

RAM is a revolutionary airplay tracking service developed by CMJ in partnership with Audible Magic Corporation, the leading provider of content-based identification technology.

For 25 years, CMJ has stood alone as the steadfast partner and supporter of college/non-commercial/progressive radio and new music.

Through its publications (*CMJ New Music Report* and *CMJ New Music Monthly*), websites, data services and events, CMJ has consistently worked to be an innovator in music discovery, artist development and market analysis. Today, CMJ is taking a quantum leap in precision by implementing a new, more comprehensive method of airplay tracking, with RAM.

## THE RAMIFICATIONS!

1. RAM monitors, both locally and remotely, radio, TV, Internet and satellite broadcasts and delivers unmatched accuracy (virtually 100%).
2. In order to identify “under the radar” developments, RAM tracks airplay in markets large and small, domestic and international and covers a diverse mix of “early adopter” broadcasting formats.
3. RAM’s low cost, cutting edge technologies and intuitive user interface allow fully customizable reporting, accessible to anyone with a computer connected to the Internet.
4. RAM will prove to be a key factor in quantifying the link between airplay and sales for a wide variety of musical styles.
5. RAM tracks all music a station plays, regardless of spin count, album depth or release date to reflect the unique identity of each individual station.

### FOR ARTISTS/BANDS:

- a. RAM will help artists/bands more effectively target radio stations for servicing.
- b. With access to station logs and playlists, RAM allows artists to monitor the success of promotional and marketing efforts.
- c. Supplement RAM data with other CMJ products and services for a complete “do-it-yourself” artist development toolkit.

### FOR BROADCASTERS:

- a. RAM offers easy access to competitive radio play information.
- b. RAM will power a variety of administration services to automate the fulfillment of broadcaster reporting responsibilities to such entities as BMI, ASCAP, SESAC and RIAA.

### FOR PROMOTION AND MARKETING:

- a. RAM allows promotion executives to start records in “artist-development-friendly” college radio, progressive and secondary-market commercial stations monitored only by RAM.
- b. Supplement RAM data with CMJ reported airplay received from over 800 stations each week and 25 years of CMJ chart archives for a comprehensive market overview.
- c. RAM tools identify, quantify and anticipate emerging airplay stories.

### FOR A&R:

- a. RAM serves as a critical “Early Warning System” to find unsigned artists getting airplay at college, local, regional and even international radio stations.
- b. The *Repeat Detect*™ tool permits remote listening of new material receiving airplay for the first time.
- c. Correlate RAM data with CMJ retail sales information for insightful New Music alerts.

### FOR MUSIC PUBLISHERS:

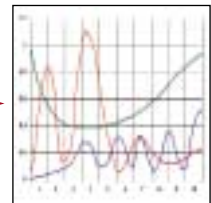
- a. RAM can monitor a limitless number of major and secondary market stations for performances of master recordings and other uses such as broadcast commercials and more.
- b. RAM eliminates the imprecise, convoluted and arbitrary station log/human sampling/weighting and extrapolation methodologies employed by most PROs.
- c. Audit PRO royalty disbursements and MRI calculations of “per program” licensee fees.
- d. Offers flexibility to license direct.

## FEATURES OF THE RAM APPLICATION INCLUDE:

- **RAM Top Charts** identify up to 500 of the most played songs, albums or artists across all genres.
- **RAM Top Specialty Charts** identify up to 100 of the most played songs, albums or artists by genre specialty.
- **Custom Charts** display charts based on the criteria that you provide including Chart Focus, Stations, Markets or Regions, Genre(s), Album Release Date, Record Contract Status (Signed or Unsigned) and/or Date Range.
- **Station Logs** allow you to view complete airplay information for a station and include information on the artists, songs, albums, labels and local times at which songs were played.
- **Station Playlists** allow you to view the most frequently played songs, albums, or artists for a given station within a user-specified NMR airplay cycle.
- **Artist Tracking Report** identifies when and where a specific artist, album or song was played.
- **First Spin Report** lists all stations that have played a song, album or artist for the first time during the most recent NMR airplay cycle.
- **Spin Level Report** identifies songs, albums or artists who receive a user-specified range of spins during a given NMR airplay cycle.
- **Adds Report** identifies stations that have begun playing a user-specified song or album during the most recent NMR airplay cycle.
- **Drops Report** identifies stations that ceased playing a user-specified song or album during the most recent NMR airplay cycle after having played it previously.

## HOW DOES RAM WORK?

- RAM identifies music by electronically “Listening” and then encoding a unique digital fingerprint for each audio program and matching it against the master database.
- The RAM Database is the largest in the industry with over 3.6 million song fingerprints, and growing.
- With its *Repeat Detect*™ functionality, RAM has the capacity to dynamically learn the identity of any song that is detected even if it is not initially in the database.
- RAM utilizes real-time technology (like online stock quotes) that delivers data with a delay of 5 minutes or less.



## SUBSCRIPTION SERVICE LEVELS

- **Service Level: Free** – Available on [www.cmj.com](http://www.cmj.com) to all CMJ Account holders.
- **Service Level: Artist/Band** – Designed for artists managing their own promotional and marketing campaigns.
- **Service Level: Broadcaster** – Designed for radio stations and other broadcasters.
- **Service Level: Indie** – Designed for the indie music business professional.
- **Service Level: Executive** – Designed for mid to large companies working with multiple artists throughout various stages of their development.

## GET RAM!

Artists, Broadcasters, Labels, Publishers and other parties interested in gaining access to or participating in RAM should contact CMJ at (917) 606-1908 Ext 244 or [ram@cmj.com](mailto:ram@cmj.com) or visit [www.cmj.com/RAM](http://www.cmj.com/RAM)