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**For Immediate Release**

## **COLEMAN INSIGHTS TO DEBUT NEW STUDY ON DIGITAL MEDIA USAGE AT CRS 2011**

**RESEARCH TRIANGLE PARK, NC, January 3, 2011** – New insights into how Country radio listeners use digital media—and how their usage compares to the perceptions of Country music industry professionals—will be the focus of a new research study that Coleman Insights will present at CRS 2011. Coleman Insights vice presidents Chris Ackerman and Sam Milkman will deliver the study’s findings and their recommendations on Thursday, March 3, 2011 at 11 AM Central Standard Time in the Nashville Convention Center.

“We are grateful to Country Radio Broadcasters for the opportunity to complete and deliver this study,” said Coleman Insights President/Chief Operating Officer Warren Kurtzman. “It will provide CRS 2011 attendees and the Country music industry with tremendous insights into how listeners are using the dizzying array of digital media platforms that are available to them.”

To complete the study, Coleman Insights will poll via online interviews thousands of 18- to 54-year-old Country radio listeners. The interviews will cover awareness, interest in and usage of digital media, including social media, smartphones, texting, streaming audio and video, and radio station and artist websites. At the same time, Coleman Insights will contact Country music industry professionals and measure their perceptions of how consumers use digital media. A major focus of the study will be on how aligned those perceptions are with what Country radio listeners are actually doing when it comes to digital media.

### **About Coleman Insights**

Coleman Insights, headquartered in Research Triangle Park, North Carolina, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by CBS Corporation, Sony Corporation, Emmis Communications, The Walt Disney Company, Lincoln Financial Media, Clear Channel Communications, EMI, Radio One, Warner Music Group, NPR, Astral Media, Bonneville International Corporation, Vivendi SA, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, Beasley Broadcast Group, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media and Hubbard Broadcasting. Additional information about Coleman Insights is available at [www.ColemanInsights.com](http://www.ColemanInsights.com).

### **About CRB**

The Country Radio Broadcasters, Inc. ® is a 501 (c) 3 non-profit organization founded in 1969 to bring radio broadcasters from around the world together with the Country music industry to ensure vitality and promote growth in the Country radio format. More information may be obtained at [www.CRB.org](http://www.CRB.org) or at the CRB office at (615) 327-4487.

### **About CRS**

The Country Radio Seminar is an annual convention designed to educate and promote the exchange of ideas in the Country music industry. Country Radio Seminar is a registered trademark of Country Radio Broadcasters, Inc. CRS 2011 is held March 2-4, 2011, in Nashville, Tennessee. Registration is currently available online at [www.CRB.org](http://www.CRB.org) or by contacting the Country Radio Broadcasters at (615) 327-4487.

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