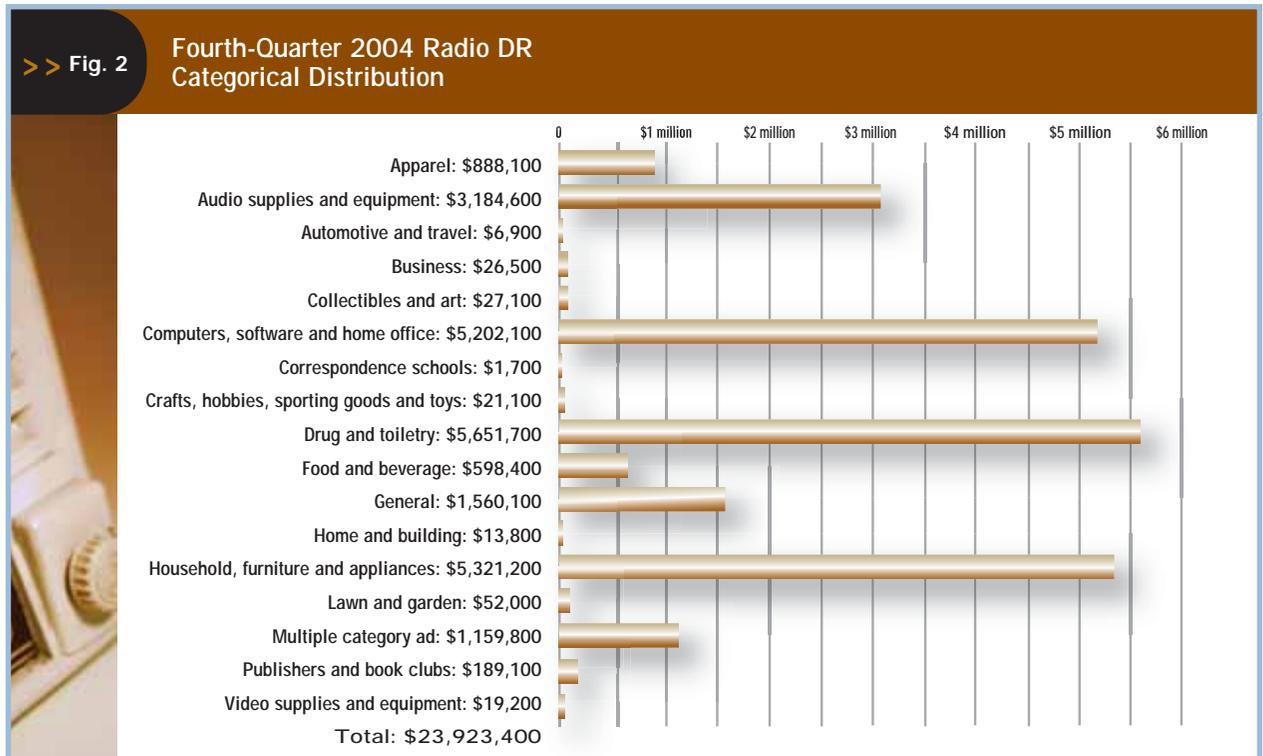
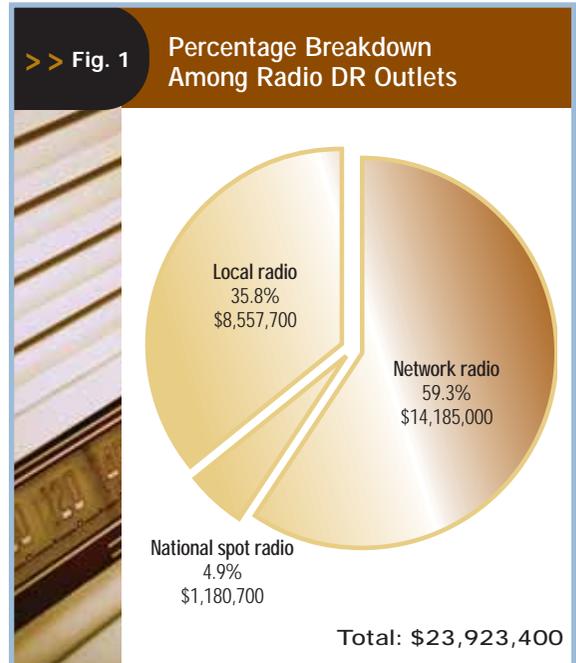
Analysis by Shay Moftakhar, Special to *Response*

If you're into numerology, 15 was the magic number for fourth-quarter 2004. First, long-form DRTV media billings, then short-form DRTV media billings and now DR radio media billings all reported a solid 15-percent increase over third-quarter 2004 results.

The data provided by TNS Media Intelligence (TNSMI) shows a rebound in media billings in both short-form DRTV and DR radio media billings, while *Response's* own long-form research came to the same conclusion. Total radio billings for the fourth quarter totaled \$23.9 million — \$3.2 million higher than third-quarter totals.

The "Audio supplies and equipment" category witnessed the highest dollar gain over the other categories with a \$1.7 million (118 percent) increase over its 2004 third-quarter figure. Network radio spending accounted for \$1.6 million of that increase alone. The "General" category gained \$745,000 (92 percent) and the "Drug and toiletry" category jumped \$603,000 (12 percent) over their third quarter totals. Interestingly, in the short-form DRTV universe, the

CONTINUED >>



Research 4Q DR Radio Media Billings

>> Fig. 3

Second-Quarter 2004 Radio DR Categorical Break-down of Dollars Spent by Outlet and Category

Reported Time Period 10/1/2004-12/31/2004 Category	TOTAL Dollars(000)	NETWORK RADIO Dollars(000)	NATIONAL SPOT RADIO Dollars(000)	LOCAL RADIO Dollars(000)
Apparel	\$888.1	\$72.6	\$388.4	\$427.1
Audio supplies and equipment	\$3,184.6	\$3,067.8	\$8.6	\$108.2
Automotive and travel	\$6.9	\$0	\$0	\$6.9
Business	\$26.5	\$0	\$0	\$26.5
Collectibles and art	\$27.1	\$0	\$18.4	\$8.7
Computers, software and home office	\$5,202.1	\$3,178.0	\$498.4	\$1,525.7
Correspondence Schools	\$1.7	\$0	\$0	\$1.7
Crafts, hobbies, sporting goods and toys	\$21.1	\$0	\$0	\$21.1
Drug and toiletry	\$5,651.7	\$3,354.1	\$98.7	\$2,198.9
Food and beverage	\$598.4	\$148.8	\$0	\$449.6
General	\$1,560.1	\$1,513.8	\$0	\$46.3
Home and building	\$13.8	\$0	\$0	\$13.8
Household, furniture and appliances	\$5,321.2	\$2,737.0	\$25.6	\$2,558.6
Lawn and garden	\$52.0	\$0	\$0	\$52.0
Multiple category ad	\$1,159.8	\$0	\$141.2	\$1018.6
Publishers and book clubs	\$189.1	\$102.6	\$0	\$86.5
Video supplies and equipment	\$19.2	\$10.3	\$1.4	\$7.5
Grand Total	\$23,923.4	\$14,185.0	\$1,180.7	\$8,557.7

>> Fig. 4

Complete List of 4Q 2004 Network Radio Ad Campaigns

CATEGORY BRAND	TOTAL DOLLARS (000)
Apparel	
Empire Diamond Jewelry	\$72.6
Audio supplies and equipment	
Bose Corp.	\$2,700.2
C. Cane Co.	\$258.0
Verbal Advantage	\$78.8
American Gramophone	\$30.9
Computers, software and home office	
Dell Various Computer Products	\$3,044.6
Stowers Innovations	\$60.0
Infinite Mind	\$30.1
Prostep Inc.	\$19.3
Intuit Inc.	\$13.6
Research Systems Inc.	\$10.5
Drug and toiletry	
1-800 Contacts	\$1,086.3
Enzyte	\$760.0
CortiSlim	\$487.5
Ganeden Biotech	\$373.0
Avacor	\$156.2
Loma Lux	\$128.7
Great American Products Co.	\$89.9
HealthPowerUSA	\$89.2
Estrin D	\$52.5
Relacore	\$33.0
Natures Youth GHG	\$31.4
Sleep Garden	\$20.0
Nu-Hair	\$12.5
Proton	\$8.0
Green Supreme	\$6.1
Smoke Free in 3	\$5.4
Green Power	\$4.6
Hollywood 48-Hour Diet	\$4.4
Provoxin	\$3.0
Hair Advantage System	\$1.8
Smoke Away	\$0.7
Food and beverage	
Lobster Gram	\$148.8
General	
Vermont Teddy Bear	\$754.2
Sharper Image Misc.	\$464.1
Pajamagram	\$205.5
Stanford Coins & Bullion	\$77.4
Eastern Numismatics Inc. Coins	\$8.9
Exercise Your Eyes	\$3.8
Household, furniture and appliances	
Select Comfort	\$1,643.1
Tempur-Pedic Inc.	\$892.5
CPAP Pro	\$201.4
Publishers and book clubs	
Kraft Food & Family Mag. Subs.	\$91.4
Forward Newspaper Subs.	\$9.2
Alternative Medicine Mag. Subs.	\$2.0
Video supplies and equipment	
Sinclair Intimacy Instructional Videos	\$10.3
Total Network Radio Direct Response	\$14,185.0

>> Fig. 5

2Q 2004 Top 10 Radio DR Campaigns

BRAND	CATEGORY	TOTAL Dollars (000)
Dell Various Computer Products	Computers, software and home office	\$5,041.2
Select Comfort	Household, furniture and appliances	\$3,665.8
Bose Corp.	Audio supplies and equipment	\$2,700.2
1-800-Contacts	Drug and toiletry	\$1,086.3
Tempur-Pedic Inc.	Household, furniture and appliances	\$979.3
Purity Products	Multiple category ad	\$827.1
Vermont Teddy Bear Co.	General	\$782.7
Enzyte	Drug and toiletry	\$760.0
CortiSlim	Drug and toiletry	\$487.5
Great American Products	Drug and toiletry	\$462.1
Total Top-10 Radio DR Campaigns:		\$16,792.2

>> Fig. 6

Total DR Radio Campaigns: 119

Average Money Spent on a Campaign Based on Total: **\$201,036.97**

Average Money Spent on a Campaign Minus Top-10: **\$65,423.85**

“General” category had the highest dollar decline during the same period — \$9.9 million. The “Food and beverage” category’s \$432,000 radio binge helped it enjoy the highest percentage increase — 260 percent.

The top loser in relation to third-quarter totals was the “Video supplies and equipment” category in terms of both dollars and percentage — \$674,000 less for a 93-percent depreciation. The “Household, furniture and appliances” category slipped \$346,000 — a scant 6.5-percent loss. Ironically, this category was the top fourth-quarter gainer in short-form DRTV (a 52.6-percent gain of \$38.2 million).

Network radio gained \$4.1 million over the third quarter to claim 59.3 percent of total spending, regaining the top position it lost during the third quarter. National spot radio’s \$1 million dollar increase pushed it to 4.9 percent of total — almost five times its market share for the previous two quarters. Local radio offset everybody’s gains with a \$2 million slide, bringing it down from 50.6 percent to 35.8 percent of the total money spent.

DR radio campaigns aired during the fourth quarter totaled 119, up fourteen over the third quarter. The average money spent on a campaign based on the total increased by \$3,096.97, and the average minus the top 10 increased by \$6,324.90.

Top-10 spending was \$16.8 million, a 10.7-percent gain over the third quarter. Seven top-10 ad campaigns from the fall remained in the top 10 through the winter. Bose Corp.’s \$1.6 million increase in spending, equivalent to the total increase in the top-10, helped it climb

to No. 3 from the No. 4 spot.

Of the \$1.18 million spent on national spot radio, Dell computer products and Lands’ End apparel accounted for \$498,400 and \$388,400 respectively, while LTA Media Cutting Edge contributed \$122,300. ■

WANT SUCCESS?



THEY GOT IT!

Crmed to
Direct Response Media Buying Specialists
207 new park ave | portland, or 97209 | 503.222.0025 | www.crmedia.tv | malmon@crmed to.tv



TNS Media Intelligence is the leading provider of strategic media and marketing information. Utilizing highly innovative tracking technologies, the company collects expenditure, occurrence and creative intelligence on millions of brands across 20 media. These figures are based on TNS Media Intelligence’s multimedia ad expenditure database across the following measured media: Network Radio, National Spot Radio and Local Radio. Figures do not contain public service announcement (PSA) data. For information about TNS Media Intelligence please call (212) 991-6000 or visit www.tns-mi.com.