



# THE STORY OF YOUR STATION: THE CONNECTED CAR & YOUR LISTENER'S JOURNEY WITH RADIO

June 2023

DTS AutoStage – Delivering Connected Car Radio Insights

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# We've been asked to tell you a story...

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## A story that is...



NEW & UNIQUE

TRUE

NEVER BEEN TOLD BEFORE

WRITTEN EVERYDAY...THOUSANDS OF TIMES  
AROUND THE WORLD

HAS MILLIONS OF CONTRIBUTORS

IS VITAL FOR THE FUTURE OF RADIO

It is the story of your station, your audience  
and the connected car.

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# Like any great story it will tell us...

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## WHO?

Understand your audience in your markets and your performance.



## WHEN?

When is your audience tuning in and tuning out throughout the day?



## WHERE?

Where is your audience concentrated and listening in your market?



## HOW?

How is your audience tuning into your station – analog, DAB, HD Radio, etc?



## WHAT?

What programming is attracting the largest audience and how is content performing?

# The story is global... told around the world, everyday

## THE PLOT



90,000+ Stations

## CHARACTERS

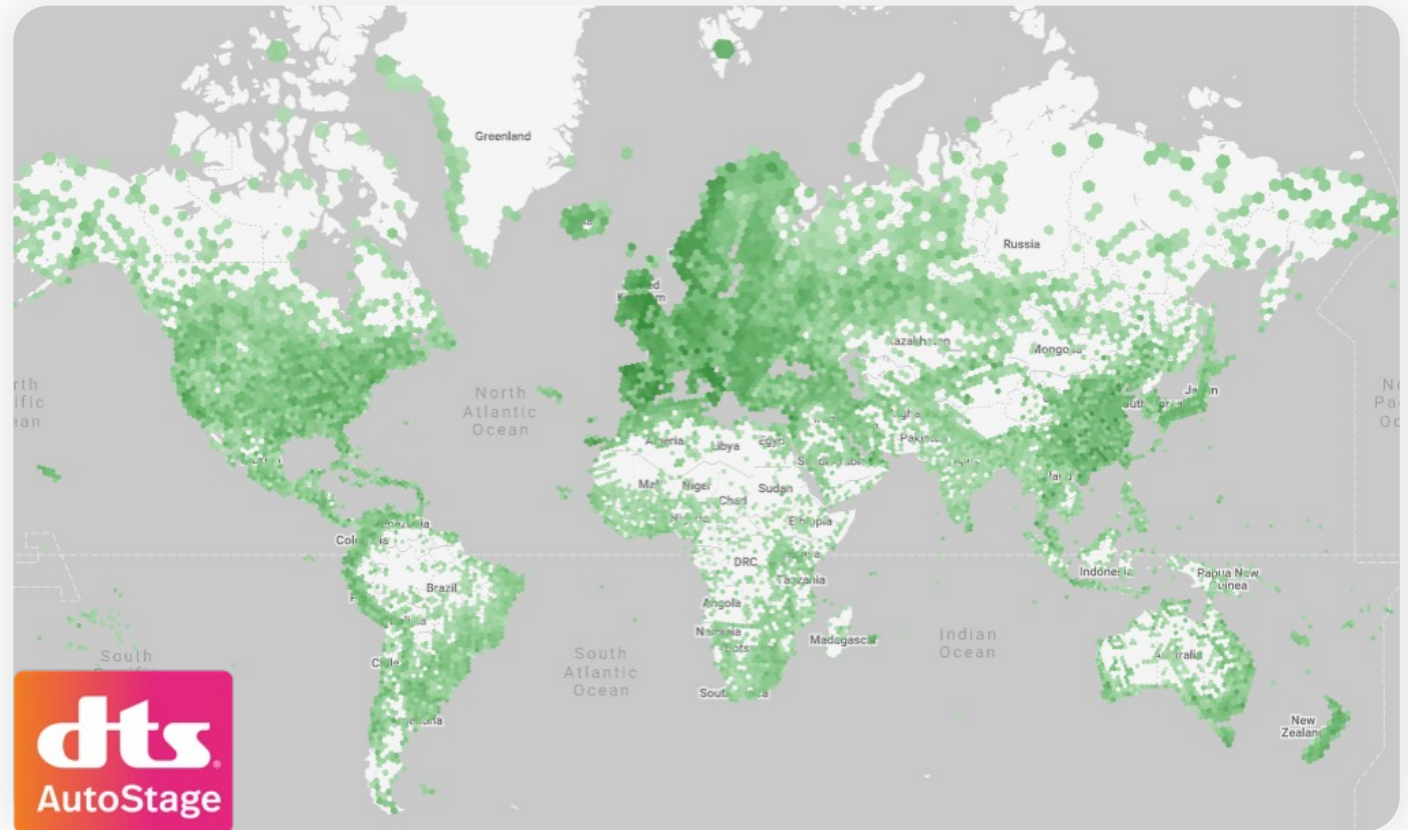


Millions of cars  
& your audience

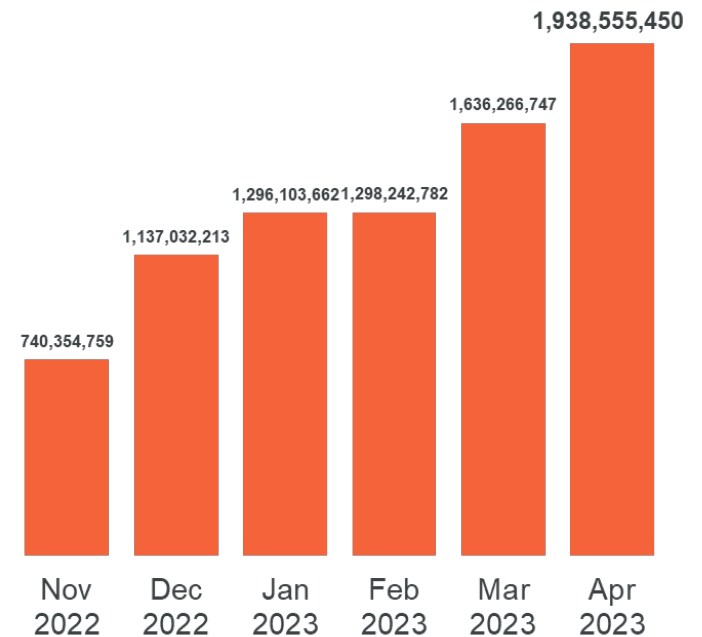
## SETTING



140+  
Countries



# The Story is data driven



8 billion listener engagements in last 6 months





# The Story is critical to OEMs and Broadcasters

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**YOUR STORY IS  
IMPORTANT**

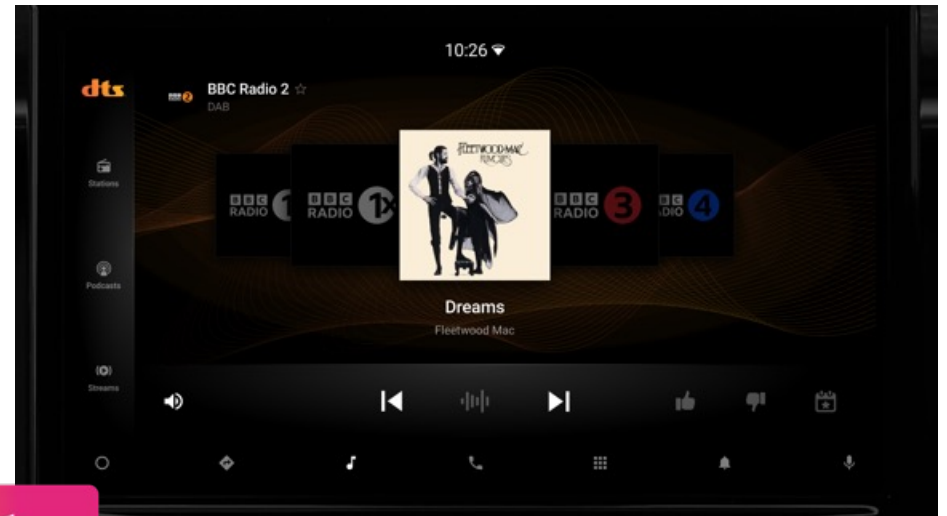
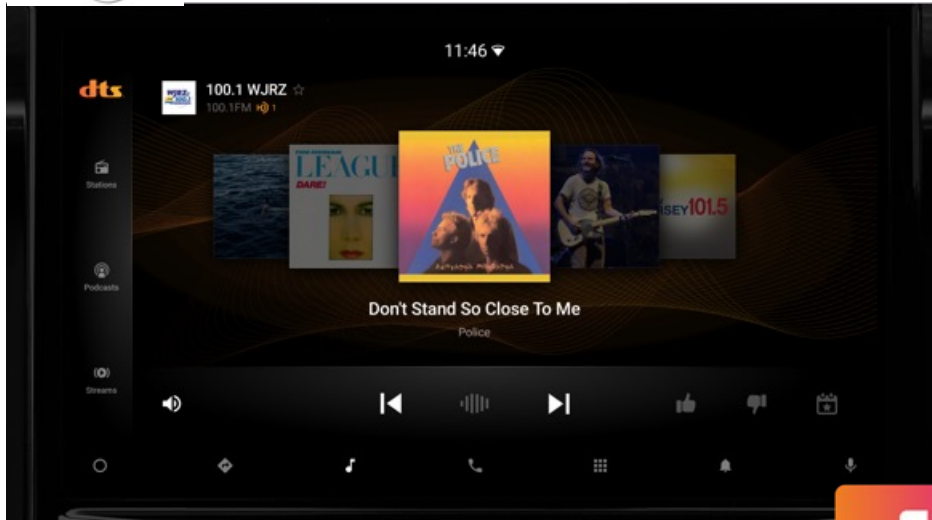
- Operational excellence and consistency for connected radio services.
- Informs broadcasters for programming decisions.
- Deepens understanding of audience engagement and behaviors.
- Framework for infrastructure planning and optimization.



DTS AUTOSTAGE  
**THE STORIES**



The story begins with the listener in the car and tells us: who, when, where, what and how...



# What: Control and awareness ensures quality & consistency



**b BEASLEY**  
MEDIA GROUP, LLC

dts BROADCASTER PORTAL STATIONS ORGANIZATION Beasley Media Group

Stations overview

92 STATIONS

STATION NAME	STATION REACH CHANGE	STATION REACH	ARTIST	ALBUM
<b>98.7 The Shark</b> Tampa Bay's Classic Rock WPBB US St Petersburg Tampa, FL	<b>+0.89%</b> (last 7 days)	2.39% of the market	Tampa Bay's Classic Rock	98.7 The Shark
<b>99.5 QYK</b> Tampa Bay's New Country Hits WQYK US St Petersburg Tampa, FL	<b>-1.08%</b> (last 7 days)	2.65% of the market	Fast Car	Luke Combs
<b>100.1 WJRZ</b> Jersey's Greatest Hits WJRZ US Manahawkin Manahawkin, NJ	<b>-0.27%</b> (last 7 days)	9.71% of the market	Don't Stand So Close To Me	The Police
<b>101 WRIF</b> Everything That Rocks WRIF US Detroit DETROIT-ML FLINT-MI	<b>+1.22%</b> (last 7 days)	3.44% of the market	Everything That Rocks	101 WRIF
<b>102.7 WGS</b>				

**B B C**

dts BROADCASTER PORTAL STATIONS ORGANIZATION BBC (UK)

Stations overview

41 STATIONS

STATION NAME	STATION REACH CHANGE	STATION REACH	ARTIST	ALBUM
<b>BBC Radio 1</b> The 1 For New Music And Entertainment GB London BBC National DAB	<b>+0.37%</b> (last 7 days)	4.92% of the market	Hurtin' Me	French Montana
<b>BBC Radio 1Xtra</b> Amplifying black music and culture GB London BBC National DAB	<b>-0.04%</b> (last 7 days)	0.72% of the market	No live data has been found.	
<b>BBC Radio 2</b> Radio 2 - There's more 2 it! GB London BBC National DAB	<b>-0.80%</b> (last 7 days)	6.93% of the market	Dreams	Fleetwood Mac
<b>BBC Radio 3</b> Live music and arts GB London BBC National DAB	<b>-0.05%</b> (last 7 days)	0.44% of the market	Duj Sandale	Dejan "Leopold" Sparavalo
<b>BBC Radio 4</b> Radio for curious minds	<b>0.00%</b> (last 7 days)		No live data has been found.	

# What: Complete control over your station's information



**GENERAL INFORMATION**

LOGOTYPES: HIGH RESOLUTION (WJRZ FM 100.1), STANDARD (WJRZ 100.1)

STATION NAME: 100.1 WJRZ

SLOGAN: Jersey's Greatest Hits

STATION GENRES: OLDIES

FORMAT: Not specified

CALL SIGN: WJRZ

COUNTRY: US (United States)

LANGUAGE: EN (English)

REGION: Manahawkin, NJ

CITY: Manahawkin

SHORT DESCRIPTION: Jersey's Greatest Hits

LONG DESCRIPTION: JRZ plays all the best music from the 70's, 80's & 90's.

**BROADCASTING OVERVIEW**

NOW PLAYING: .ll Don't Stand So Cl...  
Artist: The Police  
Album: Zenyatta Mondatta

REACH (LAST 7 DAYS):  
Bar chart showing reach for May 24 (Wed) to May 30 (Tue).

REACH CHANGE (LAST 7 DAYS):  
Bar chart showing reach change for May 24 (Wed) to May 30 (Tue).



**GENERAL INFORMATION**

LOGOTYPES: HIGH RESOLUTION (BBC RADIO 2), STANDARD (BBC RADIO 2)

STATION NAME: BBC Radio 2

SLOGAN: Radio 2 - There's more 2 it!

STATION GENRES: OTHER

FORMAT: Not specified

CALL SIGN: Not specified

COUNTRY: GB (United Kingdom)

LANGUAGE: EN (English)

REGION: BBC National DAB

CITY: London

SHORT DESCRIPTION: Radio 2 - There's more 2 it!

LONG DESCRIPTION: The home of great music - Pop and Rock from the sixties, seventies, eighties and beyond to blues, big band, country and jazz ...

**BROADCASTING OVERVIEW**

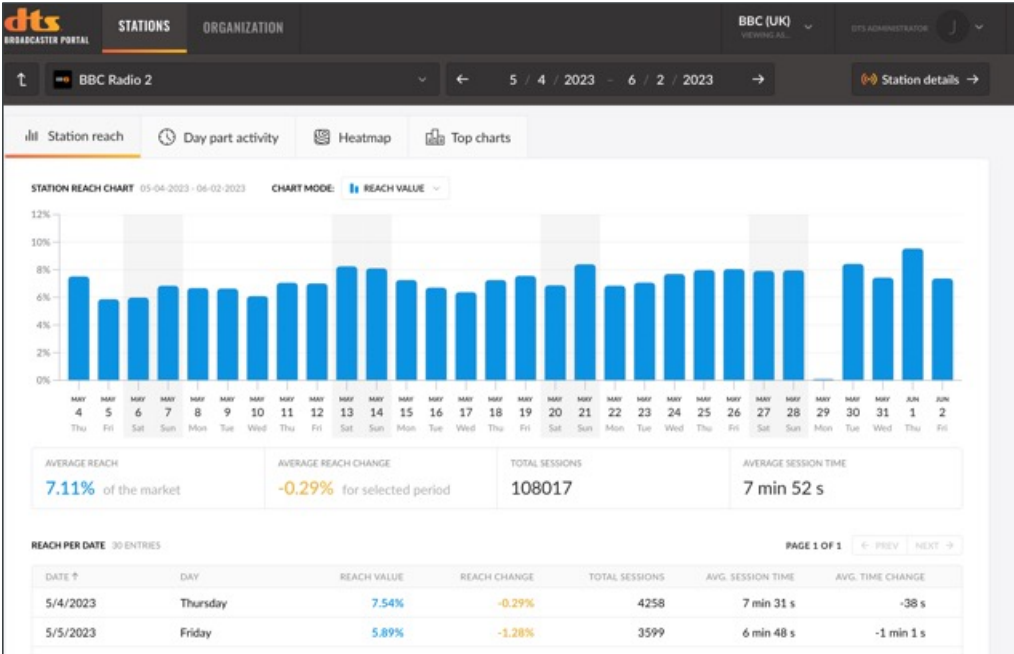
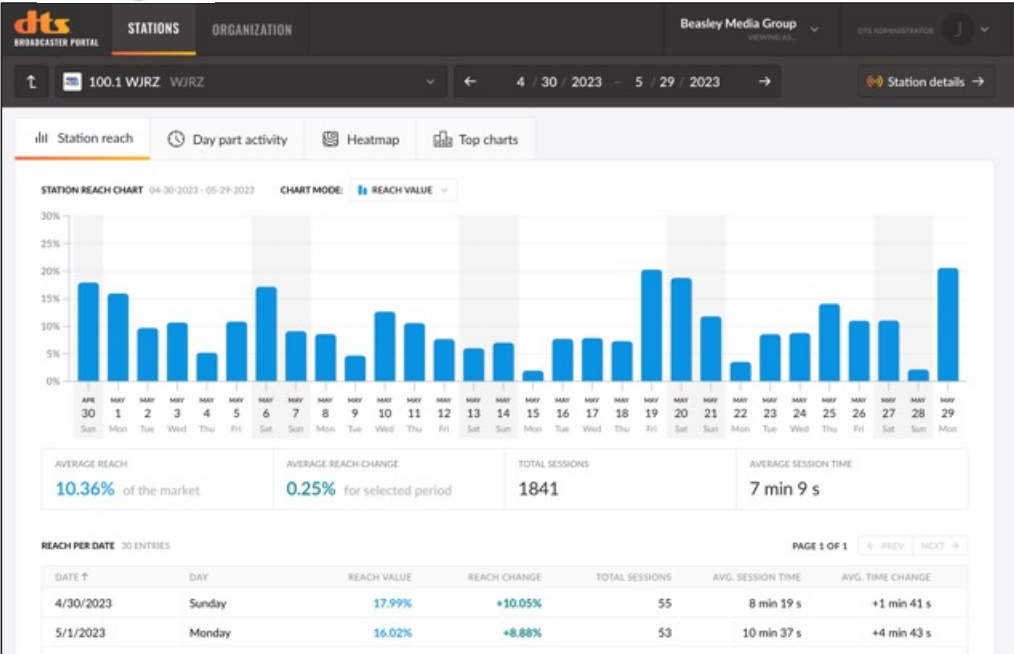
NOW PLAYING: .ll Dreams  
Artist: Fleetwood Mac  
Album: Rumours

REACH (LAST 7 DAYS):  
Bar chart showing reach for May 28 (Sun) to Jun 3 (Sat).

REACH CHANGE (LAST 7 DAYS):  
Bar chart showing reach change for May 28 (Sun) to Jun 3 (Sat).



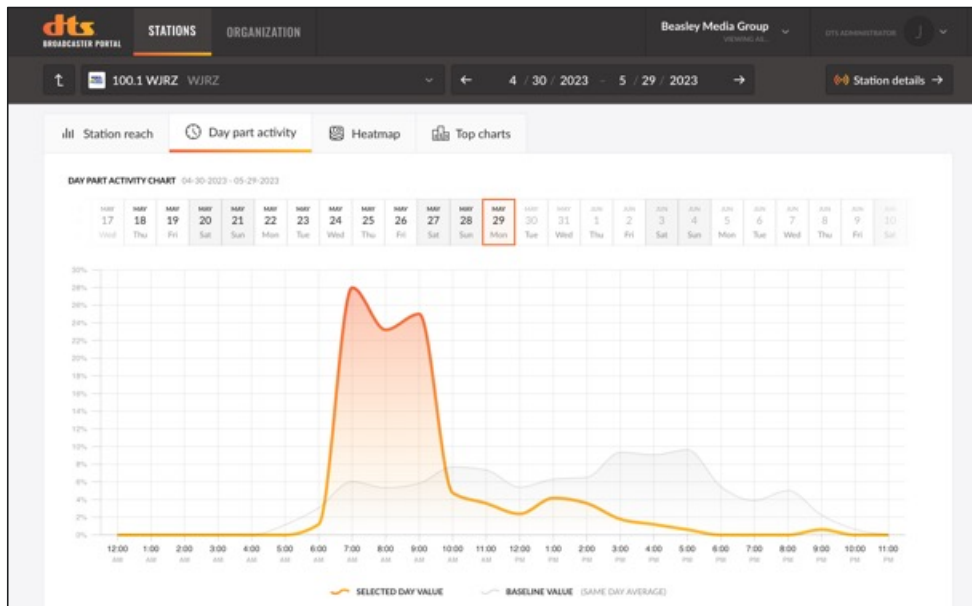
# Who: Station reach and market performance



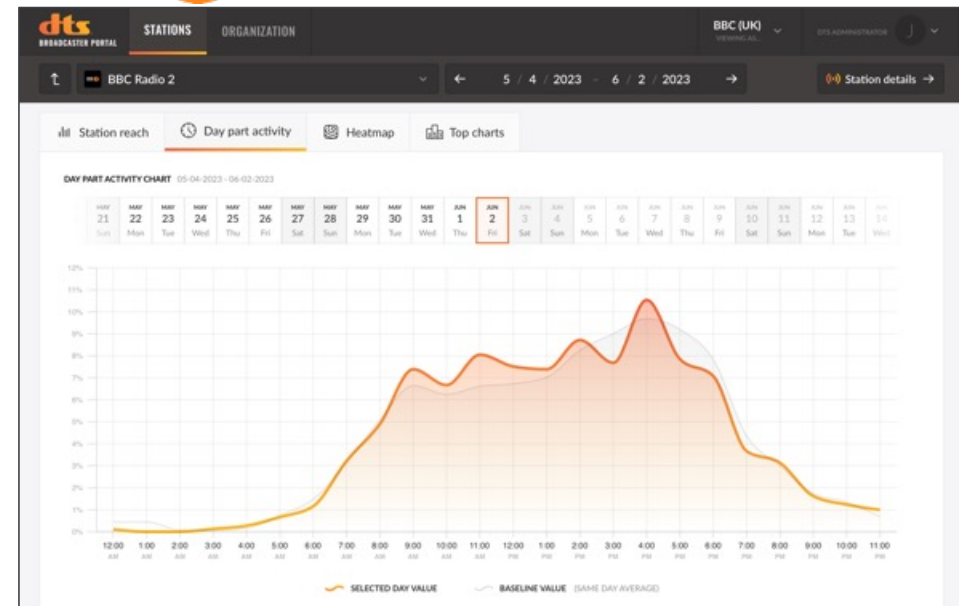
# When: Understand your audience throughout the day - anyday



Monday May 29, 2023



Friday June 2, 2023



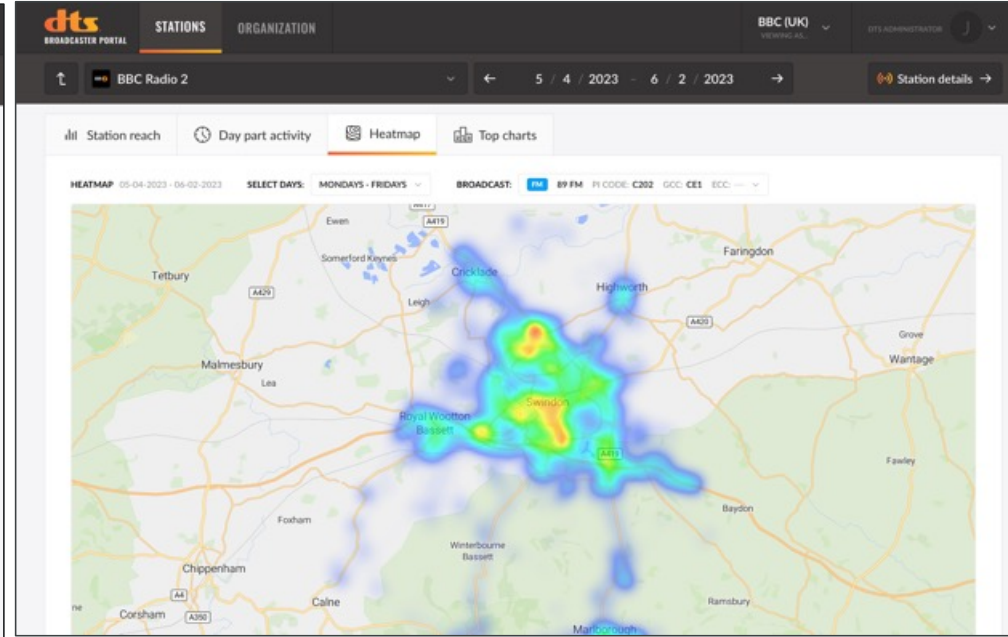
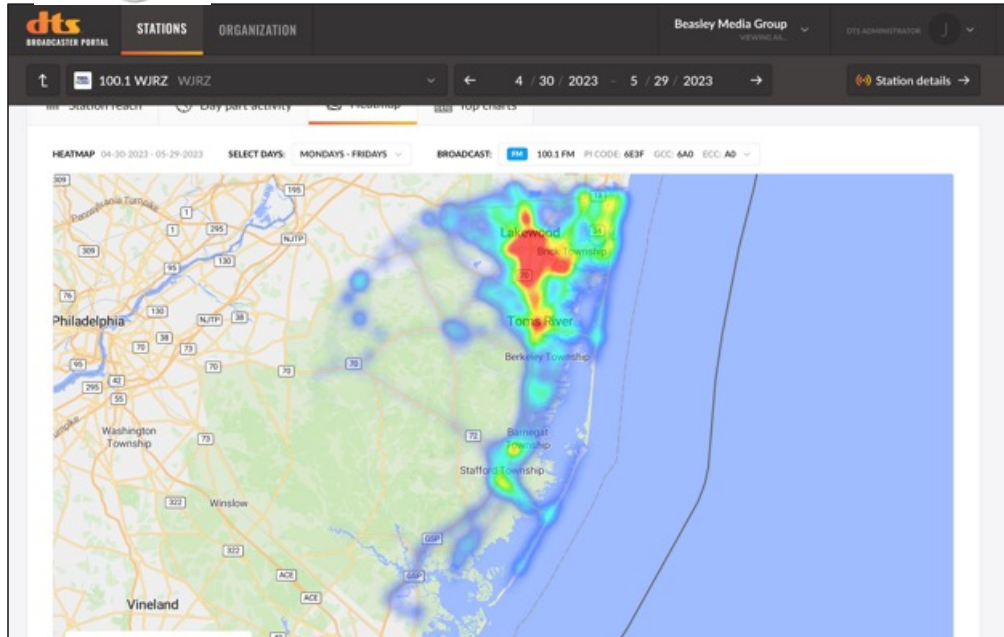
# Where & How: Your audience listening and traveling



Lakewood, NJ – 100.5 FM



Swindon – 89 FM

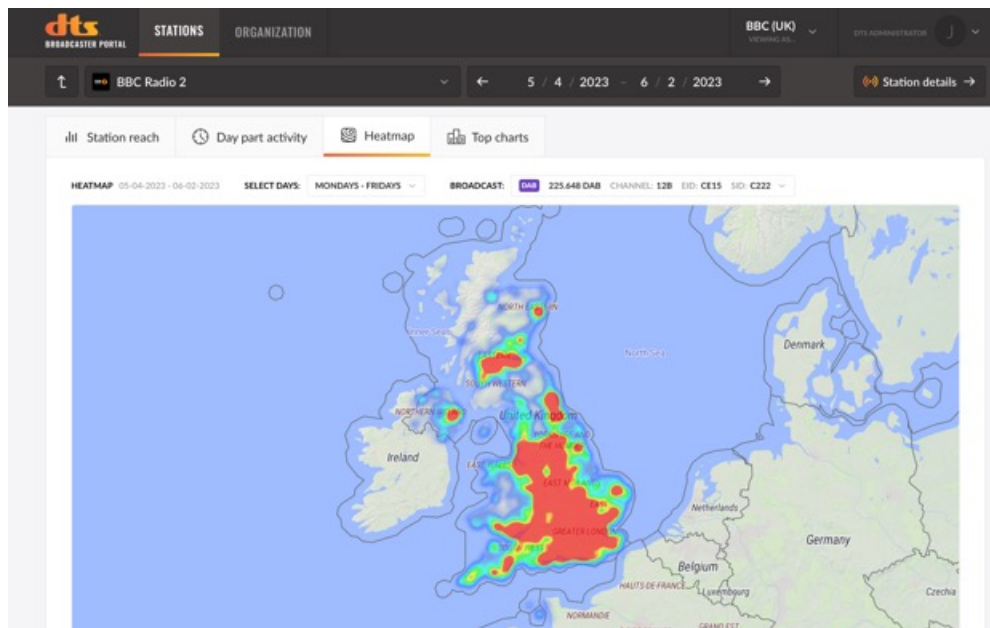




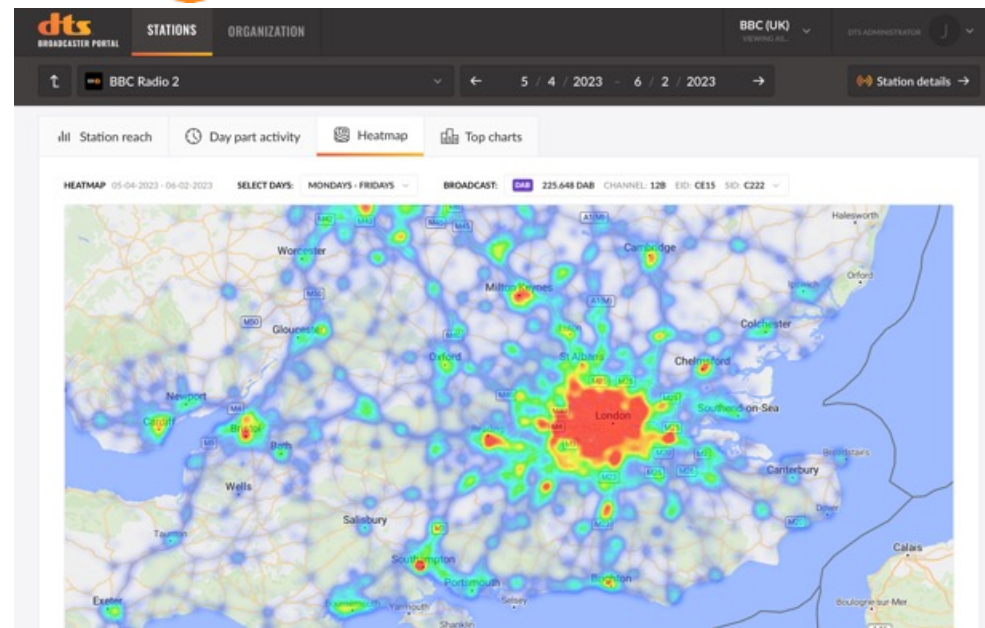
# Where & How: Additional Insights on DAB Listening



## BBC RADIO 2 UK – DAB Coverage



## BBC RADIO 2 South England – DAB Coverage



# What: is your audience listening to?



100.1 WJRZ WJRZ

4 / 30 / 2023 - 5 / 29 / 2023

Station details →

Station reach Day part activity Heatmap **Top charts**

TOP CHARTS WEEKLY AGGREGATION TIMEFRAME: WEEK 21 05/22/2023 - 05/28/2023

#	+/-	TRACK	ARTIST	ALBUM
1	NEW	Hungry Like the Wolf	Duran Duran	Rio
2	NEW	Lights	Journey	Infinity
3	NEW	Tell It to My Heart	Taylor Dayne	Tell It to My Heart
4	NEW	Part-Time Lover	Stevie Wonder	In Square Circle
5	NEW	Grease	Frankie Valli	Frankie Valli...Is the Word
6	NEW	Losing My Religion	R.E.M.	Out of Time
7	NEW	Wanna Be Startin' Somethin'	Michael Jackson	Thriller
8	NEW	Sweet Dreams (Are Made of This)	Eurythmics	Sweet Dreams (Are Made of This)
9	NEW	Edge of Seventeen	Stevie Nicks	Bella Donna

BBC Radio 2

5 / 4 / 2023 - 6 / 2 / 2023

Station details →

Station reach Day part activity Heatmap **Top charts**

TOP CHARTS WEEKLY AGGREGATION TIMEFRAME: WEEK 21 05/22/2023 - 05/28/2023

#	+/-	TRACK	ARTIST	ALBUM
1	NEW	Mountain (Eurovision Edit)	Sam Ryder	Mountain
2	+12	Tattoo	Loreen	Tattoo
4	+2	I Used to Be in Love	Jake Shears	Last Man Dancing
5	NEW	How Does It Feel	Tom Grennan	What Ifs & Maybes
6	-4	Waffle House	Jonas Brothers	The Album
7	NEW	High Hopes	Louise	High Hopes
8	-1	I Wanna Dance with Somebody (Who Loves Me)	Whitney Houston	Whitney
9	-6	Lose You	Sam Smith	Gloria
10	NEW	Dust	Lemar	Page in My Heart

**THIS  
IS  
JUST  
THE  
BEGINNING**

Photo by [Greg Rakozy](#) on [Unsplash](#)

# DTS AUTOSTAGE: THE CLEAR CHOICE OF THE AUTO INDUSTRY



2021



3 Models



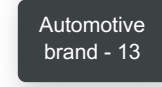
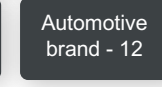
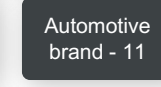
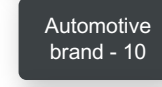
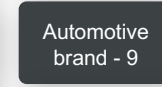
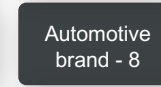
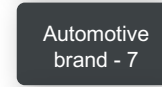
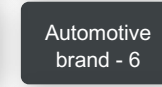
2022



52 Models



Next 2-12 Months



100+ Models

# Join us and write your story...

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**YOUR STORY IS  
IMPORTANT**

- DTS AutoStage is free and open to all broadcasters
- All analytics and metrics are available at no cost
- The data is yours and available 24x7
- Join the broadcasters from around the world and write your story – every day.

Contact: Juan Galdamez  
Juan.galdamez@xperi.com  
+1.301.237.8732

To join: [onboarding.connectedrad.io](https://onboarding.connectedrad.io)





THANK YOU!

JOE.DANGELO@XPERI.COM

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