

# myradiotest

## Weekly Music Surveys

For stations that want to keep up-to-date with the latest music trends, our Weekly Music Surveys allow detailed tracking of the song lifecycle from unfamiliar, to peak and decline.

Surveys allow up to forty songs and are tested on a weekly or bi-weekly basis. Participants are screened to be an accurate representation of the station's target audience, including age, gender, music interest and station listening habits.

## The myradiotest difference

The Weekly Music Survey is a key tool for tactical programming, designed to measure the life cycle of songs in the station's format. myradiotest conducts hundreds of music tests internationally. Results are available in a number of formats, from single week to full history. All results can be imported to music scheduling software. Surveys are available as branded or non-branded options in any language. For more information, contact us at [info@bprworld.com](mailto:info@bprworld.com)

