

NLogic Case Study

CKUA adopts
custom
dashboard to
drive efficiencies.

ckua

nlogic



Tell us a bit about your company.

Broadcasting continuously since 1927, CKUA is Canada's oldest public broadcaster and operates a network of 16FM transmitters across Alberta. We've been streaming our signal since 1996 and introduced our mobile app in 2017.

Although we hold a limited commercial license, more than 65% of our annual operating budget comes directly through financial contributions from CKUA listeners who support our mission to be Alberta's voice for music, arts & culture.



What challenges were you facing?

Like all broadcasters and media outlets, our primary challenge is the ongoing increase of media competition for CKUA's audience. To compete effectively, we need to always have our pulse on our audiences.

Like other arts organizations our reach is greater than our grasp and we were struggling with finding the time to update our audience data reports in a timely fashion. While the tools we used are very powerful, we still needed to find the time to generate reports and analyze the data.

This meant programming decisions were being delayed and sales opportunities lost.



“Our programming team now has more visibility into the data and can adapt their programming as necessary.”

DAVID WARD

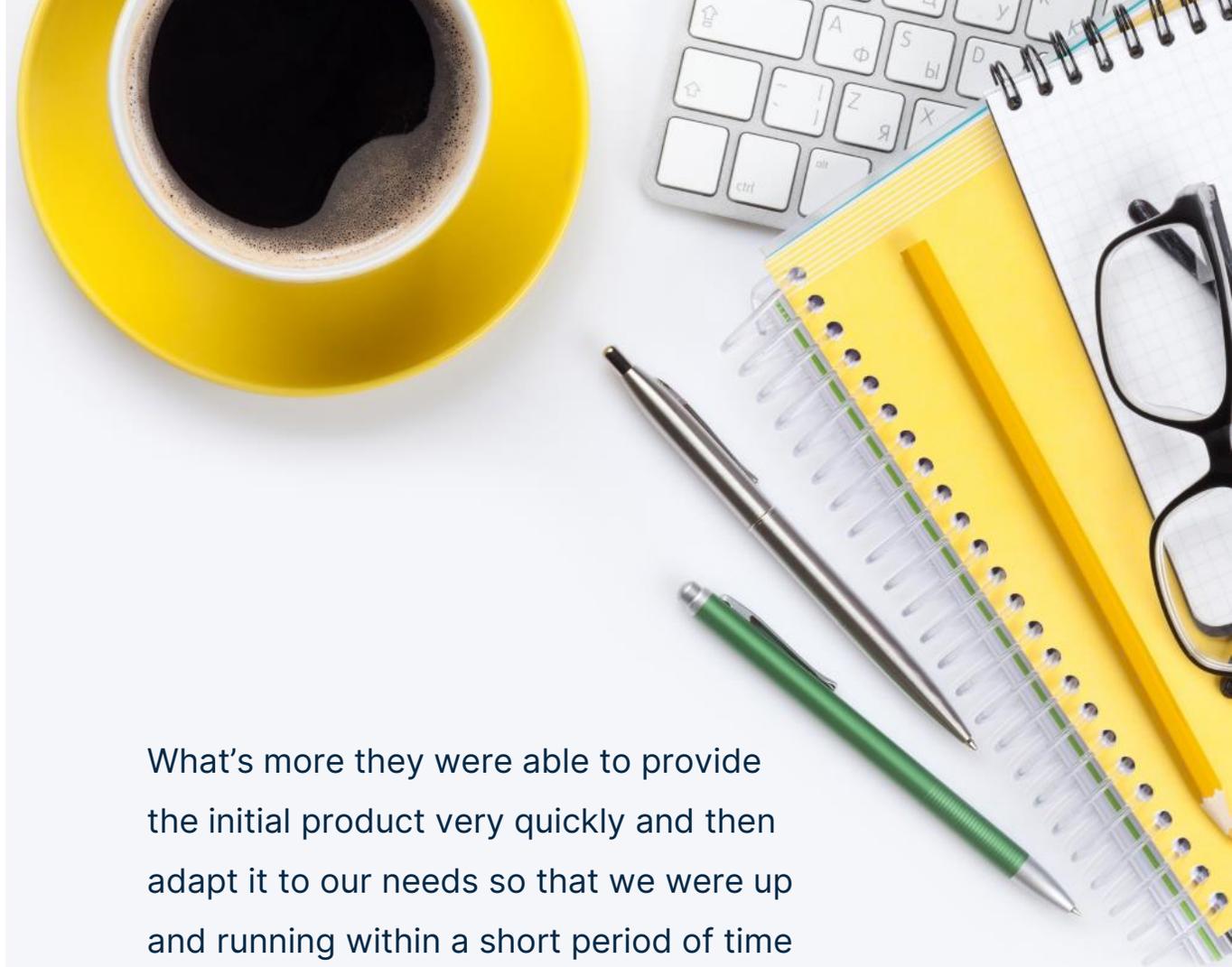
Director of Programming, CKUA Radio Network



How did NLogic help?

As a result of the additional pressures CKUA was facing during the COVID-19 pandemic, we reached out to NLogic, explaining the roadblocks we were experiencing by keeping the data collation and graphing in-house.

Familiar with our unique challenges and opportunities, NLogic proposed a customized solution that would result in the creation of a streamlined, cloud-based dashboard that would gather and display the primary data (AMA, Share, weekly come, age demographics).



What's more they were able to provide the initial product very quickly and then adapt it to our needs so that we were up and running within a short period of time from our initial discussion.



**Familiar with our challenges
and opportunities NLogic
proposed the perfect
solution.**

DAVID WARD

Director of Programming, CKUA



How has the new dashboard helped?

Upon the creation of the dashboard the results were immediate. CKUA's Program Director's time has been streamlined considerably. Rather than having to spend upwards of a week each quarter gathering data and preparing reports for the management group and Board of Directors, that same task can be completed in a few hours and shared monthly.

CKUA's on-air team is now also able to see audience data every month and adapt their programming as necessary.

Lastly, positive feedback has also come from the Board of Directors who appreciate having the data presented in a timely and easily digestible fashion.

INTERESTED IN LEARNING MORE?

Contact us for information.



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