

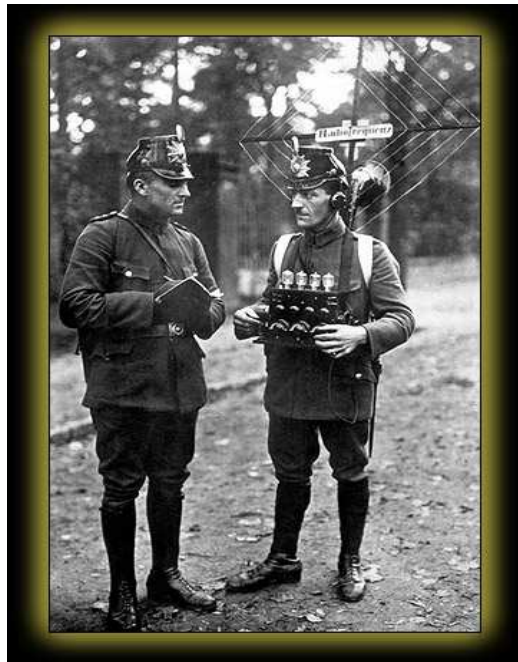
General Assembly 2007

Keynote

Leif Lonsmann
Vice President
World DMB Forum

Radio

FROM GLORIOUS (ANALOGUE) PAST...



...TO EXCITING (DIGITAL) FUTURE



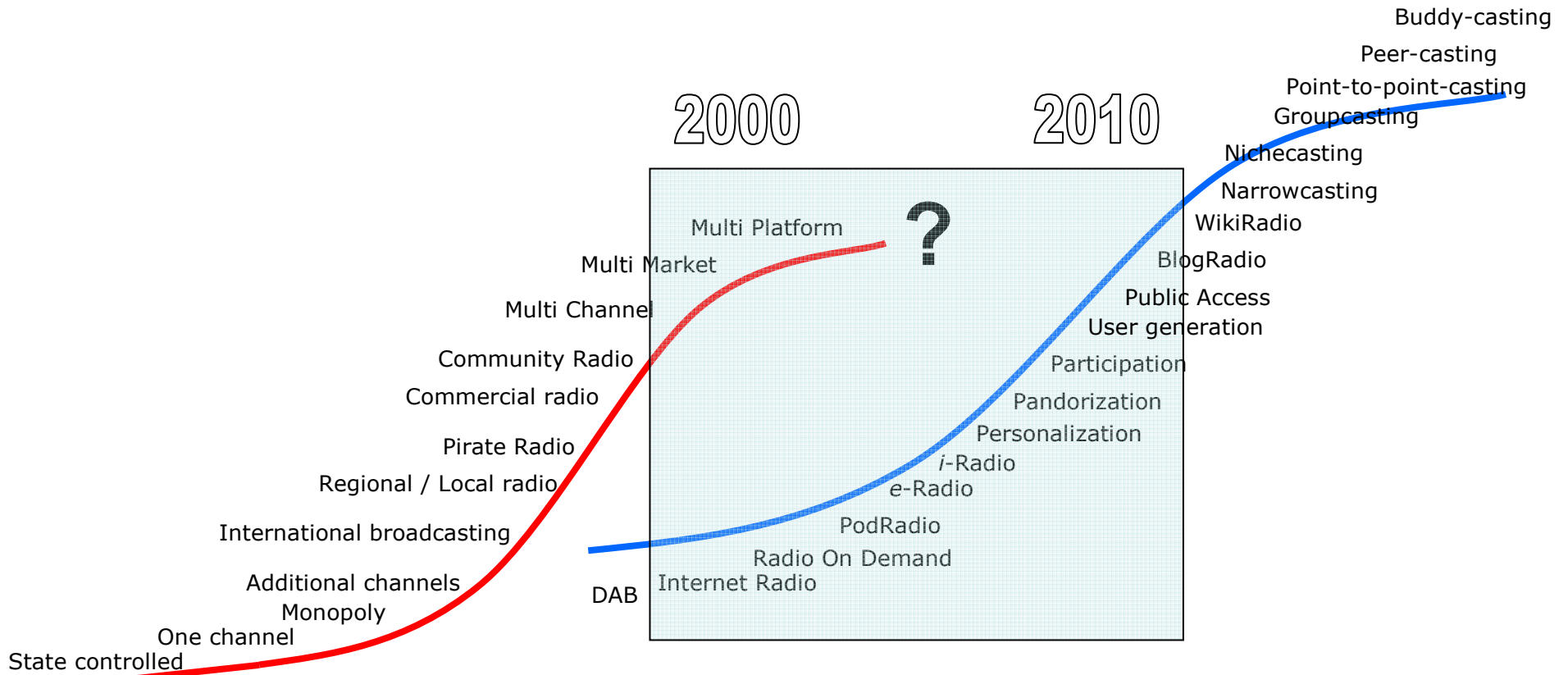


[Marshal Jozef Pilsudski talks into microphone 1924]

PR Poland

”I am standing before this very strange looking horn and think of my voice which is parting from me and setting out freely somewhere into the world without me, without its owner. What funny ideas do people have! Really, it’s hard not to laugh over the strange development that will now befall Mr. Pilsudski’s voice. I just imagine some fellow turning on the winding key, pressing the button and letting the horn speak in place of me!”

Pull Radio



Push Radio

Radio in transition







we have more
in common
than you think

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Homo Audiens

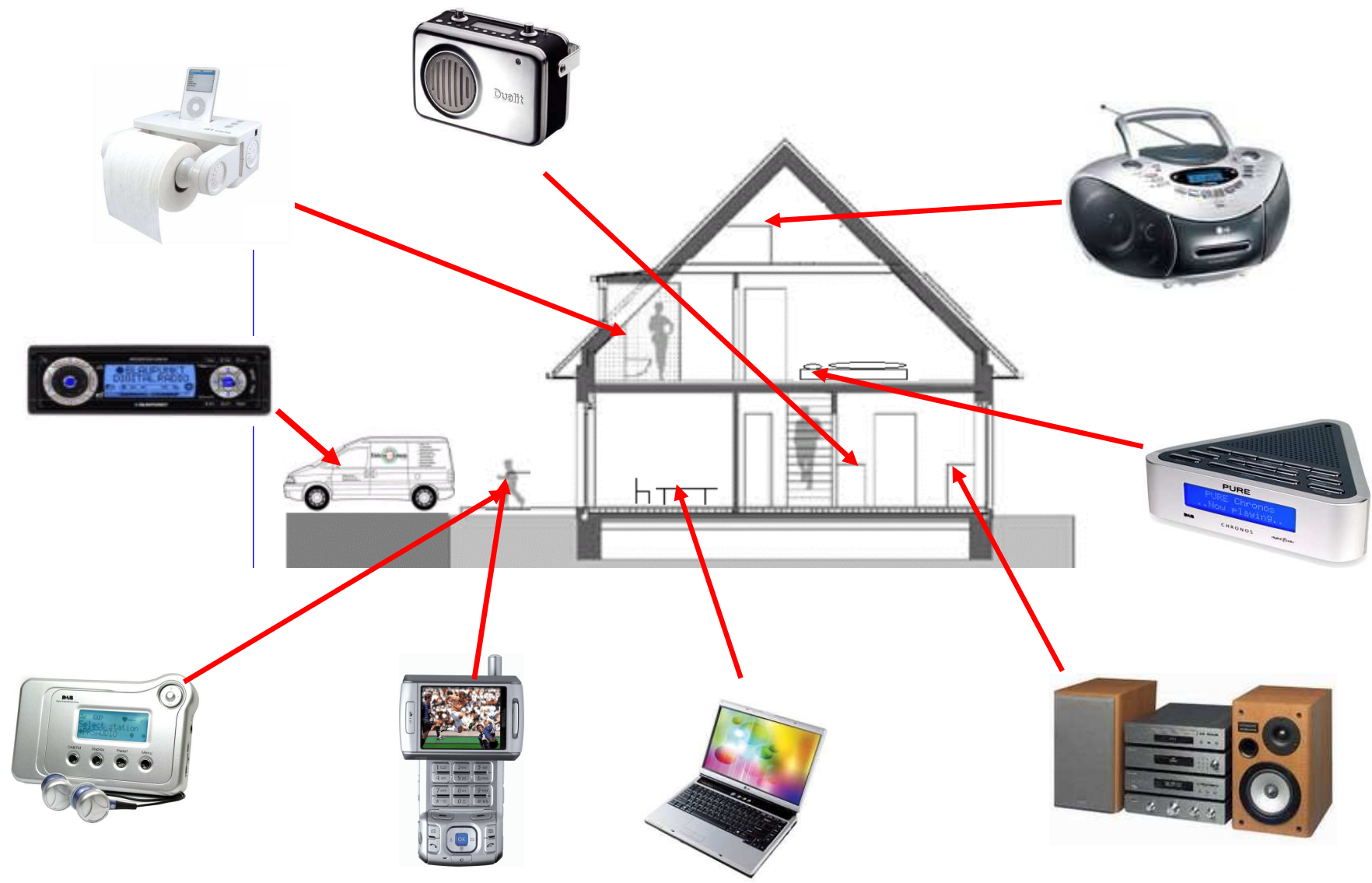








Reed Saxon / AP file





European 16-24year olds intending to use their mobile/PDA/Blackberry to...

	Nordics	UK	France	Germany	Spain	Italy	Belgium	N'lands	Denmark	Norway	Sweden
Surf the net	29%	19%	29%	16%	23%	25%	26%	20%	10%	38%	40%
Watch TV	36%	29%	28%	17%	32%	19%	23%	28%	22%	40%	41%
Email	46%	24%	37%	27%	40%	40%	36%	30%	43%	52%	45%
Radio	61%	31%	44%	33%	51%	32%	37%	46%	59%	53%	64%

EIAA 2006

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EIAA 2006





July 2007: Stuff Top 10 of everything

- *Portable MP3s*
- *Smartphones*
- *Phones*
- *Portable video*
- *Desktop PCs*
- *Laptops*
- *Televisions*
- *Camcorders*
- *Video recorders*
- *Digital Cameras*
- *Home cinema*
- *Hi-fi*
- *Gaming*
- *Life, etc.*
- *Sat-nav*

Mass Medium



Group Medium



Personal Medium



How Endless Choice Is Creating Unlimited Demand

The Long Tail

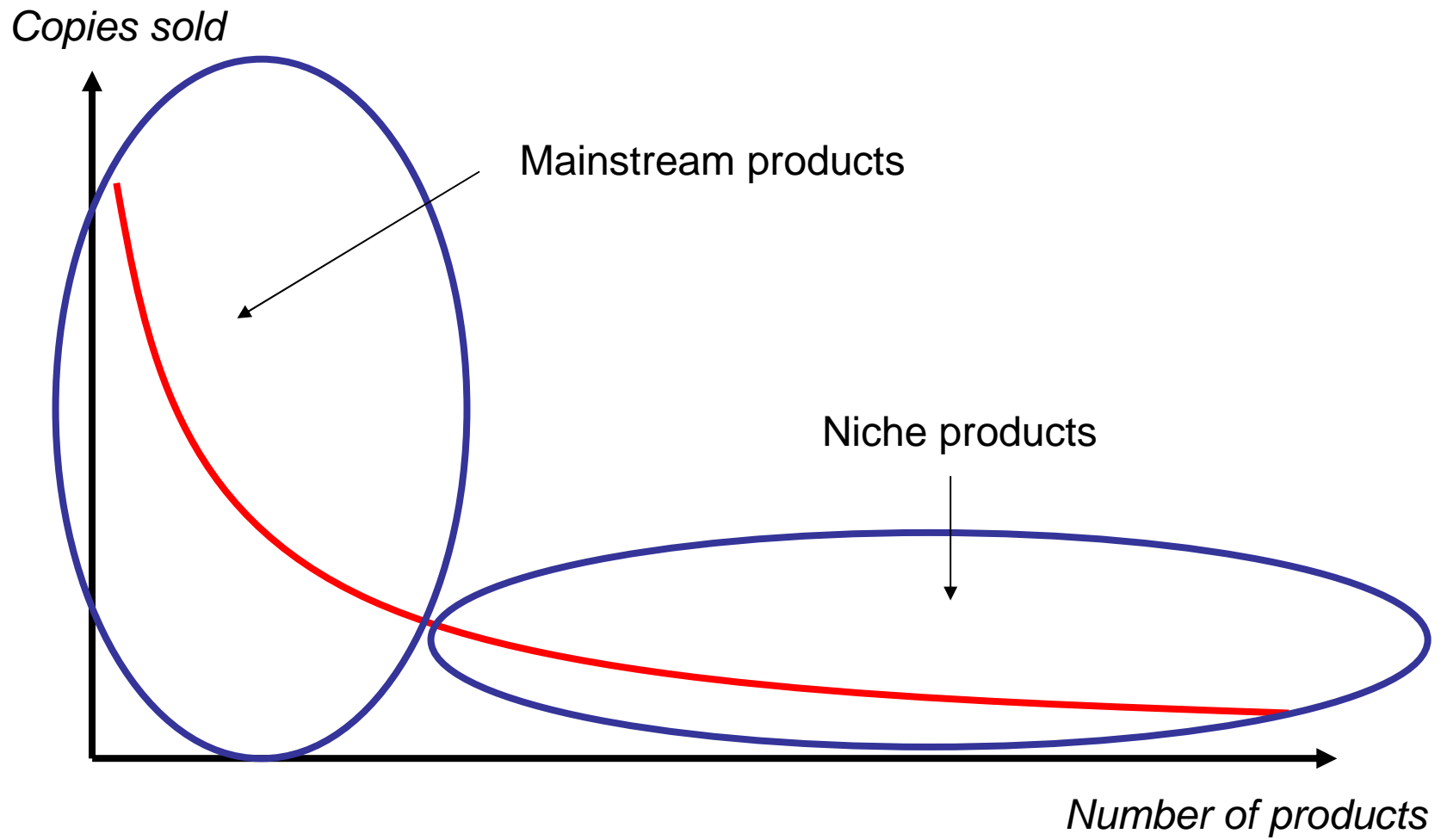


Why the Future of Business
Is Selling Less of More

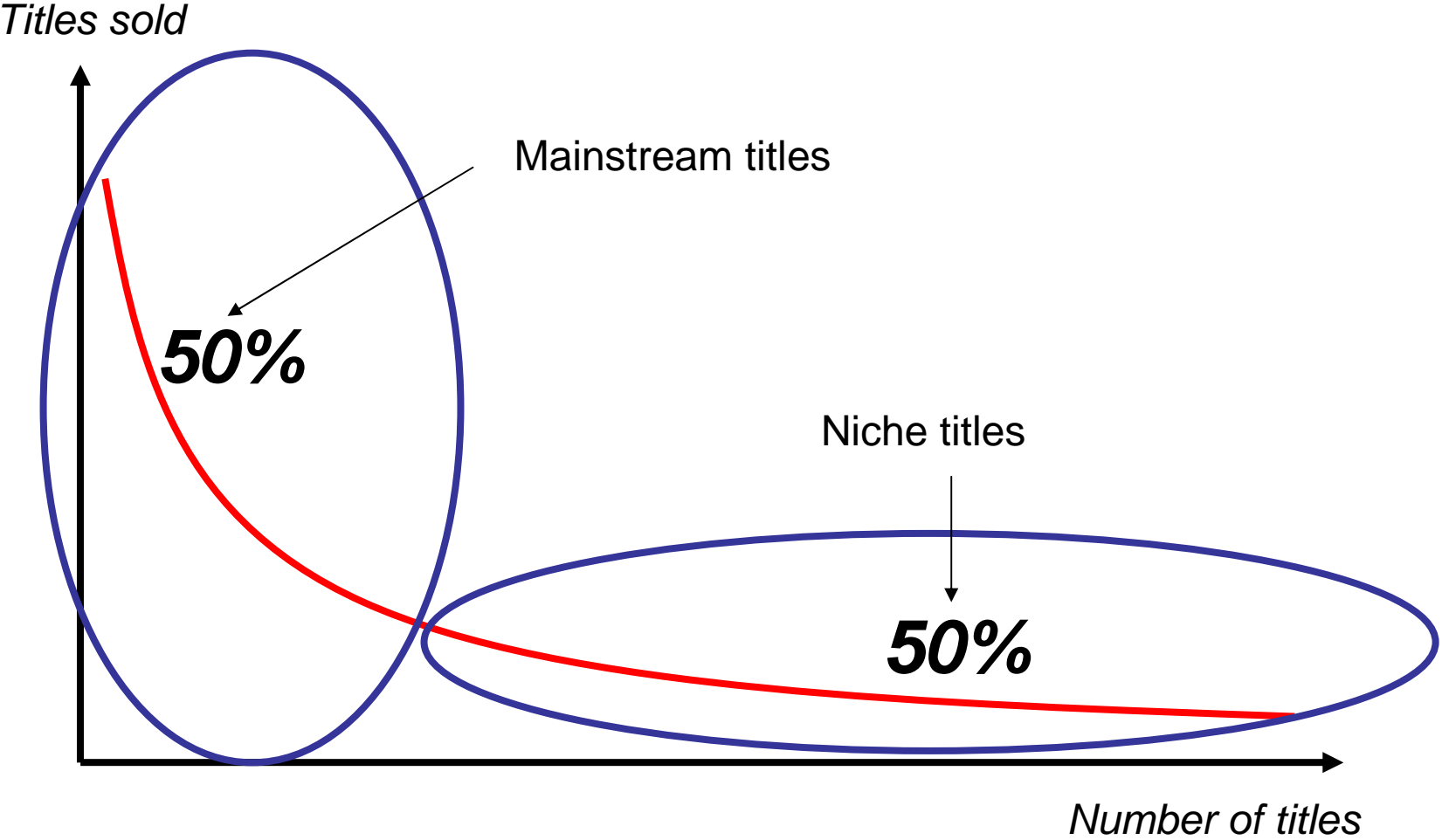
CHRIS ANDERSON

*"Anderson's insights influence Google's strategic thinking in a profound way.
READ THIS BRILLIANT AND TIMELY BOOK."
—ERIC SCHMIDT, CEO, GOOGLE*

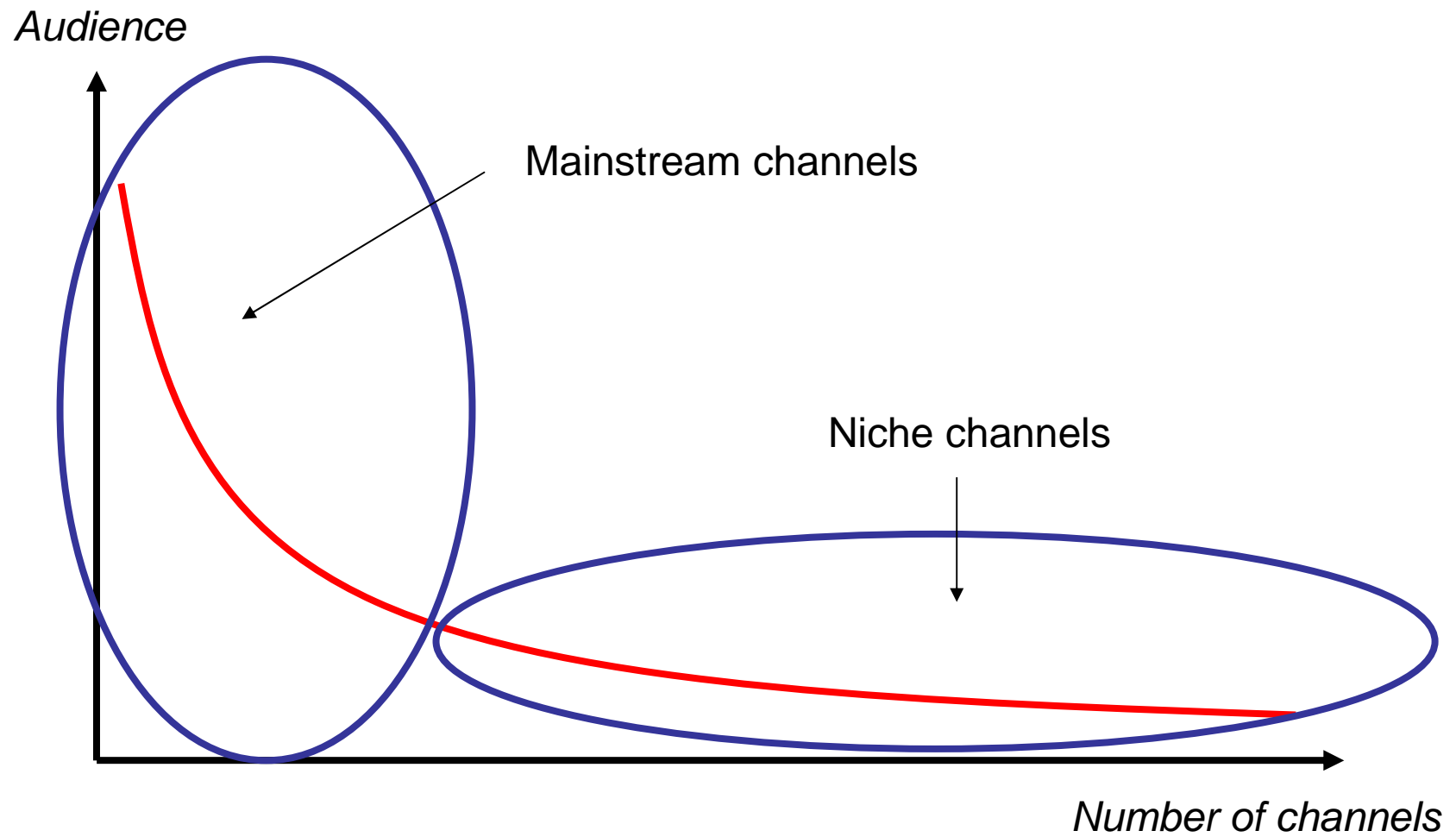
The long tail



Amazon's long tail

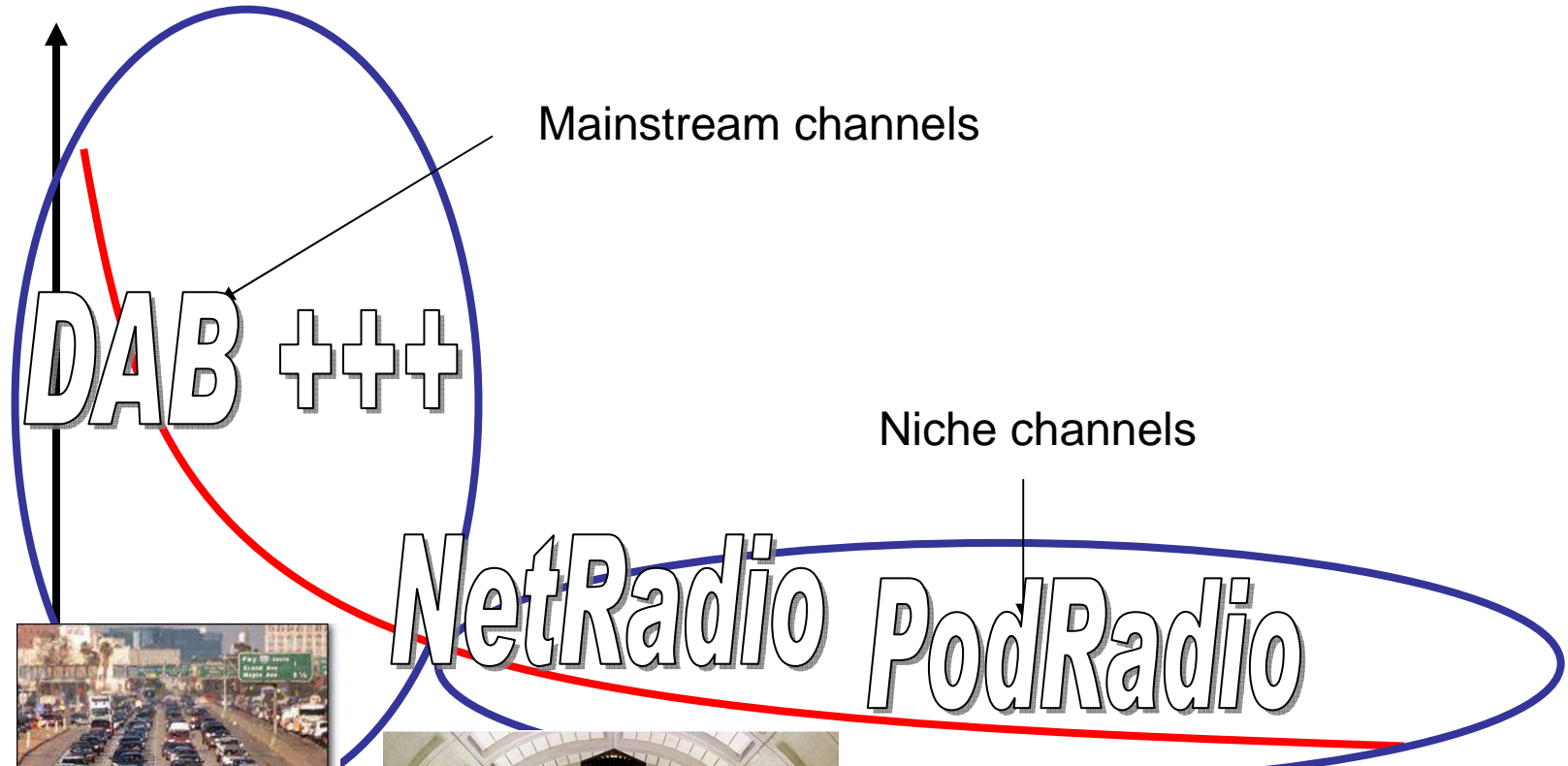


Radio's long tail



Radio's long tail

Audience



Number of channels

Divergence of devices

Convergence of functions

Content may be King, but

Choice is God, and

Convenience combines the two



[Albert Einstein about the invention of radio 1930]

ARD/SWR, Germany

”Honoured listeners, whether present or absent, when you listen to the radio, remember just how it was that man came to be in possession of this wonderful instrument of communication. The original source of all technical achievements is divine curiosity, the playful patience and investigative impetus of the researcher, and no less the constructive imagination of the technical inventor”