

CLASSICAL MUSIC RISING

Digital Activities

Matt Abramovitz, WQXR





On Demand Audio



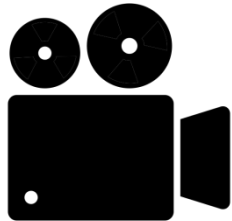
App & Site Development



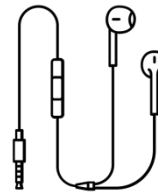
Web Editorial



Streaming



Video



Podcasts



Social Media



Local Features

Increase access to and consumption of core FM product.

Engage audience when they are not listening to the radio.

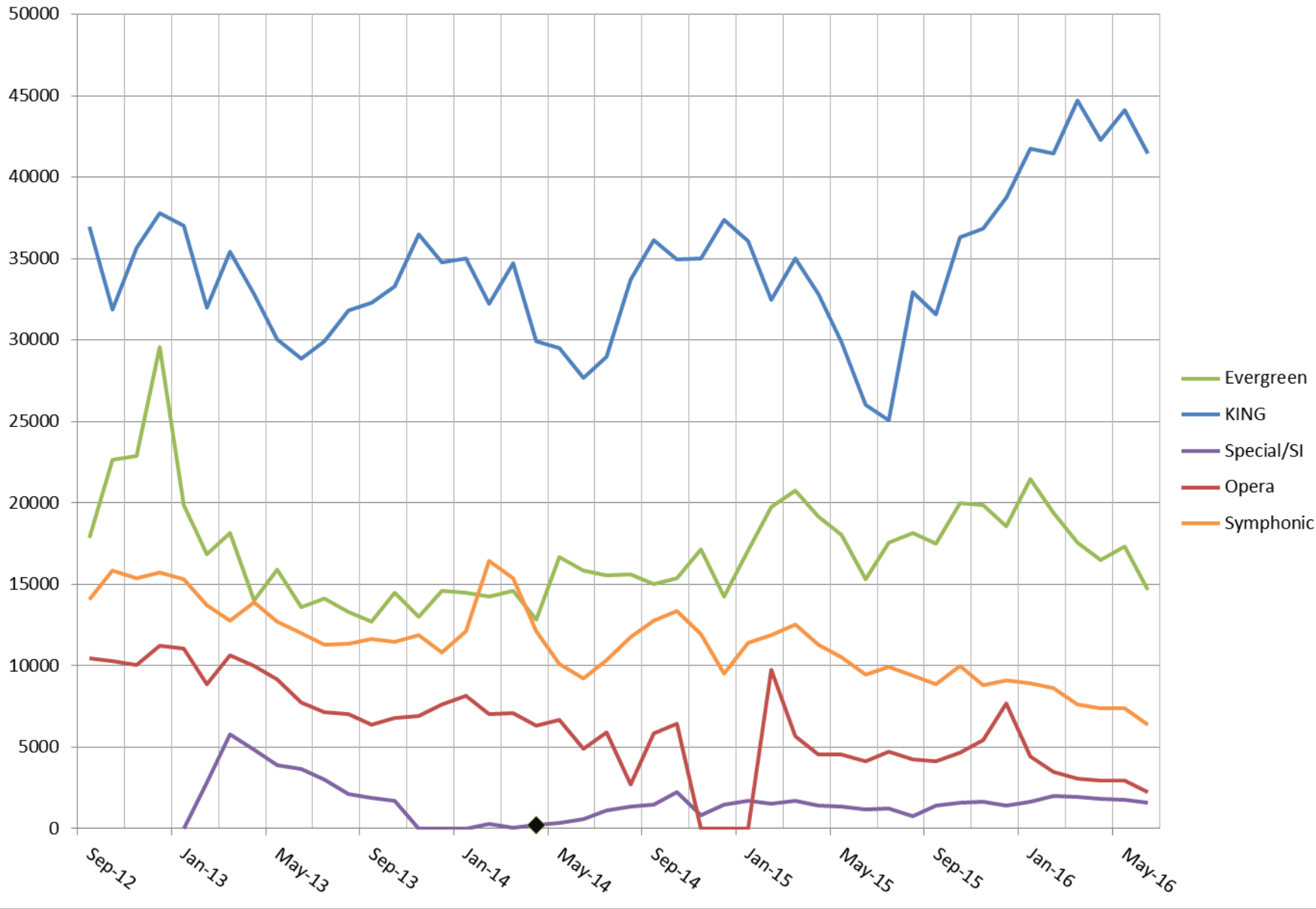
Create products to delight existing fans and attract new ones.

Generate revenue to support all of the above.

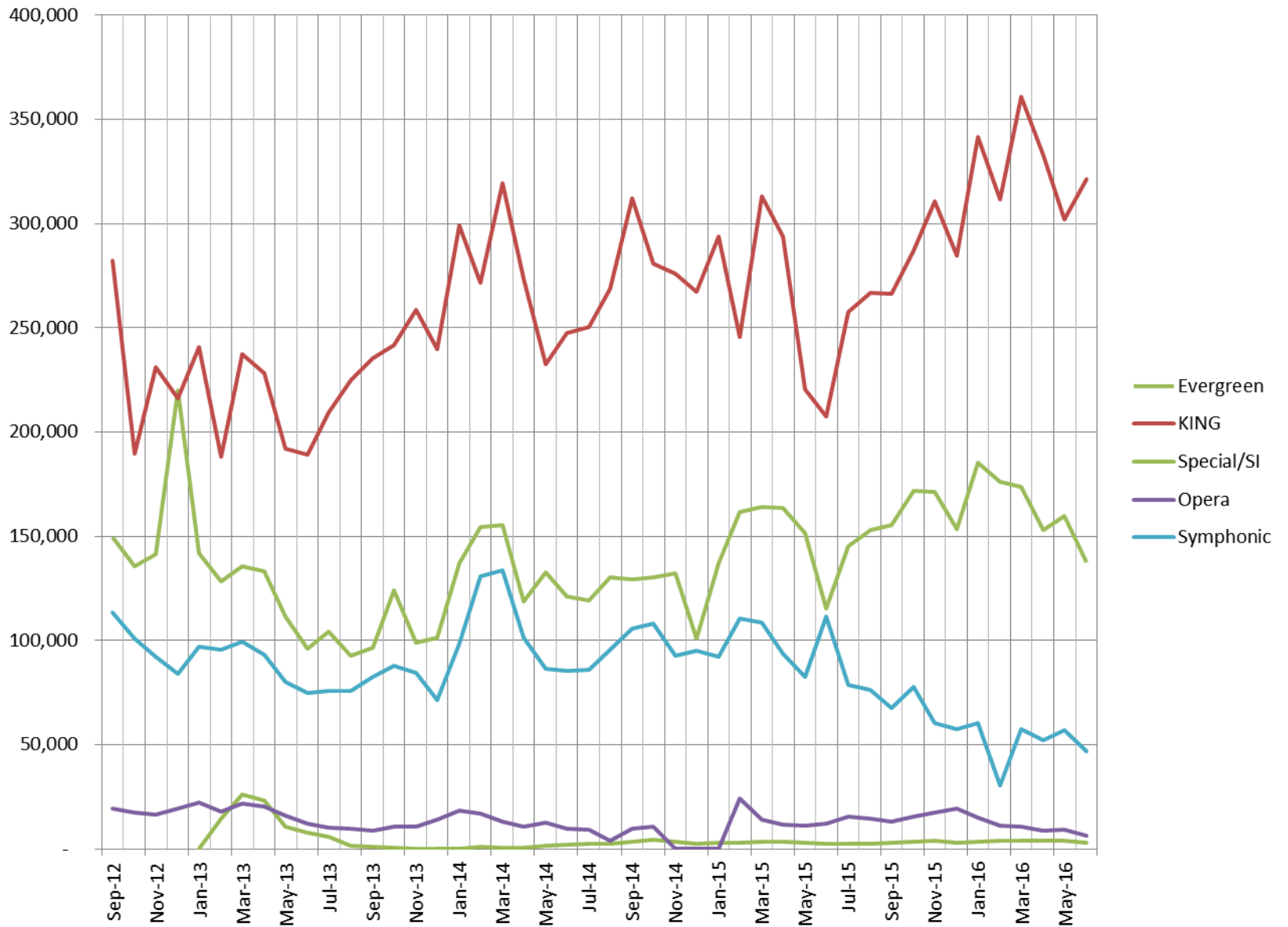
Classical KING FM Digital Metrics						
Platform	January	February	March	April	May	June
Website Metrics						
Total Visits	153,601	155,262	163,327	160,741	155,562	137,279
Total Desktop Visits	60,222	58,272	60,890	59,135	54,042	49,199
Total Mobile Visits	11,394	10,647	11,907	16,354	12,678	10,480
Returning Visitor	115,355	117,545	124,094	114,887	114,660	103,015
New Visitor	38,246	37,717	39,233	45,854	40,902	34,264
Pageviews	209,024	223,672	224,156	225,885	238,105	191,761
Search Traffic	32,730	31,139	32,561	29,200	32,263	28,549
Referral Traffic	62,540	66,530	71,023	65,183	60,684	54,480
Average Daily	6,742	7,712	7,471	5,358	5,018	4,575
Soundcloud Metrics						
Total Desktop/Website Visits	3157	2661	3176	3865	2793	422
Total Apps/Mobile Visits	4881	3622	4153	3890	3095	5864
# of Tracks					1093	1147
Followers					2261	2370
Total Hits	14,700	13,287	14,799	13,149	12,784	15,970
Likes	100	91	131	121	126	241
Reposts	19	5	26	34	19	21
Downloads	121	89	96	81	49	70
Streaming						
Total Hrs Streamed	667,157	564,325	606,599	550,550	531,283	515,094
Total Sessions	393,331	345,663	355,727	332,880	336,008	297,788
Average Duration (mins)	102	98	103	100	95	105
Youtube Metrics						
Total # Videos					112	116
Video Views	7,280	7,099	7,687	8,161	9,355	8,888
Total Desktop Views	4,247	4,131	4,375	4,555	5,283	5,059
Total Mobile Views	2,069	2,214	2,453	2,723	3,022	2,799
Watch time (mins)	16,822	17,074	18,515	18,618	21,309	19,515
Subscribers Gained	34	27	27	19	33	21
Twitter Metrics						
Followers	3,086	3,106	3,133	3,158	3,187	3,211
Engagement Rate	0.9%	1.0%	0.6%	0.9%	0.3%	0.4%
Impressions	55,900	40,900	51,300	45,600	69,600	28,900
Referral Traffic	166	110	196	316	484	255
Facebook Metrics						
Total Likes	9,891	9,997	10,110	10,260	10,375	10,472
Total Reach	231,215	176,297	138,350	136,068	189,900	170,486
Referral Traffic	1,058	781	1439	9,157	3,462	1717

Cume* of Streaming Channels

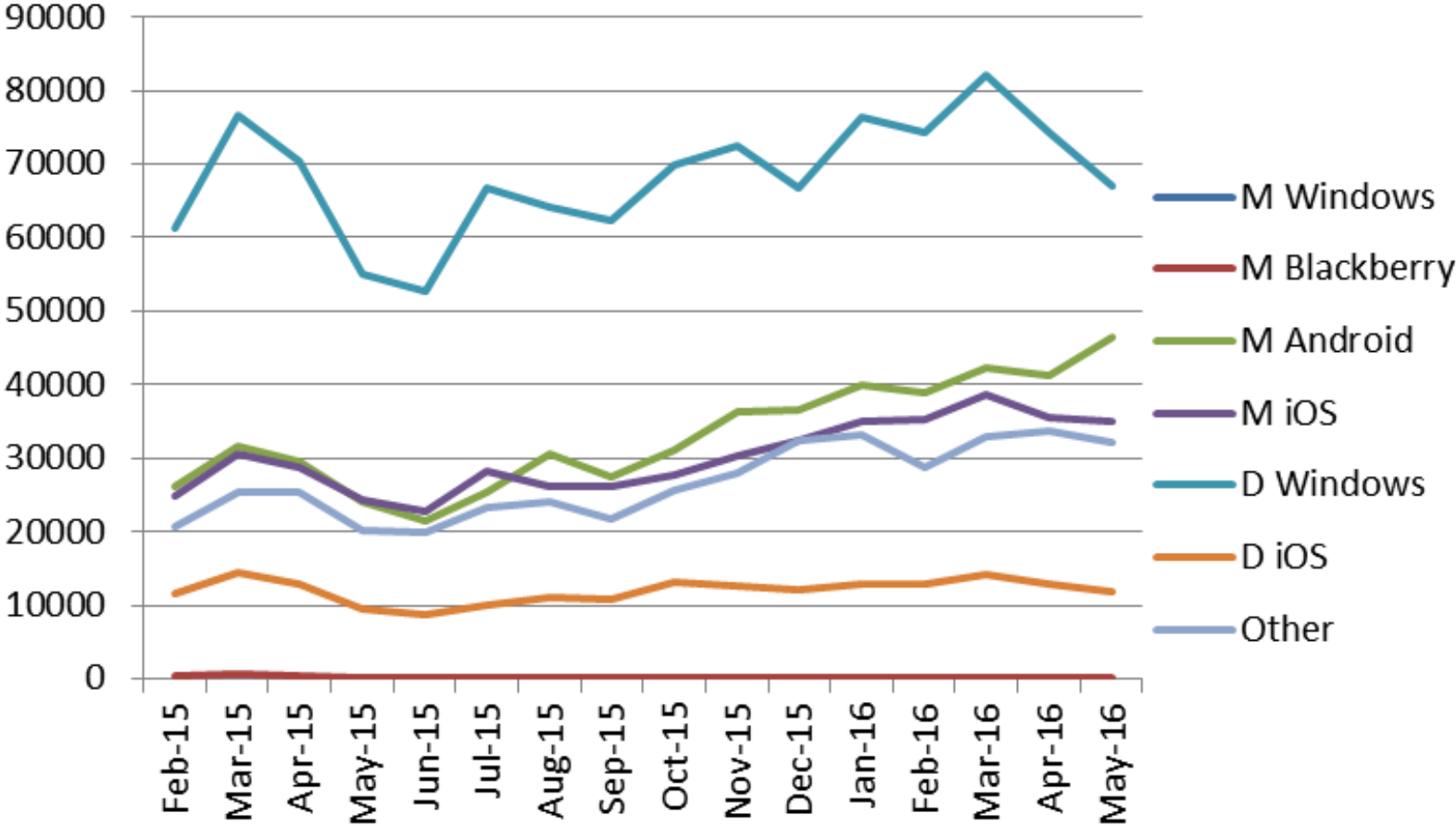
*The number of unique connections whose duration exceeds 5 minutes during the entire month.



Total Listening Time in Hours



KING Device Sessions



Classical MPR	January	February	March	April	May	June	YTD
DIGITAL "REACH"	490,585	438,637	464,582	457,167	433,149	408,452	456,766
Uniques - monthly comScore	68,937	57,581	54,742	62,054	46,279	49,219	69,324
Social Media followers	26,946	27,648	28,181	29,294	29,743	30,255	26,986
Enewsletter subscriptions	8,990	9,140	13,226	13,301	13,346	13,339	9,830
Podcast requests	20,254	19,590	18,099	16,184	34,693	16,337	20,047
Live stream requests	345,226	305,318	332,238	317,818	293,245	293,194	311,590
On-demand stream requests	18,945	18,317	17,201	17,552	15,051	5,443	18,146
Video requests	1,243	1,023	842	901	751	592	765
Syndicated content not included	169	81	53	63	41	73	77

National Classical	January	February	March	April	May	June	YTD
DIGITAL "REACH"	403,000	422,173	435,884	445,134	503,795	515,464	428,067
Uniques - monthly comScore	51,178	53,089	42,001	45,714	43,485	57,071	45,502
Social Media followers	46,027	46,596	49,423	50,195	50,843	51,434	47,850
Enewsletter subscriptions	27,969	29,316	30,715	31,991	32,876	75,833	52,701
Podcast requests	102,644	102,938	103,752	106,069	118,338	105,182	99,826
Live stream requests	79,735	90,963	98,305	115,328	124,231	133,529	88,349
On-demand stream requests	68,664	71,882	84,984	66,292	106,379	68,266	68,834
Video requests	26,783	27,389	26,704	29,545	27,643	24,149	25,005
Syndicated content not included above							-

Sources: comScore, Twitter, Facebook, Eloqua, StreamGuys, YouTube, Brightcove, Vimeo, multiple syndicated sources

Your Classical, Composer's Date

Live Stream Metrics: June 2016

American Public Media, Minnesota Public Radio, and Southern California Public Radio - Combined

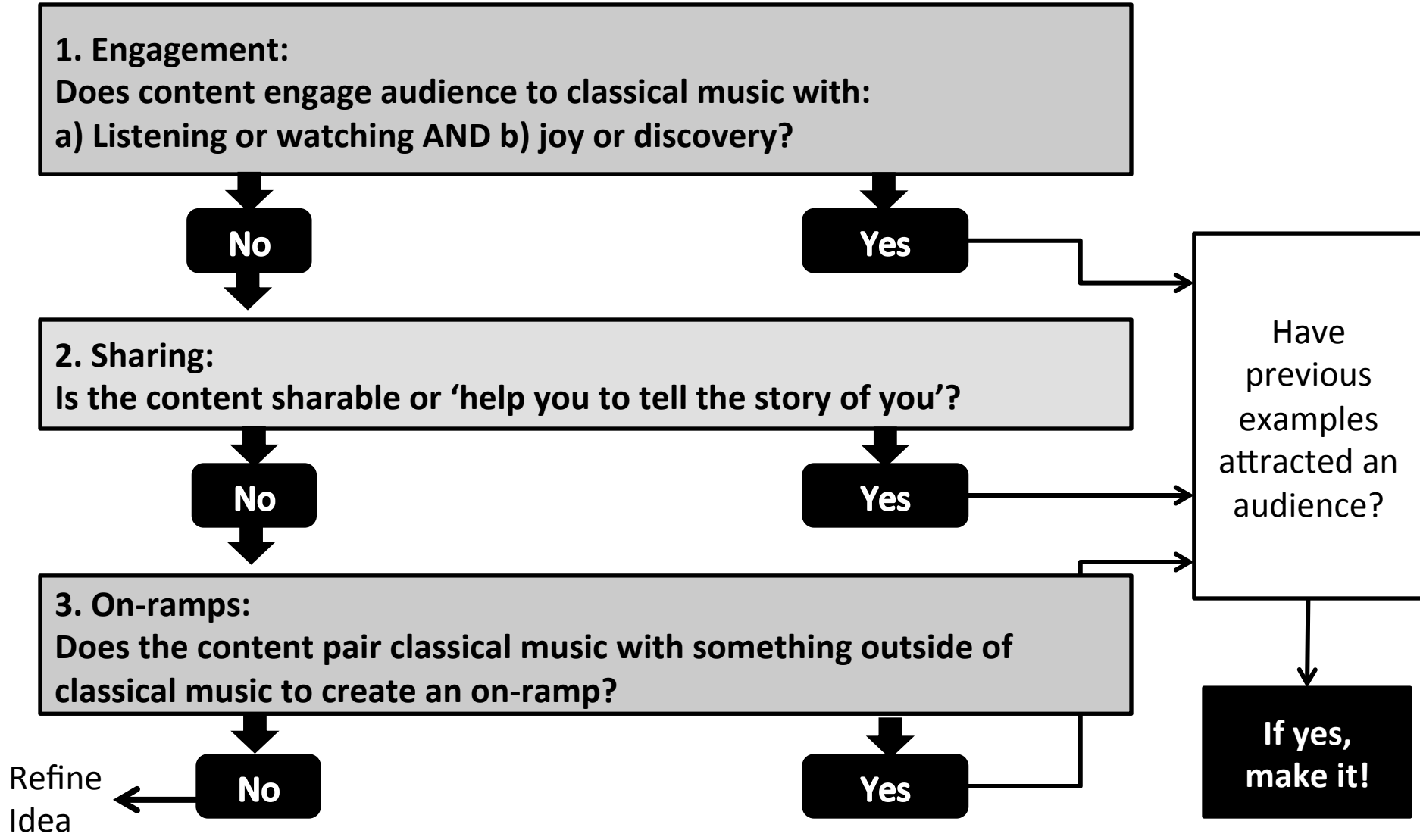
NOTE: If you are unsure about how to interpret or use these data, please contact the Research Department
 Becky Engelhart (rengelhart@mpr.org x1118) or Joe Eskola (jeskola@mpr.org x1058).

Live Stream	Requests ¹				Unique Visitors ^{2,3}			
	June	% Chg Last Month	% Chg Last Year	3-Month Average	June	% Chg Last Month	% Chg Last Year	3-Month Average
National Classical	133,529	7%	341%	124,363	N/A	N/A	N/A	N/A
Your Classical Radio	69,145	5%	500%	66,290	13,499	59%	508%	11,111
Minnesota-Energy	4,486	9%	119%	4,305	1,386	9%	102%	1,350
Minnesota-Lullabies	35,025	8%	200%	30,858	10,961	33%	184%	8,877
Minnesota-Movies	6,007	19%	160%	5,384	1,834	34%	118%	1,584
Minnesota-Relax	16,521	10%	792%	15,438	4,283	29%	486%	3,674
Minnesota-Romance	2,345	27%	188%	2,069	827	39%	162%	719
MPR Classical	293,194	0%	8%	301,419	N/A	N/A	N/A	N/A
Classical Music	265,732	1%	5%	272,010	61,836	22%	21%	57,905
Choral	27,462	-8%	48%	29,409	9,039	6%	-5%	9,394

Key Digital Metrics - WQXR	Monthly Average
Stream Listening Cume (uniques, all streams)	224,451
Stream Total Hours Listened (all streams)	2,242,668
Stream Sessions (all streams)	1,230,993
Average Listening Time (WQXR FM)	1.7 hours/session
Average Mobile Listening Time (WQXR FM)	1.07 hours/session
Web Site Sessions	606,936
Mobile App Sessions	250,341
Total Sessions (desktop, mobile, app)	888,389
Facebook Likes	40K (July 2016)
Facebook Video Views	32,916 (July 2016)
Facebook Post Reach	431,812 (July 2016)

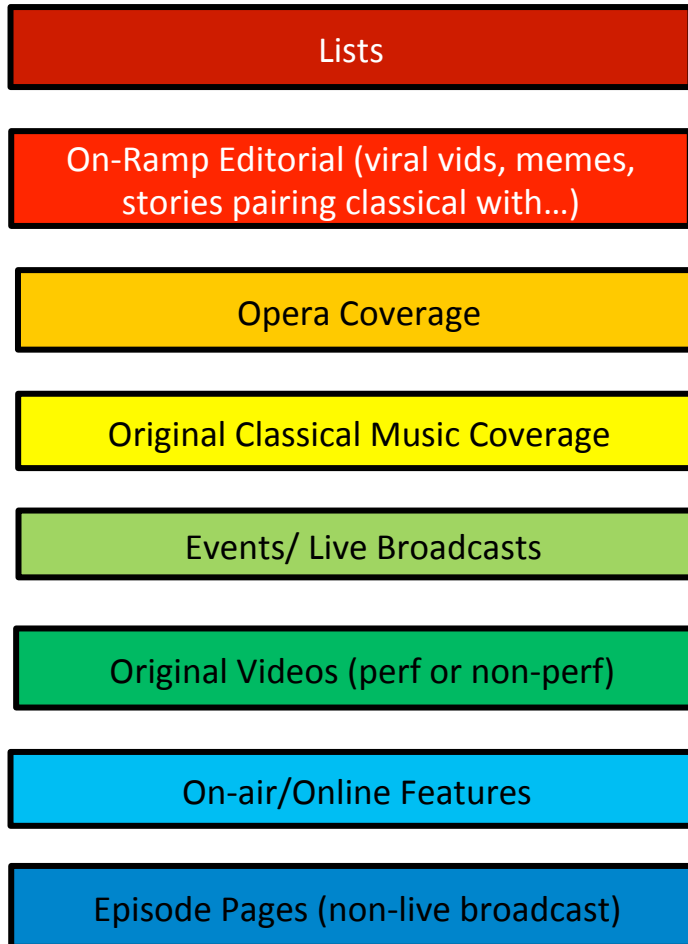
	Total Cume	Total LH	Q2 Monthly Cume	Q2 Total LH	OV Monthly Cume	OV Total LH
FY2012	151,844	1,725,941	17,825	67,582	5,385	61,595
FY2013	210,794	1,753,542	21,306	73,906	10,384	49,787
FY2014	196,897	1,798,635	19,666	76,229	15,516	66,863
FY2015	194,975	1,799,827	18,636	73,114	18,378	78,231
FY2016	224,451	2,142,668	17,393	72,586	22,258	90,527

Criteria for WQXR Digital First Content

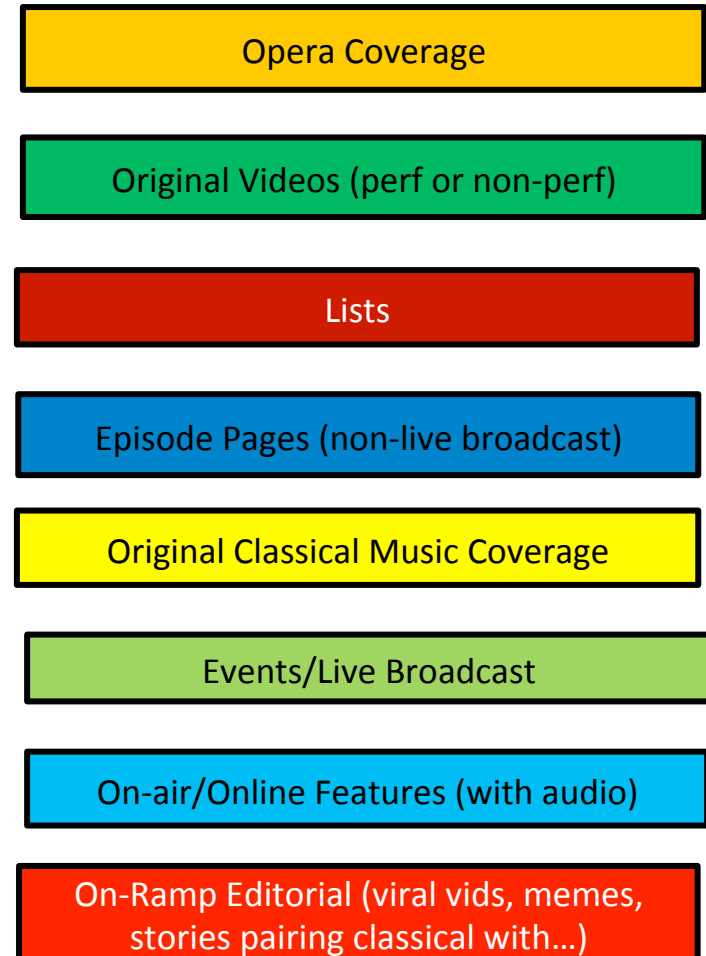


Types of WQXR Digital Content (non-streams)

Web Traffic and Social Reach (FY16)



Resource Allocation



Top 100 Digital First Pages (FY16)

Top 100 Pages	#
Lists	26
On-Ramp/Viral	26
Opera Coverage	18
Original Classical Music Coverage	13
Events/ Live Broad.	7
	<hr/>
	90/100

Takeaway:
90% of top traffic pages comes from five main categories.

Some Common Pain Points

Staff time & money

Music Rights

Data Overload & Anecdotes

The Value of Localism?

Audio People in the Age of Video

Multiplication of Platforms