

CBC DUPLICATION PROJECT

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I. EXECUTIVE SUMMARY

1. In both the Calgary and Quebec distinct songs make up approximately 80% of the universe and produce 40% of the airplay.
2. Duplicated songs make up roughly 20% of the universe and generate 60% of airplay.
3. Results for the 30 day period mirror the weekly song and spin activity in both markets.
4. Both CBC networks have the largest library and play the most distinct titles in their markets.
5. CBC Radio 2 and SRC Espace Musique outperform the market in terms of distinct title air play.
6. The CBC outlets are second only to specialty stations in terms of distinct spin airplay; Classical CJSQ in Quebec City and CJSI Christian Music in Calgary.
7. The music that is shared with other market stations common threads the most popular commercial formats.
8. In terms of exposure of shared songs CBC Radio 2 and Espace Musique air these songs less frequently than the mainstream commercial stations.

II. OBJECTIVES

9. Nielsen BDS Radio, Canada (BDS) has been commissioned by the Canadian Radio-Television and Telecommunications Commission (CRTC) to complete an exclusive analysis to explore music duplication of CBC services; CBC Radio 2 and Radio Canada (SRC) Espace Musique. This is accomplished through BDS monitoring of musical selections on CBC networks and commercial radio stations in Calgary and Quebec City.
10. BDS will illustrate how music from the CBC stations is played in terms of both distinct and duplicated songs and spins compared to music stations in Calgary and Quebec City.

III. METHODOLOGY

11. Looking at programming for 30 days over each of the 4 weeks in February (beginning January 31 ending March 1, 2011) from 6am to 12am, we utilized Nielsen BDS monitoring services to gather airplay data from the panel of 14 stations in Calgary and 10 stations in Quebec City. A database was compiled from these monitors and an analysis was performed to determine airplay duplication.

12. Playlists were drawn from the BDS database for the following stations:

BDS monitors 11 music stations in Calgary and 8 music stations in Quebec City.

Calgary

Station	Format
CFEX - FM	Modern Rock
CFGQ - FM	Classic Rock
CFXL - FM	Adult Hits
CHFM - FM	AC
CIBK - FM	CHR/Top 40
CIGY - FM	Hot AC
CJAQ - FM	Adult Hits
CJAY - FM	Rock
CKCE - FM	Hot AC
CKMP - FM	CHR/Top 40
CKRY - FM	Country

Quebec City

Station	Format
CFEL - FM	CHR/Top 40
CFOM - FM	Adult Hits
CHEQ - FM	Adult Hits
CHIK - FM	CHR/Top 40
CHXX - FM	Rock
CITF - FM	AC
CJEC - FM	AC
CJMF - FM	Rock

In addition for this project BDS monitored:

- CBC 2 (102.1), CKMX –AM (1060) Classic Country and CJSI-FM(88.9) Christian Music in Calgary and
- Radio Canada Espace Musique (95.3) and CJSQ –FM (92.7) Classical in Quebec City

13. Playlists were produced for each of the time periods in 2011:

Week 1: January 31 – February 6

Week 2: February 7 - 13

Week 3: February 14 - 20

Week 4: February 21 - 27

30 days: January 31 – March 1

IV. ANALYSIS
Calgary Market Overview

14. This study shows that unduplicated (exclusive) songs make up the bulk of the musical inventory at 81% of all songs. These songs also make up a smaller portion (41%) of the total airplay. The majority of airplay in the Calgary market is driven by 19% of the musical universe.

- Over 30 days 81% of the songs are exclusive. These songs are unique to one station.
- 41% of all spins are generated by the exclusive songs
- In contrast 59% of the airplay is from the 19% of the universe consisting of duplicated songs.

15. Few songs shared by many stations drive airplay:

		30 Day Airplay		Exclusive		Duplicated	
		Total	#	%	#	%	
Songs		9235	7453	81%	1782	19%	
	Spins	89111	36433	41%	52678	59%	

Figure A: Exclusive and Duplicated Airplay

16. The percentage of duplicated songs that generate the most number of spins is consistent over 4 weeks:

		Airplay Tracking Four Weeks		Exclusive		Duplicated	
		#	%	#	%		
Week 1	Songs	5663	4368	77%	1295	23%	
	Spins	21004	9527	45%	11477	55%	
Week 2	Songs	5572	4328	78%	1244	22%	
	Spins	20153	9334	46%	10819	54%	
Week 3	Songs	5551	4270	77%	1281	23%	
	Spins	20863	9502	46%	11361	54%	
Week 4	Songs	5574	4293	77%	1281	23%	
	Spins	21081	9534	45%	11547	55%	

Figure B: Four week Exclusive and Duplicated Airplay

17. In Calgary 1782 songs making up 19% of the total universe are played on at least two stations.

Duplicated Songs and Spins Distribution				
Stations	Songs	%	Spins	%
2	1121	63	19486	37
3	393	22	17020	32
4	183	10	8119	15
5	59	7	6199	12
6	18	1	1348	3
7	8	0.4	506	1
<i>Total</i>	<i>1782</i>	<i>100</i>	<i>52678</i>	<i>100</i>

Figure C: Distribution Duplicated Songs and Spins

18. As songs are shared by more stations the resulting spins increase in proportion. For example the 1121 songs played by two stations are 63% of the duplicated library delivering 37% of the spins. By contrast, the 393 songs played at three stations (65% fewer songs than played at two stations) create 5% less spins.

19. This anomaly is explained in the figure below. Generally, the more stations sharing a song the higher the average spins or rotation for the song per station.

Duplicated Song Rotation	
Stations	Average Play / Song
2	17.4
3	43.3
4	44.4
5	105.1
6	74.9
7	63.3

Figure D: Duplicated Song Rotation

Duplication by Station

20. Seven stations is the largest coalition sharing a song in Calgary. The following table shows the eight songs and the 30 day spins on these stations:

Calgary Duplication Songs and Spins at 7 Stations													
Title	Artist	Spins	CBC 2	CFEX	CFGQ	CFXL	CHFM	CIBK	CJAY	CJAQ	CKCE	CKMP	CIGY
Viva La Vida	Coldplay	74	3	0	0	0	34	1	0	2	1	1	32
Summer Of '69	Adams, Bryan	70	1	0	13	6	14	0	0	5	15	0	16
One Thing	Finger Eleven	68	0	8	0	0	15	4	14	16	0	4	7
Use Somebody	Kings Of Leon	64	0	2	0	0	0	5	10	2	10	1	34
Under The Bridge	Red Hot Chili Peppers	63	1	9	14	0	0	0	14	12	10	0	3
Every Breath You Take	Police	58	2	0	3	6	9	0	0	1	21	0	16
I Still Haven't Found...	U2	55	1	0	5	12	7	0	10	4	0	0	16
Free Fallin'	Petty, Tom & The ...	54	1	0	12	7	13	0	5	4	0	0	12

Figure E: Songs and Spins at 7 Stations

21. Observations on the 8 songs shared by 7 stations;

- CBC Radio 2 shares 6 songs with 6 other stations.
- Multiple spins from "Viva La Vida" at 3 and 2 for "Every Breath You Take" over 30 days
- Two titles "Summer of '69" and "One Thing" are Canadian Content.
- CJAQ and CIGY play all eight titles.
- CFEX, CIBK and CKMP play 3 songs the fewest from this list.
- CIGY spins these songs the most at 136 plays
- CKMP plays these songs the least with 6 spins over 30 days.
- All of these titles are past hits and fall under the Pop Rock or Alt Rock genres.

22. Three stations have over 80% of their repertoire from exclusive songs;

Percentage of Exclusive songs			
Station	Total Songs	Exclusive	
		#	%
CBC 2	3356	2976	89%
CFEX	702	500	71%
CFGQ	1175	570	49%
CFXL	1037	536	52%
CHFM	374	89	24%
CIBK	241	33	14%
CIGY	801	339	42%
CJAQ	779	109	14%
CJAY	491	166	34%
CJSI	473	466	99%
CKCE	523	208	40%
CKMP	318	86	27%
CKMX	1244	1032	83%
CKRY	547	345	63%

Figure F: Percentage of Exclusive Songs

- CBC Radio 2, Christian Music CJSI and Classic Country CKMX play the highest percentage of distinct music selections.
- Contemporary Hit Radio stations CIBK and CKMP and Adult Contemporary CHFM have the smallest number of unique songs.
- CJAQ and CIBK share the lowest percentage of exclusive songs at 14%.
- CBC Radio 2 has the highest number of distinct selections.

23. The following table shows the distribution of duplicated songs by station:

Total Songs and Duplication by station									
	Total	Duplicated		1 other	2 other	3 other	4 other	5 other	6 other
Station	Songs	#	%	%	%	%	%	%	%
CBC 2	3356	380	11%	7%	2%	1%	1%	0.1%	0.1%
CFEX	702	202	29%	21%	4%	2%	1%	0.4%	0.4%
CFGQ	1175	605	51%	24%	17%	8%	2%	1%	0.4%
CFXL	1037	501	48%	24%	13%	8%	3%	1%	0.4%
CHFM	374	285	76%	28%	14%	17%	11%	4%	2%
CIBK	241	208	86%	21%	37%	14%	10%	4%	1%
CIGY	801	462	58%	21%	11%	15%	7%	2%	1%
CJAQ	779	670	86%	30%	30%	18%	5%	2%	1%
CJAY	491	325	66%	38%	17%	8%	2%	1%	1%
CJSI	473	7	1%	1%	0%	0%	0%	0%	0%
CKCE	523	315	60%	22%	19%	9%	6%	2%	1%
CKMP	318	232	73%	23%	27%	12%	7%	3%	1%
CKMX	1244	212	17%	16%	0%	0%	0%	0%	0%
CKRY	547	202	37%	35%	1%	1%	1%	0%	0%

Figure G: Duplicated Songs by Station

- CBC Radio 2 has the second lowest ratio of shared songs behind CJSI.
- Gold based stations CJAQ, CFGQ and CFLX have the highest number of duplicated songs. All of these station share songs with 6 other stations.
- CJAQ and CIBK have the highest percentage of duplicated songs in their respective libraries at 86%.
- Contemporary Hit Radio (CHR) CIBK and CKMP have the smallest universes and the highest percentage of duplication at 86% and 73% respectively.
- CJSI and CKMX share library with only one other station.

24. Consistent with the highest number of distinct songs CJSI, CBC Radio 2 and CKMX generate the highest percentage of exclusive spins:

Percentage of Exclusive Spins			
	Total	Exclusive	
	Spins	#	%
CBC 2	4912	4171	85%
CFEX	5942	3934	66%
CFGQ	5777	1709	30%
CFXL	7400	3451	47%
CHFM	6793	1313	19%
CIBK	6394	105	2%
CIGY	7382	2345	32%
CJAQ	6272	806	13%
CJAY	5817	2147	37%
CJSI	5664	5609	99%
CKCE	7296	1795	25%
CKMP	7597	898	12%
CKMX	5420	4368	81%
CKRY	6445	3782	59%

Figure H: Percentage of Duplicated Spins

- CJSI sees almost all of its spins as exclusive. CBC Radio 2 and Classic Country CKMX have 85% and 81% of their spins exclusively.
- CIBK has the fewest distinct spins making up 2% of its airplay.
- CHR CKMP and gold based CJAQ also show low exclusive spins at 12% and 13% respectively.

25. The following table shows the distribution of duplicated spins by station:

Total Spins and Duplication by Station									
	Total	Duplicated		1 other	2 other	3 other	4 other	5 other	6 other
Station	Spins	#	%	%	%	%	%	%	%
CBC 2	4912	741	15%	9%	3%	2%	1%	0.2%	0.2%
CFEX	5942	2008	34%	25%	6%	2%	1%	0.4%	0.3%
CFGQ	5777	4068	70%	27%	24%	15%	3%	1%	1%
CFXL	7400	3949	53%	25%	15%	9%	2%	1%	0%
CHFM	6793	5480	81%	26%	13%	21%	16%	4%	1%
CIBK	6394	6289	98%	13%	54%	10%	19%	2%	0%
CIGY	7382	5037	68%	20%	13%	17%	13%	3%	2%
CJAQ	6272	5466	87%	28%	30%	19%	6%	3%	1%
CJAY	5817	3670	63%	37%	17%	6%	2%	1%	1%
CJSI	5664	55	1%	1%	0%	0.1%	0%	0%	0%
CKCE	7296	5501	75%	18%	28%	11%	15%	2%	1%
CKMP	7597	6699	88%	16%	51%	6%	12%	2%	0%
CKMX	5420	1052	19%	18%	1%	0.3%	0%	0%	0%
CKRY	6445	2663	41%	39%	1%	1%	0%	0%	0%

Figure I: Duplicated Spins by Station

- CHRs CIBK and CKMP register the highest number and the highest percentage of duplicated spins.
- CJSI, CBC Radio 2 and CKMX have the lowest percentage of duplicated spins.
- Christian Music CJSI, Classic Country CKMX and Contemporary Country CKRY share spins with the fewest stations.

CBC Radio 2

26. The following table Figure J shows CBC Radio 2's songs and spins detected over the 30 day period.

- CBC Radio 2 plays the largest library with 3356 titles compared to the next highest 1244 titles at Classic Country CKMX
- 89% of CBC Radio 2's songs (2976 titles) are exclusive to the station. 11% of CBC Radio 2's songs are shared with as many as 6 other stations.
- Distinct title ownership of 89% is higher than the cumulative market rate of 81%.

CBC Radio 2 Song and Spin Duplication and Distribution by Station

		Exclusive		Duplicated		1 other		2 other		3 other		4 other		5 other		6 other	
Songs	Total	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
CBC 2	3356	2976	89%	380	11%	233	7%	75	2%	43	1.3%	19	1%	5	0.1%	6	0.1%
Spins																	
CBC 2	4912	4171	85%	741	15%	458	9%	150	3%	75	2%	40	1%	10	0.2%	8	0.2%
Other Stns	5694	0	0%	5694	88%	1867	33%	1276	22%	1152	20%	786	14%	301	5%	312	5%
Total Spins	10606	4171	39%	6435	61%	2325	22%	1426	13%	1227	12%	826	8%	311	3%	320	3%

Duplicated Spins by Other Stns	CFXL		CIGY		CJAQ		CFGQ		CHFM		CFEX		CKCE		CJAY	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
5694	1089	19%	918	16%	901	16%	788	14%	565	10%	520	9%	342	6%	211	4%

CKMP		CIBK		CKMX		CJSI		CKRY	
#	%	#	%	#	%	#	%	#	%
136	2%	129	2%	84	1%	10	0.2%	1	0.02%

Figure J: CBC Radio 2 Song & Spin Analysis

27. Songs shared by CBC Radio 2 at 11% form a smaller portion of the station library than the 19% seen at the cumulative market. This speaks to less reliance on common threading titles.
28. Of the 4912 spins 85% are unique and ranks CBC Radio 2 second only to Christian Music CJSI in terms of distinct airplay.
29. The 380 songs CBC Radio 2 shares with other stations create 15% (741) of the spins. These same songs generate 5694 spins at 13 other stations. In all the shared songs play 6435 times in 30 days.
30. We examine the duplicated songs and spins to determine CBC Radio 2's share of airplay. For example the table shows the 233 songs playing with one other station receive 458 spins at CBC for 9% of Radio 2's airplay. The combined 2325 spins with one other station means CBC Radio 2's share of spins from those 233 songs is 20% of the airplay for those songs in Calgary.
31. CBC Radio 2's 380 duplicated songs generate 741 spins. Combining CBC Radio 2 and other stations' Airplay (5694 spins) there is a total of 6435 combined spins.
 - The "Duplicated Spins by Other Stations" portion of the table identifies the origin of the 5694 other station spins. The top 6 stations are:
 - o CFXL Adult Hits 1089 spins for 19% of shared play
 - o CIGY Hot AC 918 spins for 16% of shared play
 - o CJAQ Adult Hits 901 spins for 16% of shared play
 - o CFGQ Classic Rock 788 spins for 14% of shared play
 - o CHFM Soft AC 565 spins for 10% of shared play
 - o CFEX Modern Rock 520 spins for 9% of shared play

32. Over 50% of spins from shared songs with CBC Radio 2 comes from a wide variety of mainstream stations; 2 Adult Hits, 1 Classic Rock, 1 Hot AC, 1 Soft AC and 1 Modern Rock.
33. CBC Radio 2's duplicate songs are least played at CHR/Top 40, Country and Christian Music stations.
34. Modern Rock CFEX creates 9% of the spins from the songs shared with CBC Radio 2.
35. CBC Radio 2 duplicates titles that common thread audience from broad appeal formats like Adult Hits (JACK, XL), Classic Rock, Hot AC and Soft AC as well as Modern Rock which typically targets a narrower niche - younger males.
36. As shown in Figure E the 8 songs shared by a coalition of 7 stations CBC Radio 2 common threads familiar songs with broad appeal in a low rotation.

Calgary Market Data

37. Appended to this report are 5 Excel data files for the following time frames:

30 days: January 31 – March 1

Week 1: January 31 – February 6

Week 2: February 7 - 13

Week 3: February 14 - 20

Week 4: February 21 - 27

38. Each file contains market data including song and spin detections for the time fame including;
 - A market and station summary
 - A detailed breakout of exclusive and shared songs and spins by station
 - Tracking of shared airplay by common stations.
 - A market playlist showing the spins and placement by station by artist and title.
 - The 30 day file includes individual playlists for each station.

Quebec City Market Overview

39. The Quebec City portion of the study shows that unique songs are in the majority of the musical inventory at 82% of all songs. These songs also make up a smaller portion (43%) of the total airplay. The majority of airplay in the Quebec market is driven by 16% of the musical universe.

- Over 30 days 84% of the songs are exclusive. These songs are unique to one station.
- 43% of all spins are generated by the exclusive songs
- In contrast 57% of the airplay is from the 16% of the universe consisting of duplicated songs.

40. Few songs shared by many stations drive airplay:

	30 Day Airplay	Exclusive		Duplicated	
	Total	#	%	#	%
Songs	13655	11459	84%	2196	16%
Spins	59136	25585	43%	33551	56%

Figure K: Quebec Exclusive and Duplicated Airplay

41. The ratio of exclusive to duplicated songs and spins is consistent over 4 weeks:

	Airplay Tracking Four Weeks		Exclusive		Duplicated	
			#	%	#	%
Week 1	Songs	6003	4903	82%	1100	18%
	Spins	13828	7039	51%	6789	49%
Week 2	Songs	5721	4654	81%	1067	19%
	Spins	13647	6997	51%	6650	49%
Week 3	Songs	5947	4921	83%	1026	17%
	Spins	13724	7051	51%	6673	49%
Week 4	Songs	5990	4906	82%	1084	18%
	Spins	14015	7189	51%	6826	49%

Figure L: Quebec City Four week Airplay

42. In Quebec City 2196 songs, 16% of the 30 day universe are played on at least 2 stations.

Duplicated Songs and Spins Distribution				
Stations	Songs	%	Spins	%
2	1054	48	9959	30
3	626	29	9478	28
4	357	16	7969	24
5	127	6	4713	14
6	27	1	1124	3
7	5	0.2	308	0.9
<i>Total</i>	<i>2196</i>	<i>100</i>	<i>33551</i>	<i>100</i>

Figure M: Quebec City Duplicated Songs and Spins

43. As songs are shared by more stations the resulting spins increase in proportion. For example the 1054 songs played by two stations are 48% of the duplicated library delivering 30% of the spins. By contrast, the 626 songs played at three stations (just over half the songs at two stations) create only 5% less spins.

44. Favourite songs common thread playlists and enjoy more frequent airplay. Clearly, the more stations sharing a song the higher the average spins or rotation for the song per station.

Duplicated Song Rotation	
Stations	Average Play / Song
2	9.4
3	15.1
4	22.3
5	37.1
6	41.6
7	61.6

Figure N: Quebec City Duplicated Songs Rotation

Duplication by Station

45. Seven stations is the largest group sharing a song in Quebec. The following table shows the eight songs and the 30 day spins on these stations:

Quebec City Duplication Songs and Spins at 7 Stations											
Title	Artist	Spins	SRC	CJMF	CHIK	CITF	CJEC	CFOM	CHEQ	CFEL	CHXX
Reverbere	Moffatt, Ariane	94	1	4	11	6	12	0	1	59	0
Partons Vite	Kaolin	68	1	5	9	18	15	17	3	0	0
Degenerations	Mes Aieux	59	2	5	6	3	9	32	2	0	0
Le Rue Principale	Les Colocs	47	1	2	5	7	9	22	1	0	0
All Summer Long	Kid Rock	40	0	2	6	5	3	16	1	0	7

Figure O: Quebec City Spins and Songs shared by Seven Stations

46: Observations on the 5 songs shared by these stations;

- Only Classical CJSQ does not play at least one of these songs.
- SRC Espace Musique plays 4 of the 5 songs omitting "All Summer Long".
- Four stations CJMF, CITF, CJEC and CHEQ play all 5 titles.
- Kid Rock is the only non-Francophone artist on this list.
- CHXX plays only the Kid Rock track from the list.
- CFOM plays 4 of the 5 songs but exposes this list the most with 87 spins.
- All of these tracks are Gold.

47. The following table shows the distribution of duplicated songs by station;

Total Songs and Duplication by Station									
	Total	Duplicated		1 other	2 other	3 other	4 other	5 other	6 other
	Songs	#	%	%	%	%	%	%	%
SRC EM	4655	252	5%	2%	1%	1%	1%	0.3%	0.1%
CFEL	181	129	71%	24%	14%	12%	14%	7%	1%
CFOM	1092	854	78%	21%	25%	22%	8%	2%	0%
CHEQ	2250	1288	57%	20%	17%	14%	5%	1%	0%
CHIK	676	437	65%	27%	14%	11%	8%	3%	1%
CHXX	1124	104	9%	6%	2%	1%	0.4%	0.1%	0.1%
CITF	1341	1206	90%	26%	30%	23%	9%	2%	0%
CJEC	1595	1283	80%	24%	28%	19%	8%	2%	0%
CJMF	1319	692	52%	23%	13%	9%	6%	1%	0%
CJSQ	3475	5	0.1%	0.1%	0%	0%	0%	0%	0%

Figure P: Quebec City Duplicated Songs by Station

- SRC Espace Musique has the largest musical inventory at 4655 tracks.
- CHR/ Top 40 CFEL has the smallest library with 181 titles, 129 of those shared with other stations.
- Adult Hits CHEQ has the most number of duplicated songs in its library.
- CJSQ has the lowest ratio of duplicated titles at less than 1% followed by SRC Espace Musique at 5%.
- CJSQ shares only 5 titles all with SRC Espace Musique.
- CITF and CJEC both AC and Adult Hit CFOM have over 75% of their individual libraries played at other stations.
- SRC Espace Musique shares 252 songs with 6 other stations but this number constitutes a significantly small portion of the overall library.
- Rock station CHXX shares only 9% of its library with other market stations making it the most distinct purveyor of mainstream music in Quebec City.

48. As with the highest number of distinct songs it follows that CJSQ, SRC Espace Music and CHXX generate the highest percentage of exclusive spins

Percentage of Exclusive Spins			
	Total	Exclusive	
	Spins	#	%
SRC EM	6390	5925	93%
CFEL	7786	2244	29%
CFOM	6144	577	9%
CHEQ	5082	1620	32%
CHIK	6226	1286	21%
CHXX	7676	7077	92%
CITF	6230	301	5%
CJEC	6243	748	12%
CJMF	2825	1283	45%
CJSQ	4534	4524	100%

Figure Q: Quebec City Percentage of Duplicated Spins

- There is little overlap between the two stations airing Classical Music. Save 10 spins shared with SRC Espace Musique, CJSQ owns virtually all spins from its music.
- Rock oriented CHXX and CJMF have the highest ratio of distinct spins amongst the mainstream stations.
- Both AC CITF and Adult Hits CFOM have less than 10% of their spins from unique music.

49. The following table demonstrates how duplicated spins are distributed by station.

Total Spins and Duplication by Station									
	Total	Duplicated		1 other	2 other	3 other	4 other	5 other	6 other
	Spins	#	%	%	%	%	%	%	%
SRC EM	6390	465	7%	3%	2%	1%	1%	0.3%	0.08%
CFEL	7786	5542	71%	32%	15%	9%	11%	3%	1%
CFOM	6144	5567	91%	12%	25%	35%	14%	4%	1%
CHEQ	5082	3462	68%	20%	23%	17%	7%	2%	0.2%
CHIK	6226	4940	79%	35%	15%	13%	13%	3%	1%
CHXX	7676	599	8%	6%	1%	1%	0.3%	0.01%	0.1%
CITF	6230	5929	95%	18%	35%	27%	12%	3%	1%
CJEC	6243	5495	88%	19%	30%	22%	13%	3%	1%
CJMF	2825	1542	55%	23%	14%	9%	6%	1%	1%
CJSQ	4534	10	0.2%	0.2%	0%	0%	0%	0%	0%

Figure R: Quebec City Duplicated Spins by Station

- The highest number and percentage of duplicated spins is at CITF.
- Two other stations are close to CITF in terms of both the number and ratio of duplicated spins; CFOM and CJEC.
- CJSQ, SRC Espace Musique and CHXX have the lowest percentage of duplicated spins.
- CFEL, CFOM, CHIK, CITF and CJEC all share a significant percentage of music with at least 4 other stations.

SRC Espace Musique

50. The following table Figure S shows SRC Espace Musique' songs and spins detected over the 30 day period.

- SRC Espace Musique plays the largest library with 4655 titles. The next highest library is 3475 titles at Classic CJSQ.
- 95% of CBC Radio 2's songs (4403 titles) are exclusive to the station. 5% of CBC Radio 2's songs are shared with 6 other stations.
- Distinct title ownership of 95% is higher than the cumulative market rate of 84%.

SRC Espace Musique Song and Spin Duplication and Distribution by Station																	
Songs	Total	Exclusive		Duplicated		1 other		2 other		3 other		4 other		5 other		6 other	
		#	%	#	%	#	%	#	%	#	%	#	%	#	%		
SRC EM	4655	4403	95%	252	5%	98	2%	64	1%	42	1%	32	1%	12	0.3%	4	0.1%

Spins																	
SRC EM	6390	5925	93%	465	7%	182	3%	130	2%	74	1%	53	1%	21	0.3%	5	0.1%
Other Stns	3394	0	0%	3394	35%	423	12%	642	19%	717	21%	1017	30%	332	10%	263	8%
Total Spins	9784	5925	61%	3859	39%	605	6%	772	8%	791	8%	1070	11%	353	4%	268	3%

Duplicated Spins by Station	<i>CJEC</i>		<i>CFOM</i>		<i>CITF</i>		<i>CHEQ</i>		<i>CHIK</i>		<i>CFEL</i>		<i>CJMF</i>	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
3394	773	23%	635	19%	572	17%	456	13%	381	11%	255	8%	226	7%

<i>CHXX</i>		<i>CJSQ</i>	
#	%	#	%
86	3%	10	0.3%

Figure S: SRC Espace Musique Song & Spin Analysis

51. SRC Espace Musique shares 5% of its library a smaller portion than the 16% noted for the cumulative market. There is less reliance on mainstream material.
52. CJSQ plays the most distinct music with virtually all of its spins from unique titles. SRC Espace Musique ranks second with 93% of its airplay unique to the station.
53. The 252 songs SRC Espace Musique shares with other stations create 7% (465) of its spins. These songs generate 3394 spins at 9 other stations. In all these shared songs play 3859 times in 30 days making up 0.6% of all the market's airplay.
54. We look at the duplicated songs and spins to determine SRC Espace Musique' share of airplay. Figure S shows the 98 songs playing with one other station receive 182 spins at SRC thereby creating 3% of its airplay. The combined 605 spins with one other station means SRC Espace Musique' portion of spins from those 98 songs is 30% of the airplay for those songs in the market.
55. SRC Espace Musique' 252 duplicated songs generate 465 spins. Combining SRC Espace Musique and other stations' airplay (3394 spins) there is a total of 3859 combined spins.
 - The "Duplicated Spins by Other Stations" portion of the table identifies the origin of the 3394 other station spins. The top 5 stations are:
 - o CJEC AC 773 spins for 23% of the shared play
 - o CFOM Adult Hits 635 spins for 19% of shared play
 - o CITF AC 572 spins for 17% of shared play
 - o CHEQ Adult Hits 456 spins for 13% of shared play
 - o CHIK CHR/Top 40 381 spins for 11% of shared play
56. Over 90% of spins from shared songs with SRC Espace Musique are partnered with a wide variety of mainstream stations; 2 Adult Hits, 2 AC and 2 CHR / Top 40 stations.
57. SRC Espace Musique' duplicate songs are least played at Rock and Classical stations.

58. SRC Espace Musique duplicates titles that common thread audience from broad appeal formats like Adult Hits, CHR/ Top 40 and AC.

59. As shown in Figure O the 5 songs shared by 7 stations SRC Espace Musique common threads familiar songs with broad appeal in a low rotation. SRC Espace Musique rotates these duplicated songs in a slow rotation compared to the mainstream stations.

Quebec Market Data

60. Appended to this report are 5 Excel data files for the following time frames:

30 days: January 31 – March 1

Week 1: January 31 – February 6

Week 2: February 7 - 13

Week 3: February 14 - 20

Week 4: February 21 - 27

61. Each file contains market data including song and spin detections for the time frame including;

- A market and station summary
- A detailed breakout of exclusive and shared songs and spins by station
- Tracking of shared airplay by common stations.
- A market playlist showing the spins and placement by station by artist and title.
- The 30 day file includes individual playlists for each station.

Conclusion

62. This study shows CBC Radio 2 and SRC Espace Musique play the largest libraries in their respective markets.

63. CBC Radio 2 and SRC Espace Musique fundamentally provide a large swath of distinct unduplicated music.
64. The music that is shared with other market stations common threads the most popular commercial formats; in Calgary AC, Adult Hits and Classic Rock. In Quebec the complimentary format style varies slightly replacing Rock with CHR / Top 40.
65. The titles CBC Radio 2 and SRC Espace Musique share with their markets is played at a slower rotation than observed at commercial radio. This means these songs at CBC Radio 2 and SRC Espace Musique receive less frequent exposure.

V. LIST OF FIGURES

Figure A: Exclusive and Duplicated Airplay

Figure B: Four Week Exclusive And Duplicated Airplay

Figure C: Distribution Duplicated Songs and Spins

Figure D: Duplicated Song Rotation

Figure E: Songs and Spins at 7 Stations

Figure F: Percentage of Exclusive Songs

Figure G: Duplicated Songs by Station

Figure H: Percentage of Duplicated Spins

Figure I: Duplicated Spins by Station

Figure J: CBC Radio 2 Song & Spin Analysis

Figure K: Quebec Exclusive and Duplicated Airplay

Figure L: Quebec City Four week Airplay

Figure M: Quebec City Duplicated Songs and Spins

Figure N: Quebec City Duplicated Songs Rotation

Figure O: Quebec City Spins and Songs shared by Seven Stations

Figure P: Quebec City Duplicated Songs by Station

Figure Q: Quebec City Percentage of Duplicated Spins

Figure R: Quebec City Duplicated Spins by Station

Figure S: SRC Espace Musique Song & Spin Analysis