



HOW TO PLAN YOUR PLAYLIST IN 15 MINUTES



RADIOANALYZER®

Some radio stations have **long music meetings** where discussions base themselves on a curious mix of gut feeling, airplay statistics, and pressure from record company promoters.

Some have **lone wolfs** removing the decision process entirely and **endlessly raking their playlist** over the same standardized analogue music test filter they have been using for the last 20 years.

A hand is holding a vintage Auna car radio. The radio has a prominent circular tuning dial with a needle pointing to approximately 98 MHz. The dial is marked with 'FM' on the left and 'MHz' on the right, with frequency numbers ranging from 88 to 106. Below the dial, there are several control buttons and labels: 'POWER/FUNCTION', 'PHONE', 'TUNING', 'FM', and 'PHONES'. The Auna logo is visible in the top left corner of the radio's face. The background is a dark, textured surface, possibly the interior of a car.

That's all good...

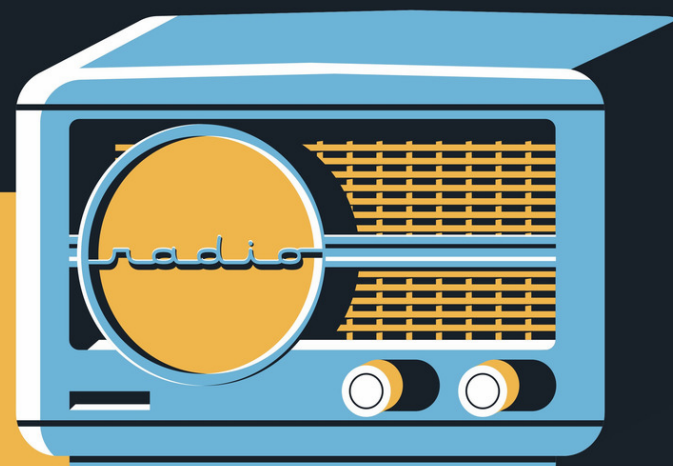
Or at least it used to be

If you want to spend your time thinking and talking about the important stuff – like how you want your station to sound, and how to play the right music for your listeners right now – use the RadioAnalyzer Delta numbers. We have even developed a structure that makes it easy for anyone to identify the music that your listeners actually react to, and gets it done in less than 15 minutes.



It is a **5 step method** that will not only make sure your radio is on the same beat as your listeners, it will also **improve your TSL** and free time up to spend on **meaningful discussions**.

GET INSIDE THE MIND
OF YOUR LISTENER FOR
COLD HARD FACTS.



Delta numbers are based on observing your actual listeners and how they behave when you play the songs you have selected. So not only do they get to weigh in; they get to run the show to the extent you allow them to.

The following pages show our **suggested method**, but obviously every radio station and every music director is unique, so perhaps you should use this as an offset and adjust the method to fit your purpose..

1 Build & Export

Go to “Song Deltas” in RadioAnalyzer to get the latest listener reactions to your most played songs. Make a weekly chart and filter it using the “no songs with less spins than...”-function so you get the number of songs you want. Could be you set the spin filter to “15 plays” to get the 20 most played, maybe set it to 10 to get 30 songs, perhaps 5 spins will build your top 50 – it depends what structure you have on your database and how much you want to adjust.

When you have got the list, export it to an excel sheet to make the next steps easy. It's a one-click export right above the chart.

Export to csv Export to xlsx

Artist	Title	Spins	Delta Spins	Delta	Gain/Loss	Familiarity Count	Familiarity Score	Impressions	Delta Impressions	Delta vs Time
Lukas Graham	Love Someone	66	66	-0,36%	-40	-	-	+11.066	+11.066	⬆
Dean Lewis	Be Alright	64	64	-0,64%	-69	-	-	+10.694	+10.694	⬆
George Ezra	Shotgun	61	61	+1,16%	+118	-	-	+10.299	+10.299	⬆
Ava Max	Sweet But Psycho	59	59	+0,75%	+74	-	-	+9.910	+9.910	⬆
Benny Blanco feat. Halsey & Khalid	Eastside	55	55	+0,46%	+43	-	-	+9.450	+9.450	⬆
Dynoro feat. Gigi D'Agostino	In My Mind	51	51	-0,07%	-6	-	-	+8.261	+8.261	⬆
Kris Kross Amsterdam feat. The Boy Next Door & Conor Maynard	Whenever	49	49	+0,34%	+27	-	-	+8.212	+8.212	⬆
Loud Luxury feat. Brando	Body	47	47	-0,49%	-39	-	-	+7.937	+7.937	⬆
Marshmello feat. Bastille	Happier	46	46	+0,53%	+39	-	-	+7.479	+7.479	⬆

Minute by Minute
Song Search
Song Deltas

SELECT STATION
Radio Name

SELECT DEMOGRAPHIC
Online: All

SELECT DATES
05-11-2018 11-11-2018

OR SELECT A QUICK OPTION:
Latest week Latest 2 weeks
Latest month Latest quarter

NO SONGS WITH LESS SPINS THAN
15

Hide invalid deltas

2 Categorize the playlist

Open the excel sheet and add your categories to a new column (G in this example).

Maybe you have 3 powerplays, 10 A-rotates, 15 B's and 20 C's – or maybe something different.

Mark the songs to fit the categories you use and type the categories in small letters: “a”, “b” and so on.
You will see why that is useful in step 4.

	A	B	C	D	E	F	G	H
	Artist	Title	Spins	Delta Spins	Delta	Delta Impressions	Category	
2	Lukas Graham	Love Someone	66	66	-0,36%	+11.066	a	
3	Dean Lewis	Be Alright	64	64	-0,64%	+10.694	a	
4	George Ezra	Shotgun	61	61	+1,16%	+10.299	a	
5	Ava Max	Sweet But Psycho	59	59	+0,75%	+9.910	a	
6	Benny Blanco feat. Halsey & Khalid	Eastside	55	55	+0,46%	+9.450	a	
7	Dynoro feat. Gigi D'Agostino	In My Mind	51	51	-0,07%	+8.261	a	
8	Kris Kross Amsterdam feat. The Boy	Whenever	49	49	+0,34%	+8.212	a	
9	Loud Luxury feat. Brando	Body	47	47	-0,49%	+7.937	a	
10	Marshmello feat. Bastille	Happier	46	46	+0,53%	+7.479	a	
11	Christopher	Irony	44	43	+0,85%	+7.111	a	
12	Calvin Harris feat. Sam Smith	Promises	41	41	-0,14%	+6.856	a	
13	Zara Larsson	Ruin My Life	40	40	+1,13%	+6.623	a	
14	Jonas Blue feat. Jack & Jack	Rise	37	37	+0,46%	+6.592	a	
15	Nicklas Sahl	New eyes	37	37	-0,46%	+6.139	a	
16	Ellie Goulding feat. Diplo & Swae Le	Close To Me	37	37	-0,28%	+6.275	a	

3 Mark the List According to Performance

Now identify the span you are working with by sorting the song deltas high to low: for instance +2,35% to -3,2%. This is useful to establish a “top third”, a “middle third” and a “low third” in terms of how well the songs are performing.

If you want it simple you can also just go “well, I have 30 songs on the list, so the 10 best are “top third”, but you get more accuracy if you do it by the delta scores by thinking “what is the middle ground in this span of scores?”.

Artist	Title	Spins	Delta Spins	Gain/Loss	Delta Impressions	CAT
Lukas Graham	Love Someone	66	66 -0,36%	-40	+11.066	a
Dean Lewis	Be Alright	64	64 -0,64%	-69	+10.694	a
George Ezra	Shotgun	61	61 +1,16%	+118	+10.299	a
Iva Max	Sweet But Psycho	59	59 +0,75%	+74	+9.910	a
Jenny Blanco feat. Halsey & Khalid	Eastside	55	55 +0,46%	+43	+9.450	a
Dynoro feat. Gigi D'Agostino	In My Mind	51	51 -0,07%	-6	+8.261	a
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Loud Luxury feat. Brando	Body	47	47 -0,49%	-39	+7.937	a
Marshmello feat. Bastille	Happier	46	46 +0,53%	+39	+7.479	a
Christopher	Irony	44	43 +0,85%	+60	+7.111	a
Calvin Harris feat. Sam Smith	Promises	41	41 -0,14%	-10	+6.856	a
Lara Larsson	Ruin My Life	40	40 +1,13%	+74	+6.623	a
Jonas Blue feat. Jack & Jack	Rise	37	37 +0,46%	+30	+6.592	b
Illie Goulding feat. Diplo & Swae Lee	Close To Me	37	37 -0,28%	-18	+6.275	b
Nicklas Sahl	New eyes	37	37 -0,46%	-28	+6.139	b
Post Malone & Swae Lee	Sunflower	36	36 +0,51%	+28	+5.538	b
Years & Years	All For You	36	36 +0,81%	+53	+6.602	b
Panic! At The Disco	High Hopes	35	35 -0,45%	-29	+6.332	b
Halsey	Without Me	34	34 +0,41%	+22	+5.343	b
Tygo & Sandro Cavazza	Happy Now	34	34 +0,90%	+46	+5.197	b

While sorted high to low, mark the three thirds in each their colour in the sheet (green, yellow and red should be relatively easy to understand) – and after marking them, sort the list again so the songs are listed with the most played song at the top.

4 Promote or Demote the Obvious Songs

You are now left with some green songs, some yellow songs and some red songs, most likely some of each in every rotation category. So it is time to decide what to do with the individual songs using these ground rules:

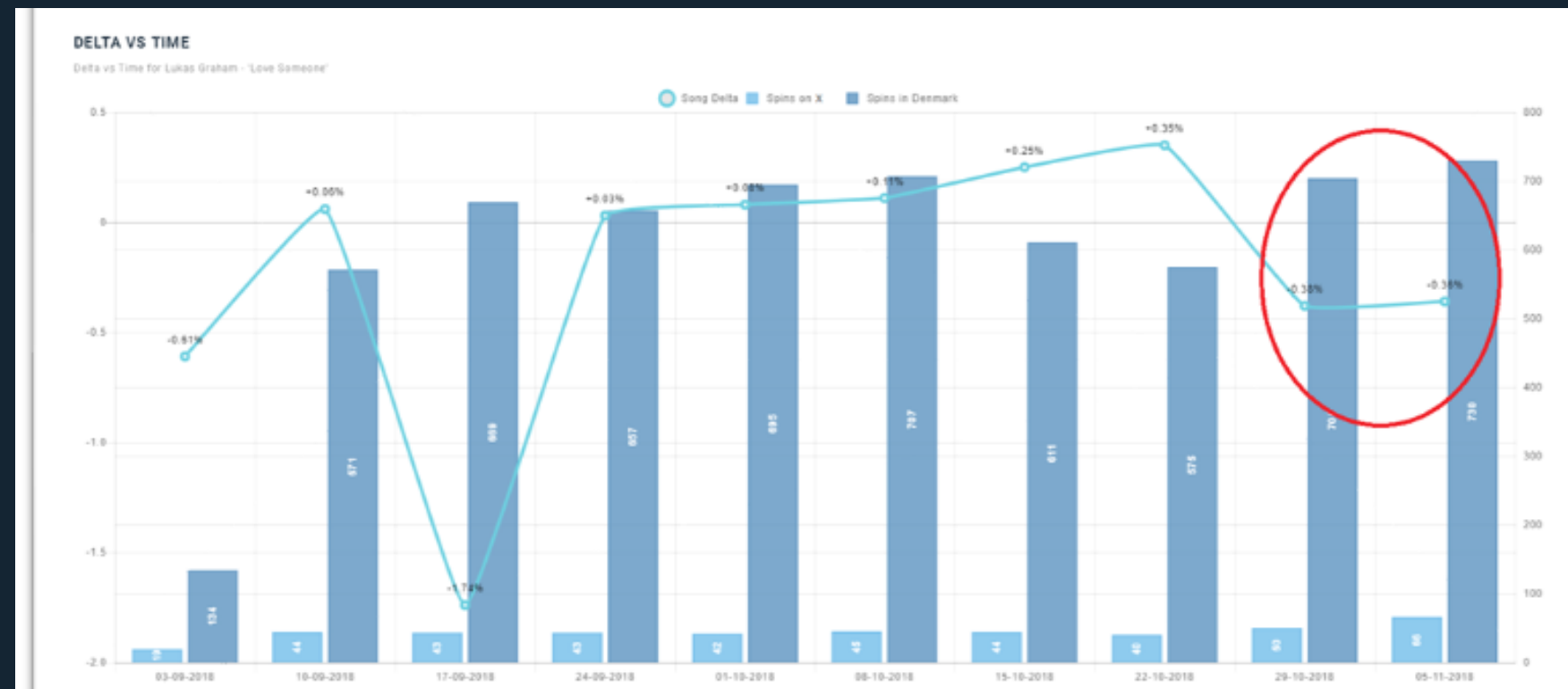
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Ellie Goulding feat. Diplo & Swae Lee	Close To Me	37 -0,28%	+6.275	B
Nicklas Sahl	New eyes	37 -0,46%	+6.139	A
Post Malone & Swae Lee	Sunflower	36 +0,51%	+5.538	A
Years & Years	All For You	36 +0,81%	+6.602	A

- The songs in the top third (green) moves up a category or plays a bit more within the same category.
- The songs in the middle third (yellow) stay where they are unless you feel it's a song you need to boost or a fade out; maybe it's "old" or "coming back from being burned".
- The songs in the low third (red) moves down a step or are dropped completely.

For the obvious ones to shift up or down or to leave where they are: change the category letter from small to CAPITAL – so from "a" to "A". This means you are done with this song. For the obvious ones to remove, just delete them from the list. When in doubt what to do, simply leave the small letter.

5 Decide on the "Extra Attention" Songs

Any songs still left with a small letter after step 4 need a little more attention. If, for instance, you have just promoted a song to A and it is performing badly, or if a song in C is considered to be a future "Brand Song" but is not performing well, take a closer look by pressing "delta vs. time" in the software.



The illustration shows performance over time for the most played song last week – which has been stuck in the "red zone" for the past two weeks now.

We can see the song is played more and more in the market, just as it is also played more and more on our sample radio station. From experience we know that the "boomers" in the market; the songs everybody has got in A rotation, will almost always return bad scores. There is simply a higher risk of listeners getting prematurely tired of them.

So in this case – if the song is a "must" or a "brand song": keep it where it is. But the bold move could be – even on a CHR station – to take the foot of the pedal and still play the song, but maybe somewhat less.



**...and that's it.
There are no more steps.**



When you have looked through the handful of songs that need a little extra attention, you can print a new top 30 decided by your listeners and enriched by your strategic decisions along the way.

When you have done this a few times,
it takes about 15 minutes.

The list will have a number of blank spaces where you deleted songs, so now you can spend time discussing with colleagues or researching in the RadioAnalyzer tool which new song to start playing.

Or you can give the back catalogue some love; using the same 5-step method, just with a longer time perspective than a week.

How is that for user driven innovation in the audio market?

PS

Did we mention every single **RadioAnalyzer client** get personalized training so they know how to use the scores and tools in exactly the right way on their radio station? Well, they do. And we are even available for extra care and attention whenever clients need it.

DANISH INNOVATION

MOVING AUDIO SERVICES
INTO THE FUTURE



 RADIOANALYZER®

