

MEDIA SCORE



Media
Score

Get The Data You Need In Real Time.

Media Score is an established research tool that allows radio stations to easily conduct quality, detailed listener research online. It allows stations to not only test songs, but morning bits, radio spots, station bumper stickers, television commercials, printed advertisements, or the latest billboard about to go up. Long gone are the days of expensive telephone research and auditorium tests; Media Score offers the same valuable data for the 21st century with real-time results at a fraction of the price.

DETAILS: Test/Research Music, Commercials, Benchmarks, Billboards, Photos, Bits, Access to Hook Unlimited for Music Testing.

LISTENER PROFILE: Targeting A25-54, Skews Male (63%).

STATS: DMA Coverage of 57%. Over-Indexing in Top Markets Like: New York, Philadelphia, Tampa, Detroit, Minneapolis, and Dallas.

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