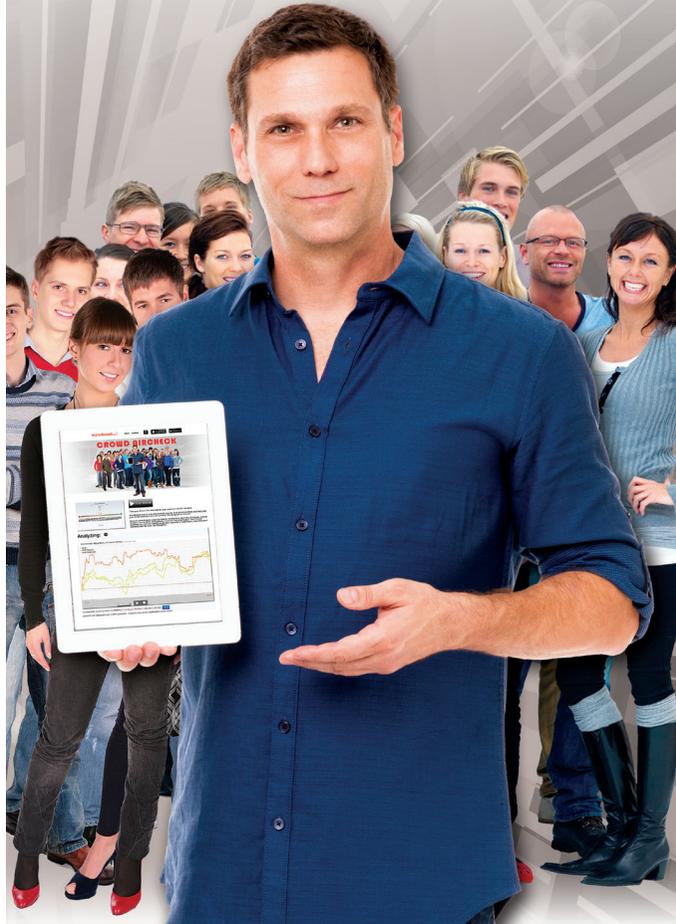


worldwide multimedia research

# CROWD AIRCHECK

research made easy



[www.crowdaircheck.com](http://www.crowdaircheck.com)



**myradiotest.com**  
research made easy

NEW! Crowd Aircheck - Take your DJs to the test and let your audience do the aircheck.

ONLINE AMT'S, testing a large number of songs and offering many advantages over a traditional AMT, not least more reliable results.

WEEKLY MUSIC TESTS, testing 30-40 songs per week, generally focusing on new material.

STRATEGIC TRACKING & PERCEPTUAL STUDIES, reducing the interviewer costs and hassle of long form telephone interviews.

P1 HEALTH CHECKS, perfect for monitoring image and satisfaction development within the station core between full market strategic studies.

IDEA VALIDATION, an excellent way of assessing the demand or potential acceptance of a new programming idea against P1's.

TACTICAL MUSIC TESTS, great for conducting music polls and creating countdowns.

SOCIAL NETWORKING, MMT offers a facebook application ideal for building research panels from the stations facebook community.



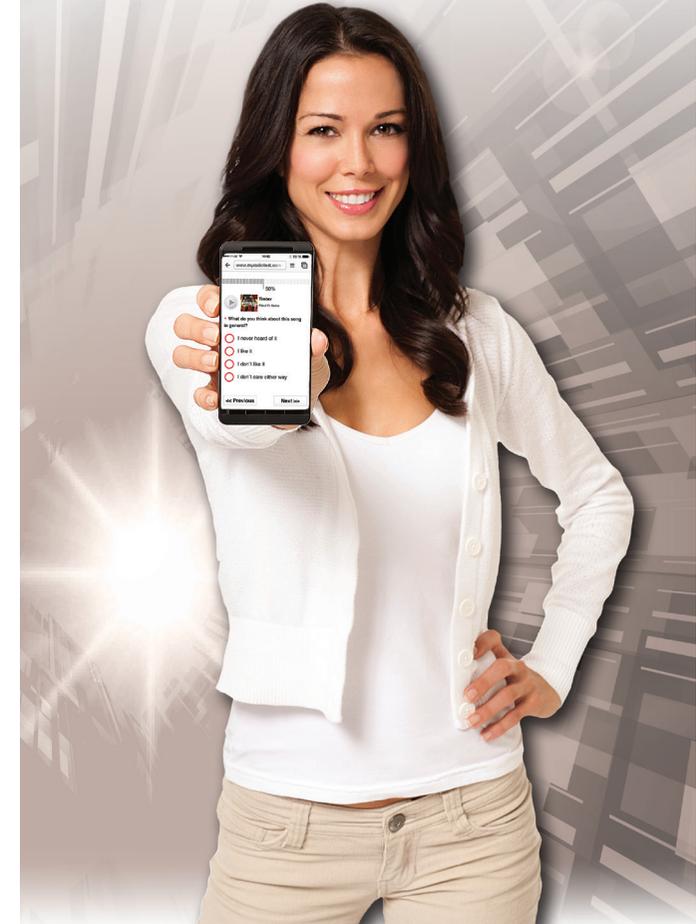
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## multichannel research



### CALLCENTER

Combine traditional phone based recruitment with the advantages of web-based sampling as required.



### WEB TEMPLATES

Choose from generic interface and questionnaire designs or let us create your own customised research solution.



### CUSTOM-FIT SERVICE

We can assist integrating a research interface into your current website design and branding.



### TAP INTO SOCIAL MEDIA

Leverage social media such as facebook, v-kontakte.ru and twitter with our apps to build highly economical databases which can be then used to draw specific research panels.



### MOBILE APP

myradiotest for iPhone is our latest application reaching people on the move and enhancing both engagement and fun with listeners interested in music on the radio.

**myradiotest.com**<sup>TM</sup>  
research made easy

- **FLEXIBLE AND SCALABLE** – choose from pre-built generic platforms through to custom designed user interfaces, questionnaires and domains. Myradiotest outputs seamlessly to BPR Xplorer (TM) for expansive re-analysis options.
- **MODULAR SOLUTIONS** – myradiotest can test a wide range of content including text, music, speech, still images, television footage and video. Combine content elements for an engaging test experience.
- **SERVICE AND KNOW HOW** – from DIY to full service, turn-key research solutions: Benefit from our global market experience and proven platform – no matter what size your station or network.
- **DEPTH AND EXTENSION** – a sophisticated database structure provides the opportunity for long term trend analysis based on any question criteria or respondent profile.
- **SOCIAL MEDIA** – leverage fast growing social networks as research gateways for drawing samples and identifying target audiences.
- **MOBILE APPS** – go mobile creating engagement and fun for your listener while opening another channel of research opportunity with your target audience.

For more information:



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