

myradiotest

Crowd Air Check

Great radio programming is not just about music. Personality, content and style are paramount in building long-term relationships between a station and their listeners. The Crowd Air Check is an online survey tool designed to gauge listener's reactions and responses to personalities, content and marketing. It's capable of giving programmers unique insights into what the audience likes. In real time, Crowd Air Checks can be conducted quickly and are suitable for any format or language.

The myradiotest difference

Crowd Air Check is capable of testing a wide range of on-air content; from TV commercials to DJ features. It can be targeted at a station's potential audience, or be used to enhance current audience experience. It's a worldwide, real time survey tool that can be implemented both online and off. For more information, contact us at info@bprworld.com

