

BAUER
MEDIA

Europe's leading commercial radio operator



7

countries



110

radio brands



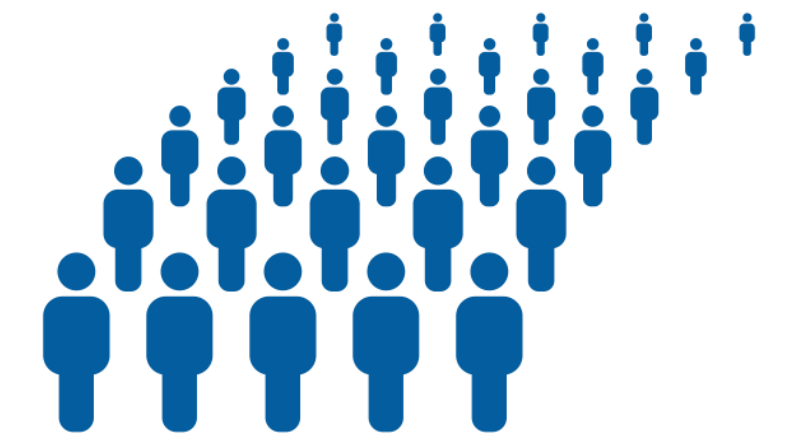
2,000

team
members



11,000

advertisers



25,000,000

listeners

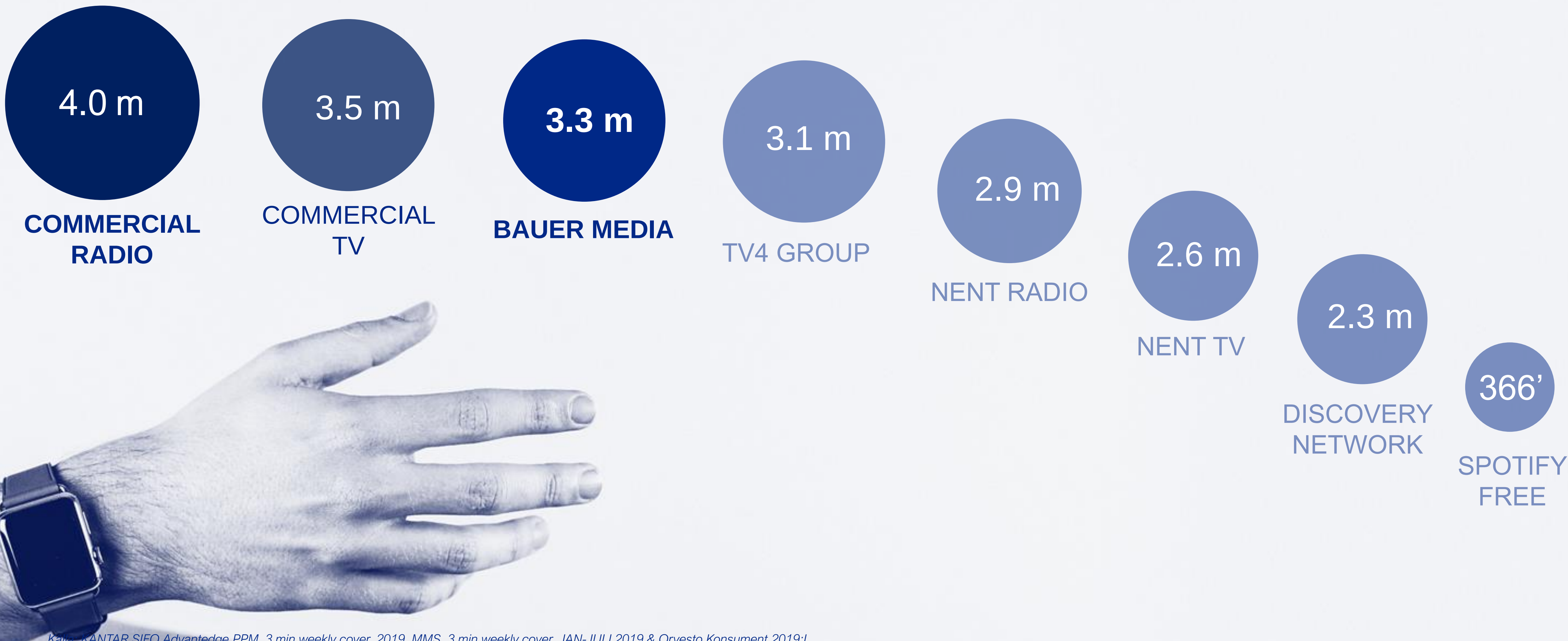


THE POWER OF SOUND!



AUDIO IS NO. 1 IN REACH

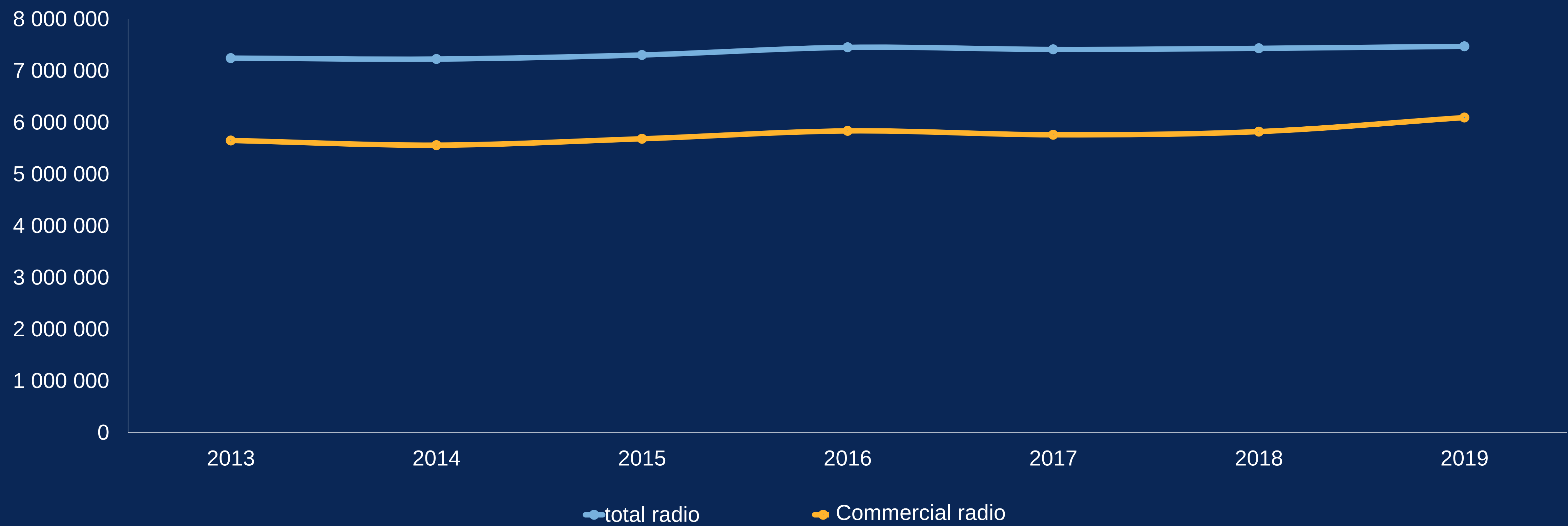
WEEKLY REACH, A 20-59, COMMERCIAL RADIO/TV & SPOTIFY FREE



Kalla. KANTAR SIFO Advantedge PPM 3 min weekly cover, 2019. MMS, 3 min weekly cover, JAN-JULI 2019 & Orvesto Konsument 2019:1

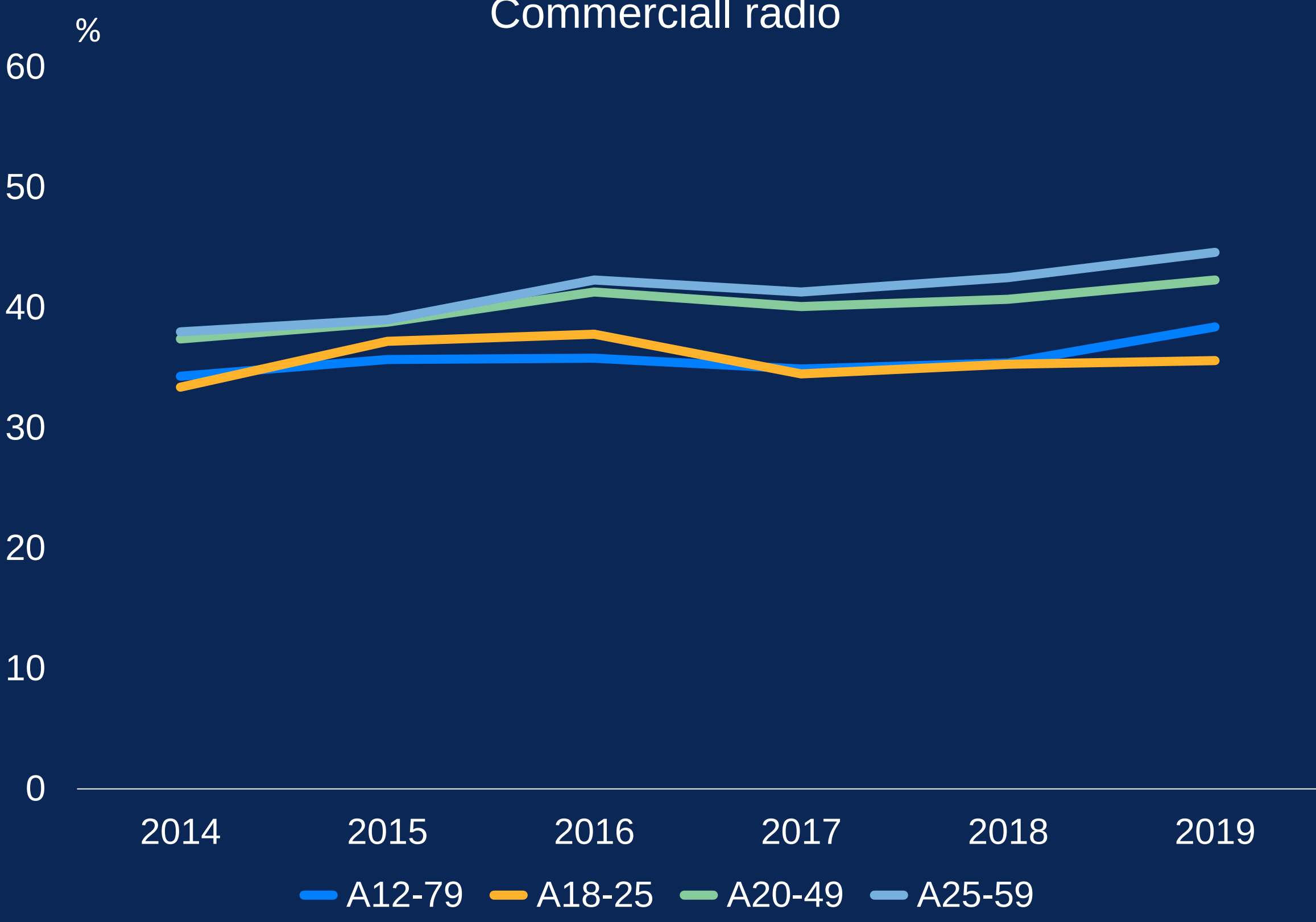
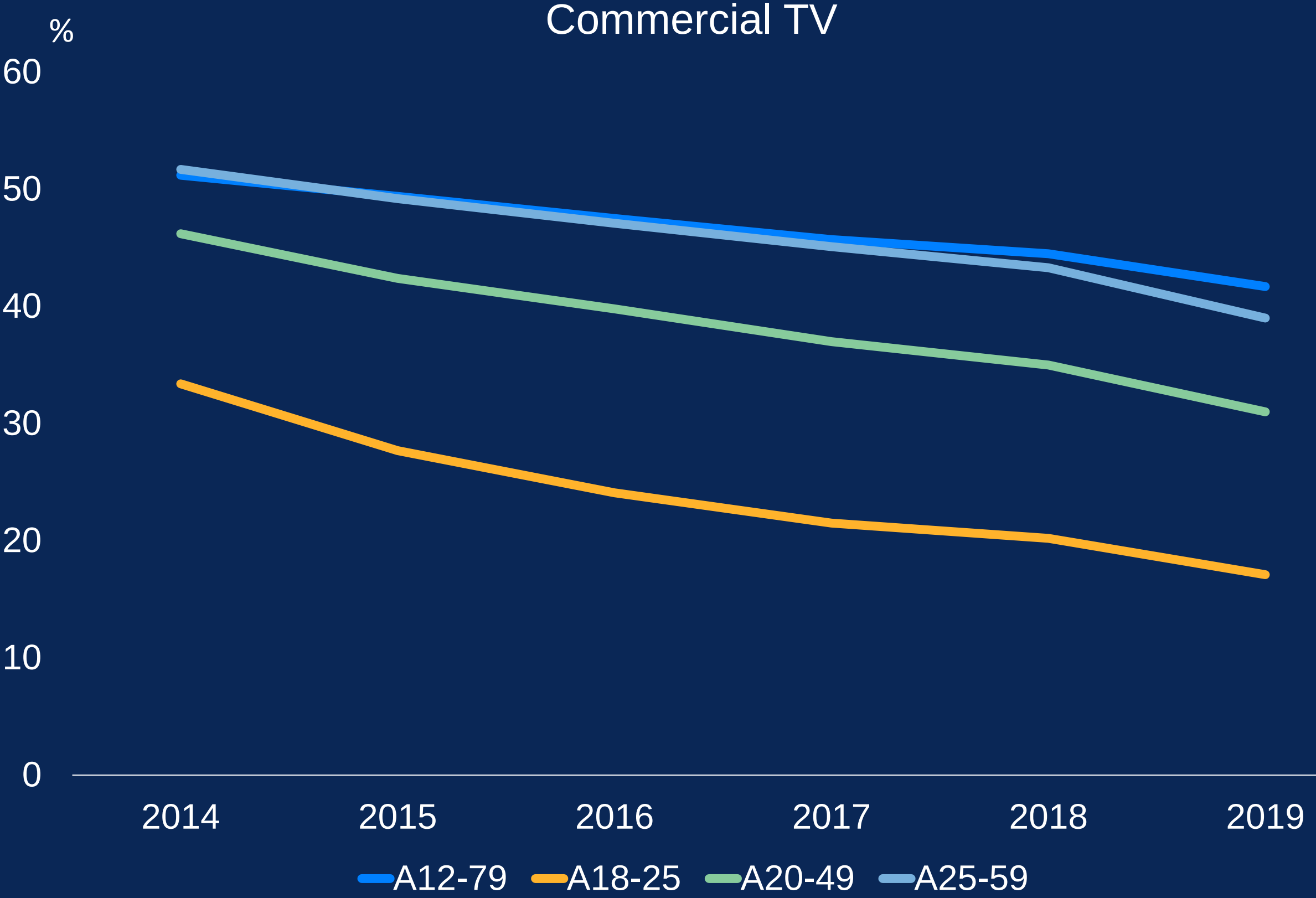
FM RADIO – STABLE OVER TIME!

Weekly reach



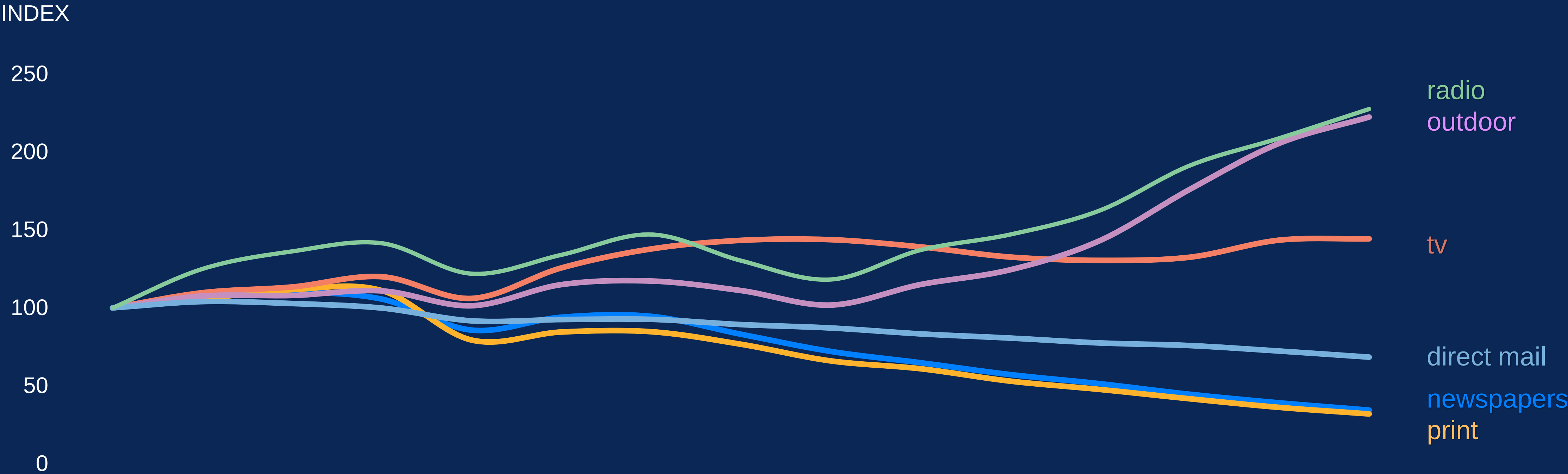
Source: KANTAR SIFO PPM 2013-2018, 2019 (incl. week 38)

DAILY REACH IN TARGET GROUPS 2014-2019



Source: MMS, TV4 Group – (TV4/sjuan/TV12)/Discovery – (Kanal 5/9/11) /NENT – (TV3/6/8,10), PPM (NENT/BAUER) 3min cont. Advantedge 2014-2019 (incl. week 37)

MEDIA INVESTMENT – DEVELOPMENT 2005-2019



Source: IRM indexed total investment per media compared to 2005

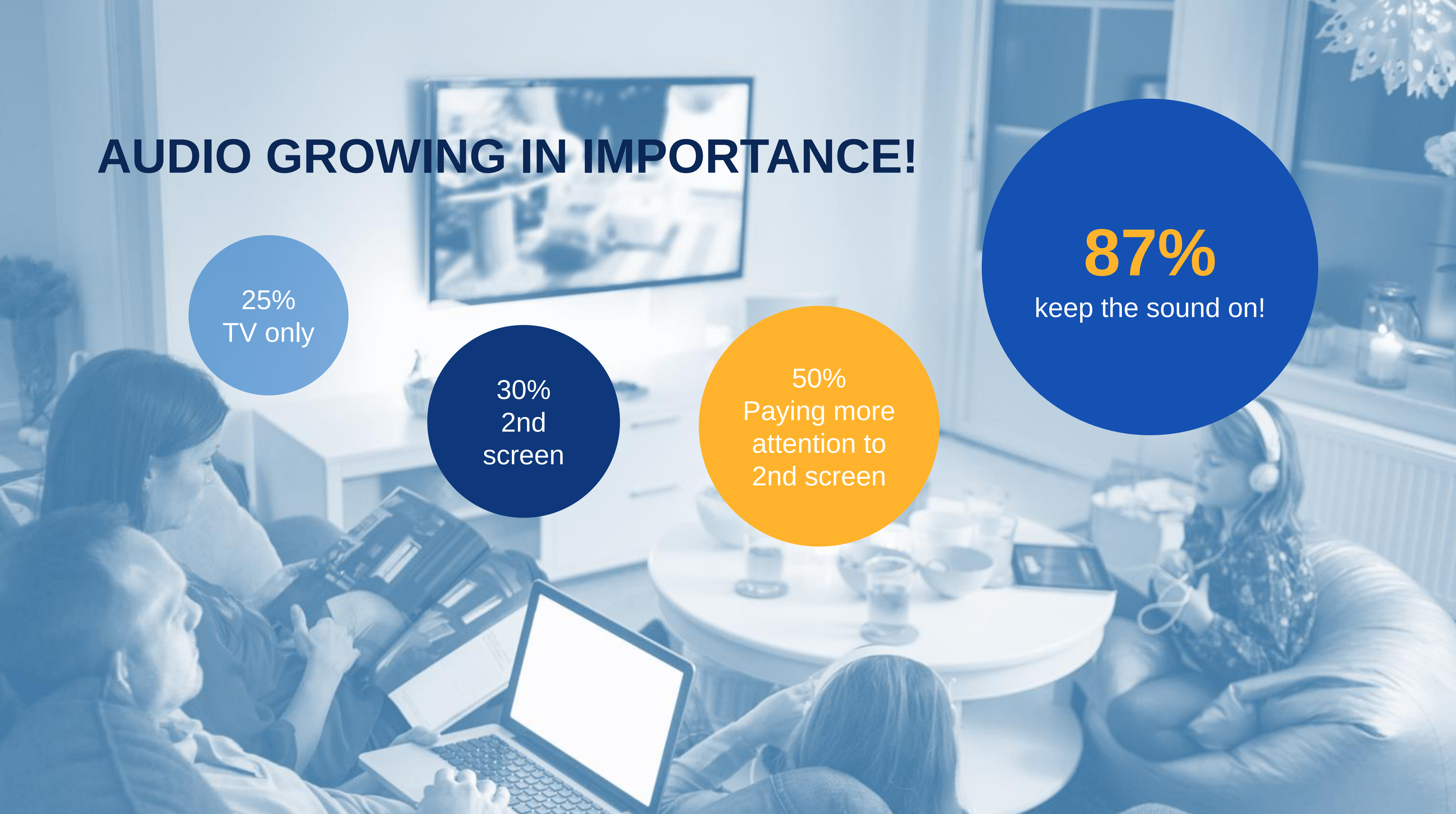
AUDIO GROWING IN IMPORTANCE!

25%
TV only

30%
2nd
screen

50%
Paying more
attention to
2nd screen

87%
keep the sound on!





**WITHOUT A WELL THOUGHT
AUDIO STRATEGY,
YOUR TV INVESTMENT
LOSES ITS VALUE.**

A clear glass is filled to the brim with various coins, including US quarters and pennies. A small, green seedling with two leaves is growing out of the top of the coin pile. The background is a soft-focus, light-colored textured surface.

DOES RADIO OFFER BANG FOR THE BUCK?

MARKETING MIX MODELING

Internal data

- Media investment offline
- Media investment online
- Changes in pricing
- Product launches
- CRM activities (DM/EM)

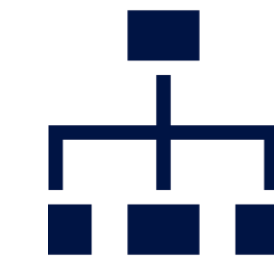
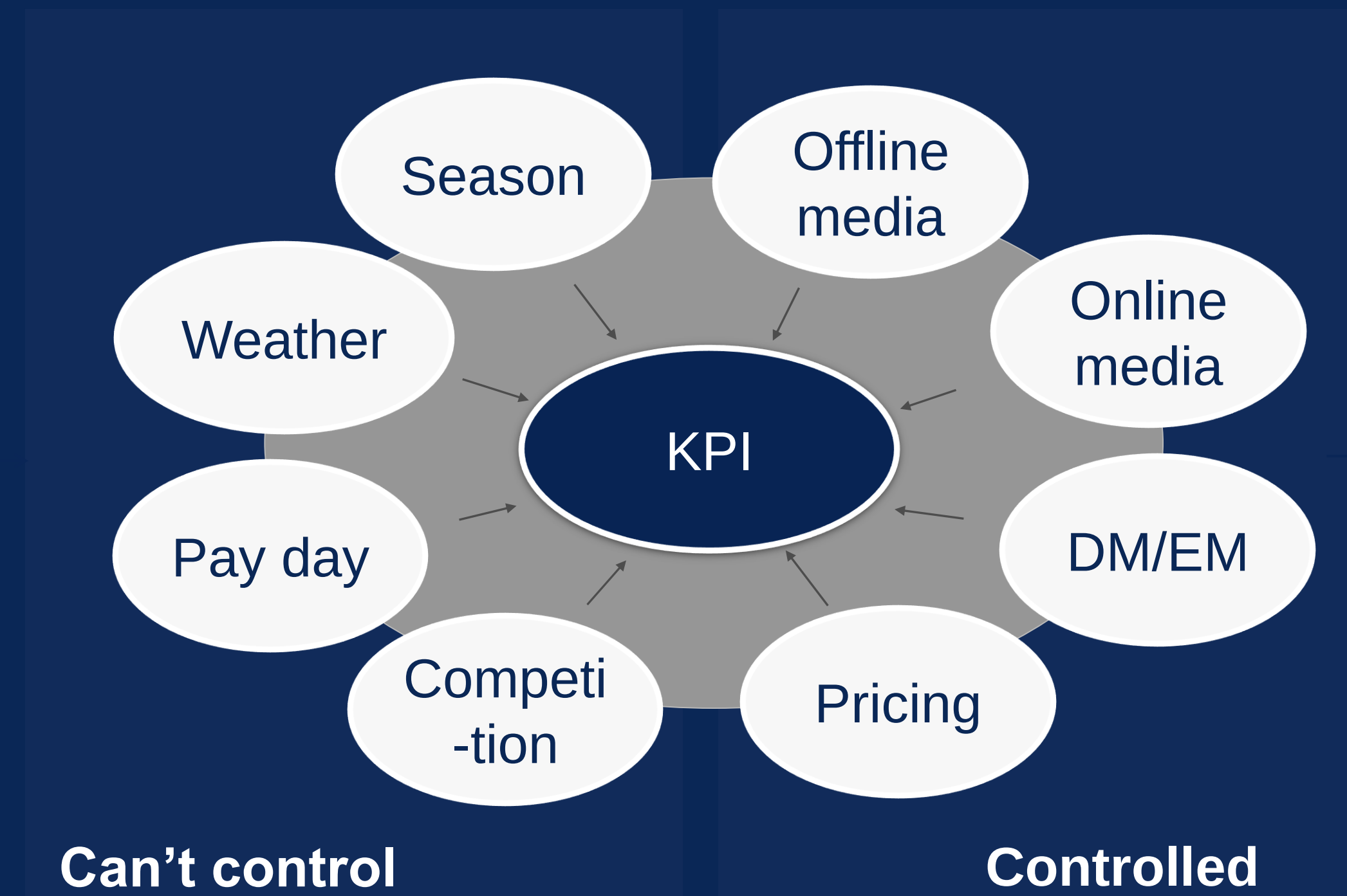
External data

- Season
- Consumer Confidence Index
- Weather
- Weekends and holidays
- Pay days
- PR (positive/negative)

Competitor data

- Offline media (gross spend)
- Online media (gross spend)
- Pricing
- Brand strength (tracking data)

Marketing Mix Modeling (MMM)



**FORCES OF THE
MARKET**



ROI PER MEDIA



**INVESTMENT
RULES**

BUSINESS SCIENCE NORDIC

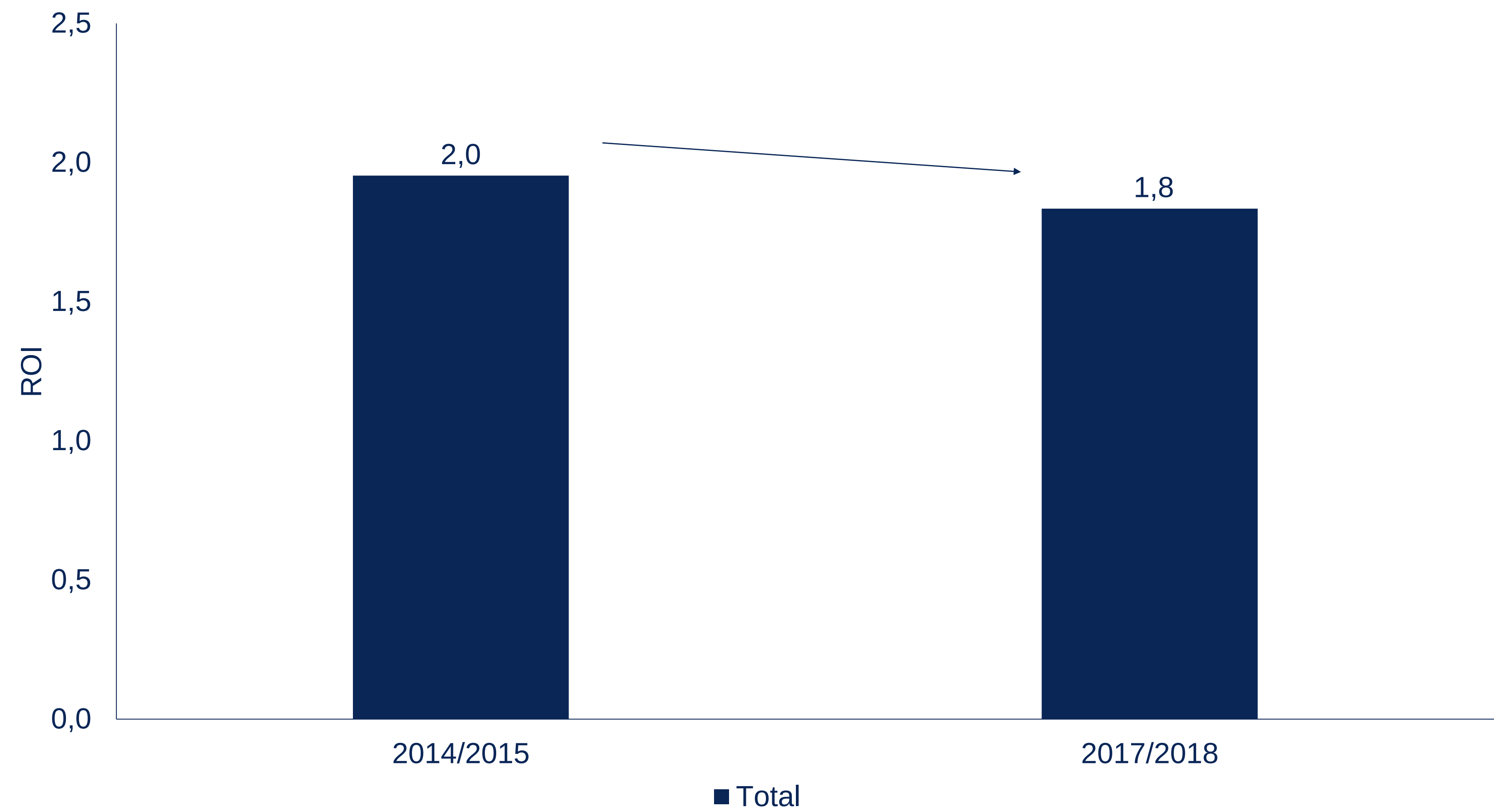
Business Science are the market leaders of the Nordics when it comes to **Marketing Mix Modeling** for media och marketing since 2004.





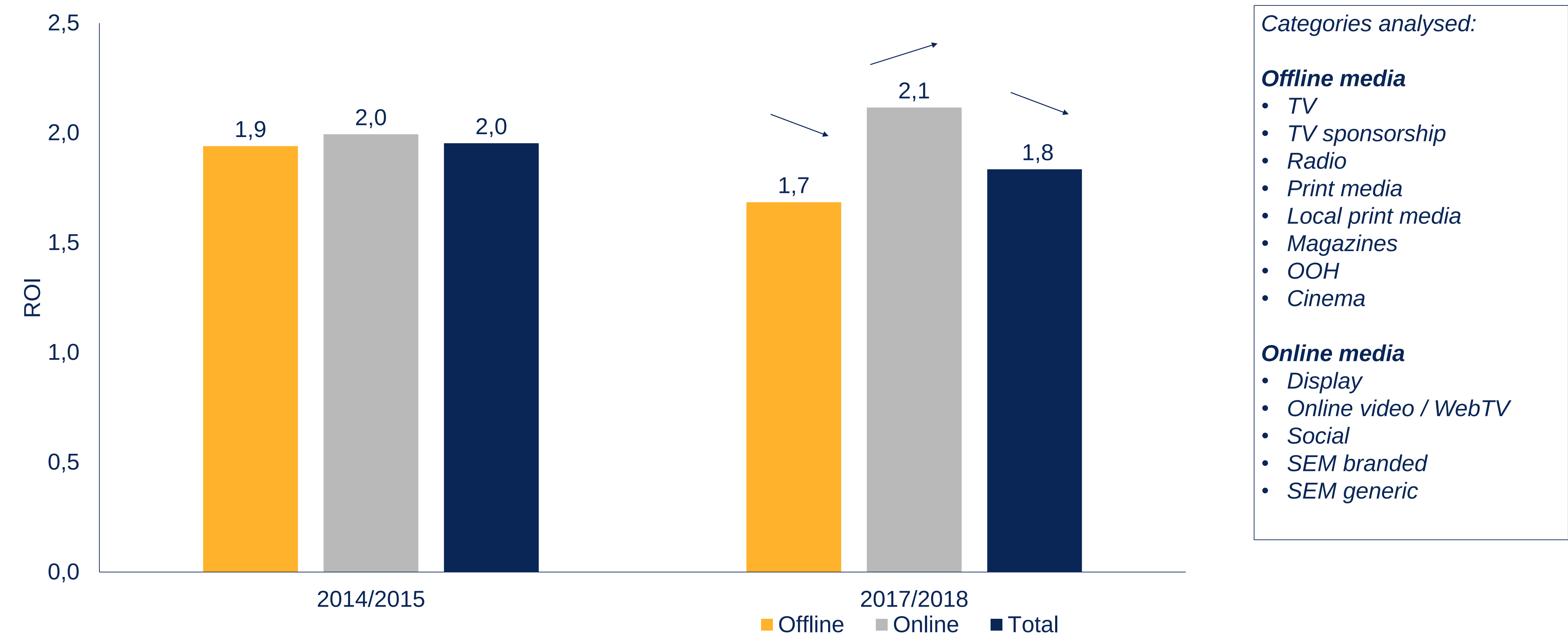
INSIGHT RADIO DRIVES SALES

ROI FOR MEDIA INVESTMENTS



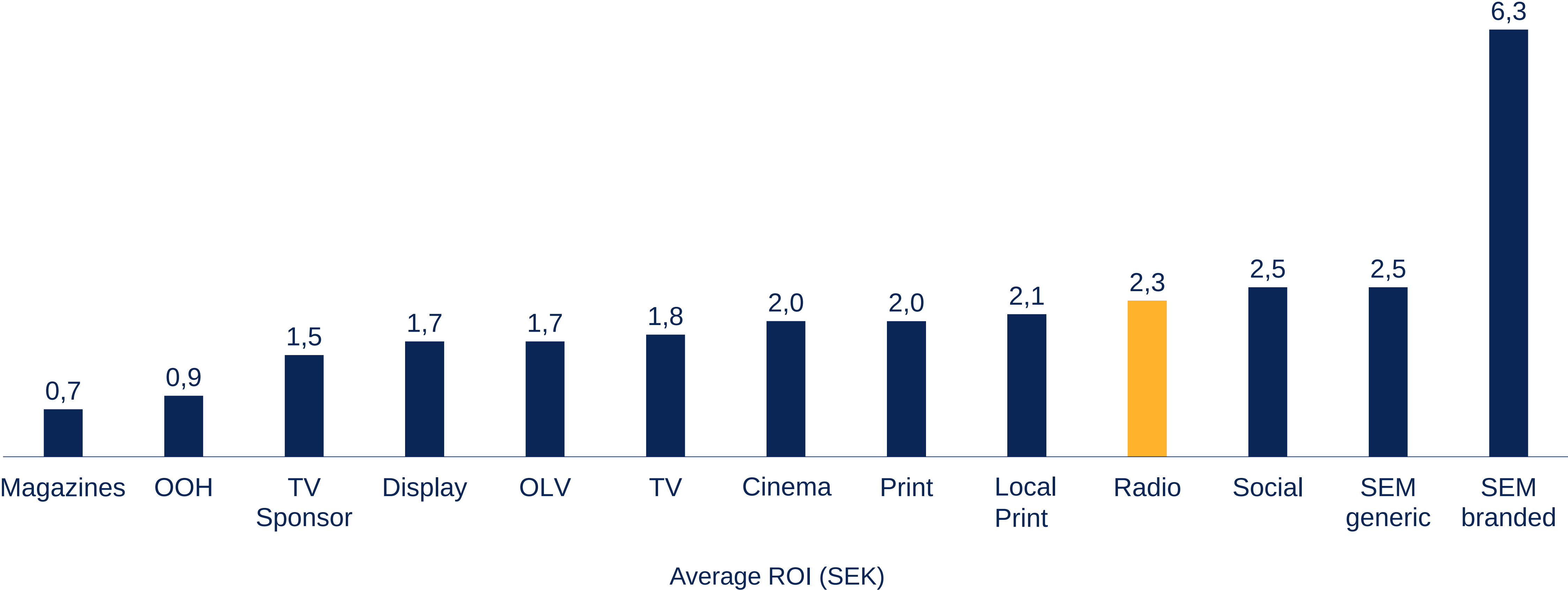
Source: Business Science Nordisk ROI-databas (2019)

POSITIVE TREND FOR ONLINE - OFFLINE NEGATIVE



Source: Business Science Nordisk ROI-databas (2019)

ROI OF ALL MEDIA CHANNELS

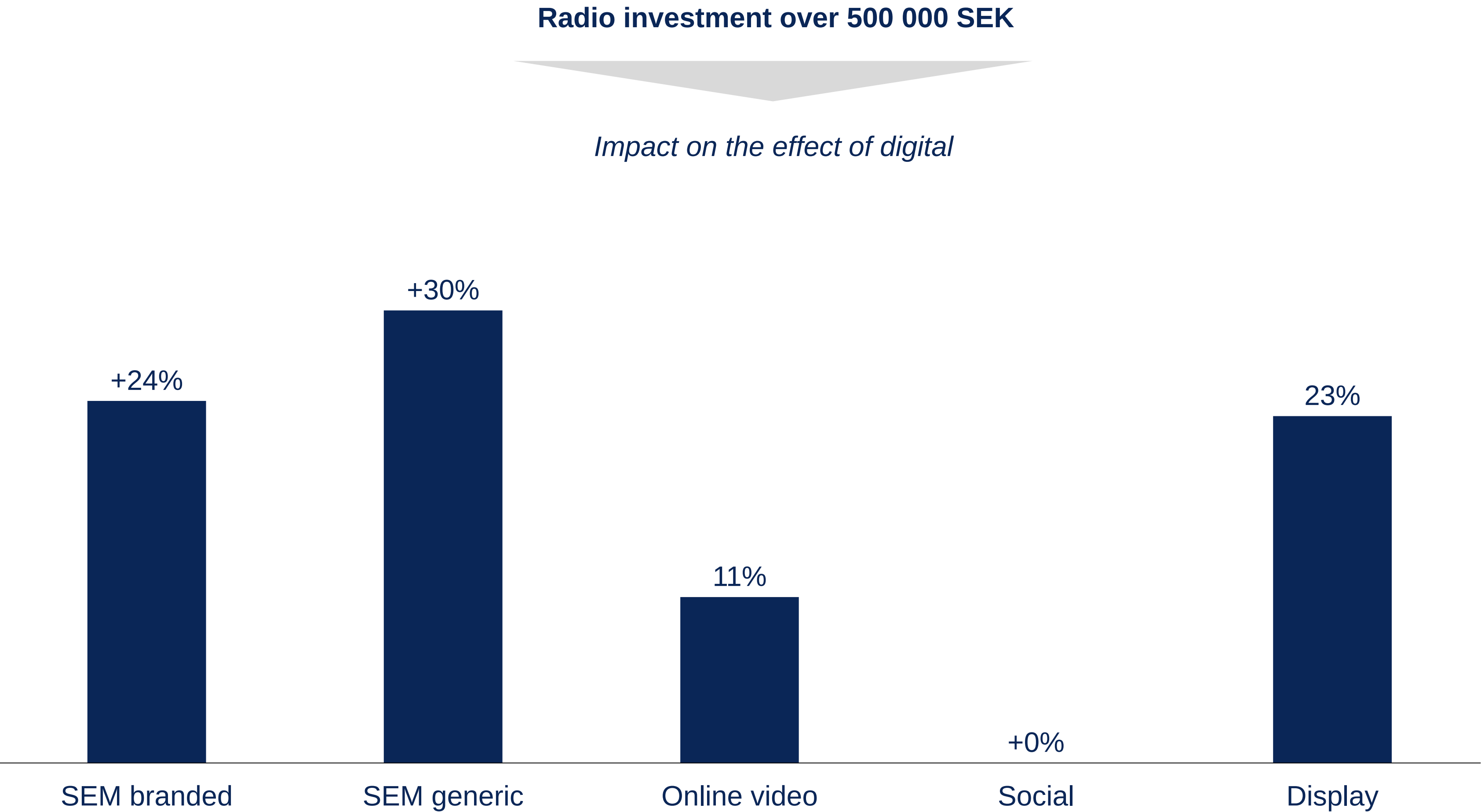


Source: Business Science Nordisk ROI-databas, data från 2017-2018.



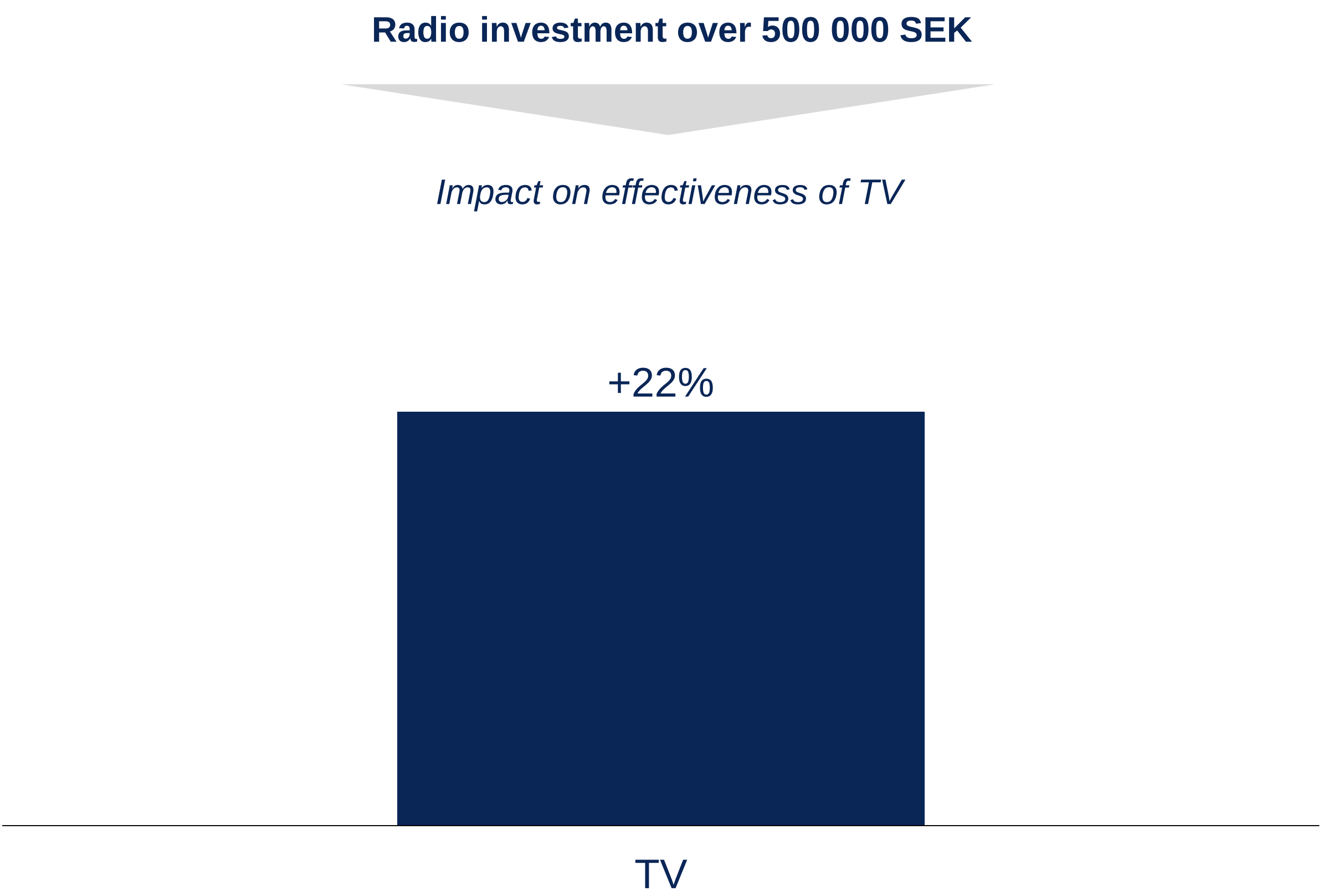
INSIGHT RADIO CREATES SYNERGIES

RADIO HAS A POSITIVE IMPACT ON DIGITAL



Source: Business Science Nordisk ROI database, data from 2015-2018. 100+ case/group for each comparison

RADIO HAS A POSITIVE IMPACT ON TV



Source: Business Science Nordisk ROI database, data from 2015-2018. 100+ case/group for each comparison

SUMMARY

