

AirCheck Adjacency Report

Report Name: [REDACTED]
 Client: [REDACTED]
 Report Dates: 21/06/2023 - 30/06/2023

Schedule Code: N/A
 Compliance Margin: 5 seconds
 Campaign Runs: Sunday to Saturday

Station: All stations
 Key Number: All key numbers
 Spot Type: All spot types
 Bonus Filter: All spots

Sydney						
WSFM 101.7	Broadcast Time	Product	Key Number	PIB	Competitor	PIB
	23/06/2023 1:57:09 PM	[REDACTED]	[REDACTED]22R_15_S	10/13	Snooze	3/13
	28/06/2023 3:57:08 PM	[REDACTED]	[REDACTED]23R20-15-S	8/14	Snooze	4/14
WSFM 101.7 has competitor adjacency in 2% of the ad breaks (2 of 90).						

Melbourne						
FOX FM	Broadcast Time	Product	Key Number	PIB	Competitor	PIB
	28/06/2023 6:18:55 AM	[REDACTED]	[REDACTED]23R20-15-S	7/11	PillowTalk	3/11
	29/06/2023 5:59:19 AM	[REDACTED]	[REDACTED]23R20-15-S	8/10	PillowTalk	4/10
	29/06/2023 9:54:05 PM	[REDACTED]	[REDACTED]23R20-15-S	11/14	PillowTalk	13/14
FOX FM has competitor adjacency in 4% of the ad breaks (3 of 69).						

Adelaide						
SAFM	Broadcast Time	Product	Key Number	PIB	Competitor	PIB
	21/06/2023 5:47:58 PM	[REDACTED]	[REDACTED]22R_15_S	6/7	Dreamland	5/7
	22/06/2023 7:01:37 PM	[REDACTED]	[REDACTED]22R_15_S	8/10	Dreamland	7/10
	23/06/2023 7:58:36 AM	[REDACTED]	[REDACTED]22R_15_S	8/10	Dreamland	7/10
	24/06/2023 6:18:15 AM	[REDACTED]	[REDACTED]22R_15_S	3/12	Dreamland	6/12
	28/06/2023 3:00:06 AM	[REDACTED]	[REDACTED]23R20-15-S	2/8	Dreamland	8/8
	28/06/2023 6:48:07 AM	[REDACTED]	[REDACTED]23R20-15-S	8/9	PillowTalk	7/9
	28/06/2023 11:02:11 AM	[REDACTED]	[REDACTED]23R20-15-S	7/11	Dreamland	9/11
	28/06/2023 7:05:17 PM	[REDACTED]	[REDACTED]23R20-15-S	7/11	PillowTalk	8/11
	28/06/2023 8:14:29 PM	[REDACTED]	[REDACTED]23R20-15-S	5/10	PillowTalk	7/10
	29/06/2023 12:45:26 AM	[REDACTED]	[REDACTED]23R20-15-S	2/8	Dreamland	8/8
	29/06/2023 11:58:49 AM	[REDACTED]	[REDACTED]23R20-15-S	8/10	Dreamland	1/10
	29/06/2023 3:25:48 PM	[REDACTED]	[REDACTED]23R20-15-S	6/10	PillowTalk	10/10
	30/06/2023 1:40:23 PM	[REDACTED]	[REDACTED]23R20-15-S	7/9	PillowTalk	5/9
	30/06/2023 4:35:12 PM	[REDACTED]	[REDACTED]23R20-15-S	7/12	PillowTalk	5/12
SAFM has competitor adjacency in 22% of the ad breaks (14 of 61).						

Report Summary
19 Total Adjacencies, 5 Direct Adjacency, 5 Close Adjacency (within 2 spots).

