

# XTRA XTRA!

MAY 2022



Read time: 6 minutes

## HELLO!

Welcome to the May edition of Xtra! Xtra! for 2022.

It's shaping up to be a busy year for RRAMS with seven surveys already released and a number of other markets either in field or just weeks from getting underway. With a big line up of markets on the cards for 2022, there isn't much room left on the calendar for regional surveys this year, but we'll do our best to accommodate any last minute requests.

We're excited to survey two regional markets for the very first time under the RRAMS methodology in 2022. Karratha (WA) was the first cab off the rank in 2022 and Atherton (QLD) will be surveyed later in the year with their results expected late November. It's never too late to get new markets surveyed under the RRAMS methodology, so if you'd like to see audience figures for your market, feel free to reach out to us with any questions — we're here to help.

If you've logged into Frequency recently, you might have noticed some of the exciting new additions to the software that Alan Logan and Ian Garland were busily working on over Summer. In this issue we take a closer look at the new features and improved functionality of Frequency.

We'll also introduce you to the newest member of the Xtra team, Colleen Rolleston. She has recently come on board as our new RRAMS Coordinator and brings with her a wealth of knowledge and experience.

As always, if you have any other questions, suggestions or feedback you want to share, send them through to [hello@xtrainsights.com](mailto:hello@xtrainsights.com) or simply reply to this email and we'll get right back to you.

The Xtra Insights Team

### In this Edition

- Introducing Colleen Rolleston
- Welcoming the new and improved Frequency
- Upcoming RRAMS Releases
- 2022 Completed RRAMS to-date

## Introducing Colleen Rolleston

As the official provider for the Regional Radio Audience Measurement Surveys (RRAMS) in Australia, Xtra is committed to seeking out only the best people to join our team who will help us continue to deliver a high standard of research to regional broadcasters around the country.

When the opportunity arose to appoint Colleen Rolleston as our new RRAMS Coordinator, we jumped at the chance. As the former RRAMS CATI fieldwork manager, Colleen brings with her more than a decade of experience in radio industry research.

Speaking on her new position, Colleen says, "I am honoured to join such a respected and innovative company like Xtra Insights. Their passion for regional radio aligns with mine, and I am very excited for the opportunity to work within this dedicated team. I look forward to continuing and furthering my involvement in the Radio Audience Measurement processes."

Within her new role, Colleen will be tasked with managing the day-to-day operations of the RRAMS, liaising between Xtra Insights, Commercial Radio Australia and the various industry stakeholders.

At the end of this month we also temporarily say goodbye to our General Manager, Bethaney Lawler, who is expanding her family once again and embarking on maternity leave. We'd like to take this opportunity to wish Bethaney all the very best with this next exciting chapter of her life and look forward to welcoming her back in 2023!

## Welcoming the new and improved Frequency

Earlier this year we welcomed a refreshed version of the Frequency software. While the site still has the same look and feel, you'll probably have noticed a few new features that are designed to make your life easier when navigating around the site. There's also a few nifty additions to help you learn more about the statistics you're reporting on so you get the most out of your results.

If you've already logged in, you would have noticed the new landing page. Choose between the Standard Report, Reach and Frequency Report or select one of the special reports that are now listed on the updated landing page. There's also a whole heap of new special content reports available too!

Once you've selected your report, you'll find yourself back in familiar territory with the Markets tab, albeit with a few nice little extras. Choose to filter your report type with **all markets, markets with RRAMS results** or **markets with data access** from the dropdown menu or search for a specific market by name using the search bar. The Markets tab now also displays some additional topline information for each market and indicates which of them have been surveyed. All users also have the ability to access shortcuts and filter markets by state, TV agg market, network owner and representative company for both Standard and Reach & Frequency Reports using the new buttons located under the report tabs.

Click on the information tooltip next to each market to get an overview of that market, including network operators and their stations, a map of the radio license area, a link to the CRA license area profile document and a number of topline charts for the market. These charts are generated from publicly available data, so regardless of the level of access you have to a market, you'll be able to view these charts.

If you're running R&F Reports, the survey screen now indicates which surveys are under n=600, making them too small to run R&F reports on.

As you make your way across to the stations tab, you'll notice the stations are now grouped by their relevant market so they can be easily identified and selected when running multi market reports. Click the information tooltip next to each station to view the station owner and rep company information.

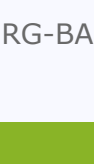
The statistics listed on the statistics page have also been conveniently organised by daypart. Click the information tooltip next to each stat to view a detailed explainer of exactly what they entail.

Quickly and easily amend the layout of the results table by selecting your desired layout from the dropdown menu - you no longer have to re-process the results to update the layout. You can now highlight the results by rank by simply clicking the button below the table.

Enjoy all the usual functions like demos, combos, batches and more with a new and improved page that no longer needs reloading after a new combo is selected. While the latest version of Frequency features improved functionality and a number of useful new functions, it no longer supports Internet Explorer. If you're still using IE to surf the web, you'll have to flick over to Chrome, Firefox or Safari to access the site.

If you're yet to login this year, take this as a sign to jump on and check out the new features. The team at Xtra Insights are always looking for ways to improve the functionality and usability of the platform, so if you have any feedback or suggestions reply to this email and we'll pass them on.

## Wise Words

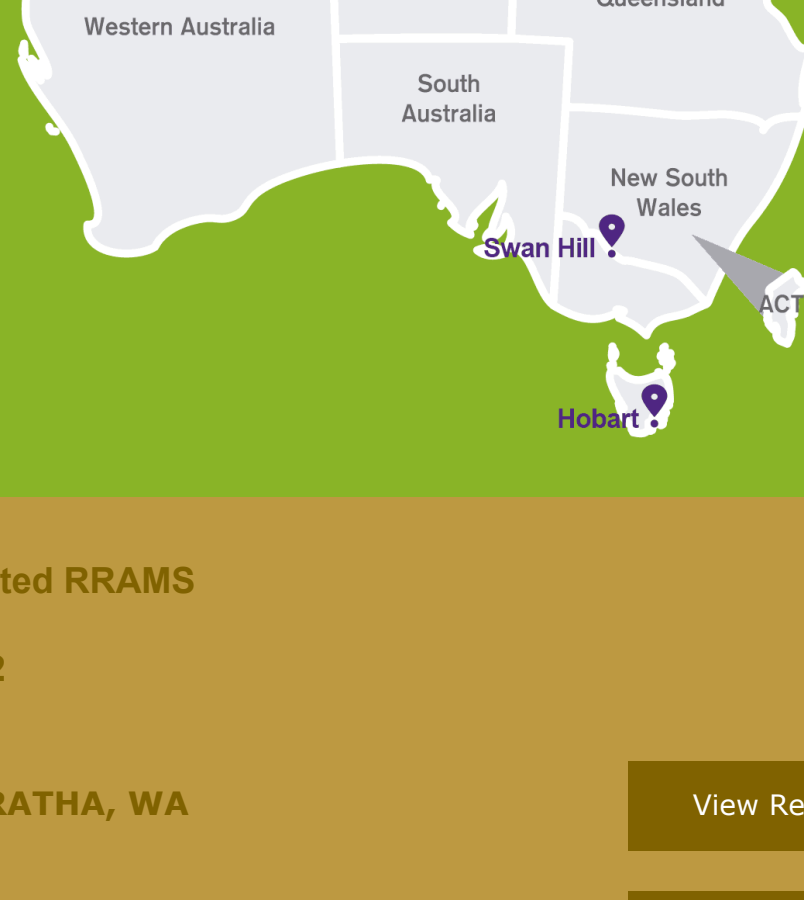


Bad news sells papers. It also sells market research.

BYRON SHARP, PROFESSOR OF MARKETING SCIENCE AND DIRECTOR OF THE EHRENBERG-BASS INSTITUTE.

## Upcoming RRAMS

Q2 2022



## Completed RRAMS

Q1 2022

**KARRATHA, WA**

[View Report](#)

**MANDURAH, WA**

[View Report](#)

**MT GAMBIER, SA**

[View Report](#)

Q2 2022

**COFFS HARBOUR, NSW**

[View Report](#)

**WOLLONGONG, NSW**

[View Report](#)

**GRIFFITH, NSW**

[View Report](#)

**HORSHAM, VIC**

[View Report](#)