

Connecting to Radio via Mobile

WorldDMB, Berlin

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Chris Gould, CEO, All In Media



All In Media



- ▶ Established in 2007
- ▶ A market-leading range of systems for managing visual radio services across digital radio platforms, and development of iPhone & Android apps
- ▶ Offices in UK, Australia & Malaysia
- ▶ Worldwide client base:
 - Europe
 - Australia
 - Asia
 - Canada

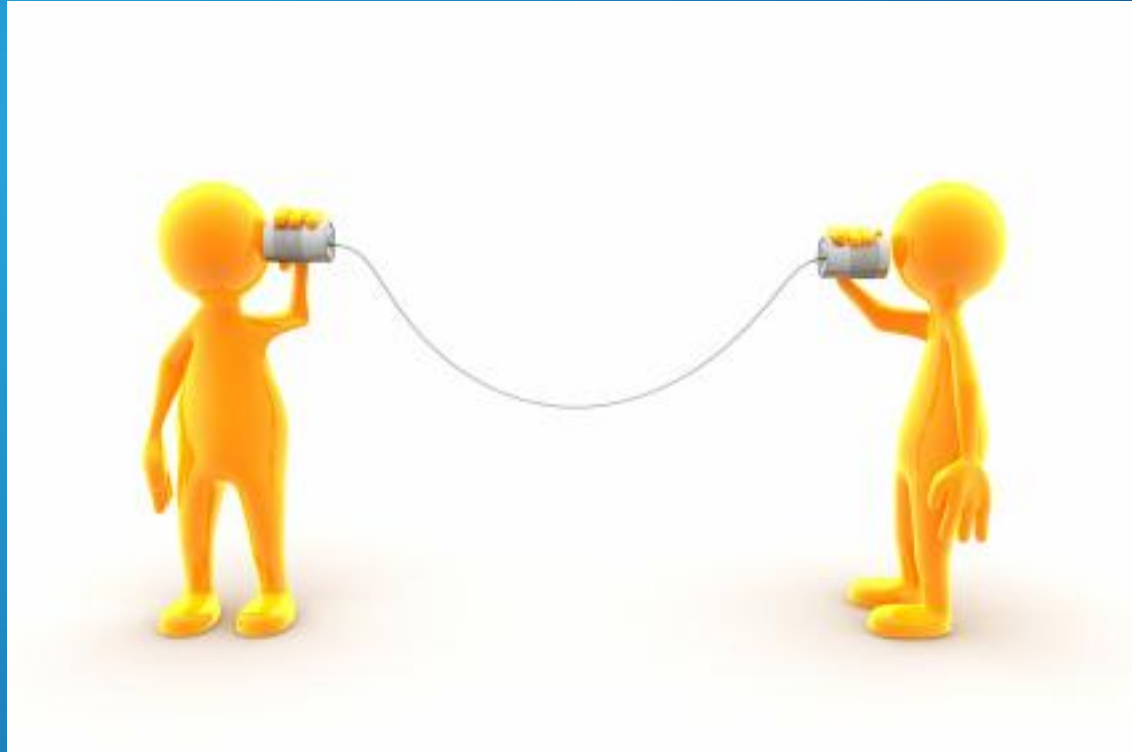


Smartphone apps for radio

- Developing apps for radio stations since 2009
- Over 200 apps released for iOS and Android



Listening to radio via mobiles





Some stats from the UK...



- ▶ Ofcom research 2012;
 - ▶ 45% of the UK population have a smartphone
 - ▶ 55% of people are aware you can listen to live radio on a smartphone

- ▶ RAJAR Q3 2012;
 - ▶ 17.5% of all adults have listened to radio via mobile phone
 - ▶ Over a third of all 15-24 year olds have listened to radio on their phone

- ▶ RAJAR 2010;
 - ▶ 26% of smartphone users have downloaded a radio app
 - ▶ Of those users 44% use their radio apps at least once a week

- ▶ BBC – August 2012
 - ▶ 3 million requests for online radio streams from mobile devices

From our own analytics...



▶ October 2012

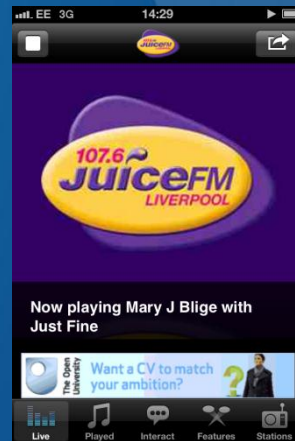
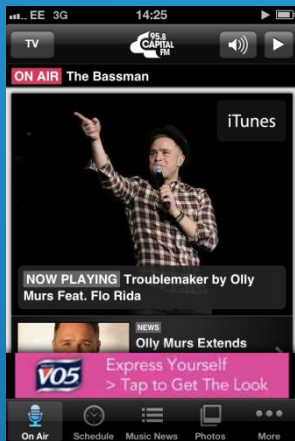
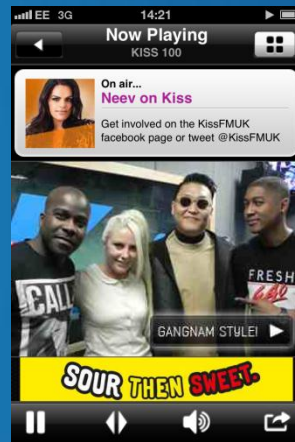
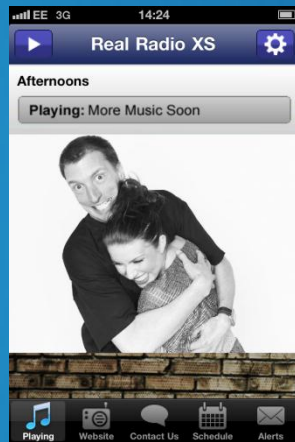
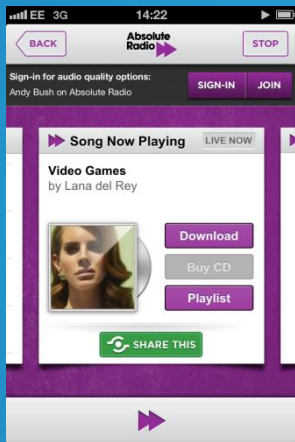
- ▶ Split between listening is 53% wifi, 47% mobile
- ▶ Average listening time varies between apps – but is between 15 and 40 minutes
- ▶ Over 75% of listening to our apps is within the same country as the radio station

Why mobile?



- ▶ New ways to interact with their listeners
 - ▶ New ways to make radio more relevant to their listeners
 - ▶ New ways to make their radio station stand out from the rest
 - ▶ New ways to generate revenue
-
- ▶ **Making radio relevant in the digital age... #redefiningradio**

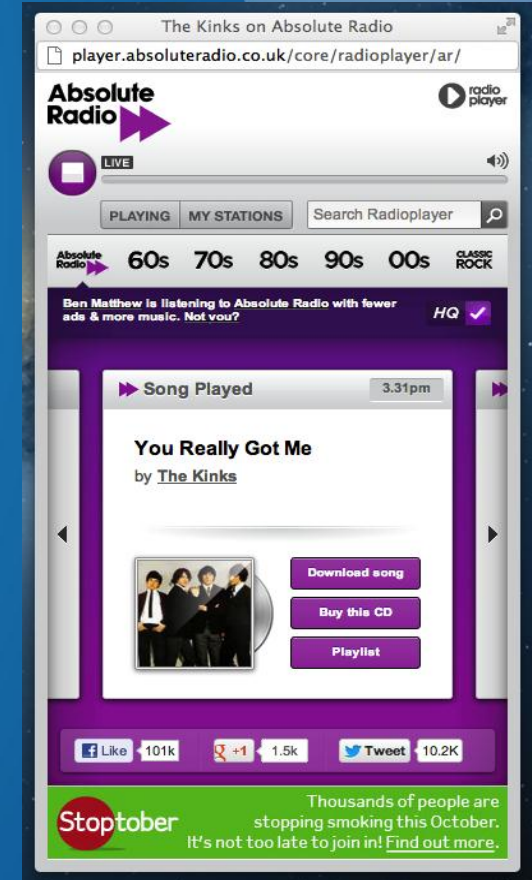
Radio station apps



Instream



- ▶ Personalised Internet Streaming
- ▶ Fewer ads
- ▶ Relevant, targeted, visualised ads
- ▶ More music
- ▶ Absolute Radio are pioneering this in the UK



Instream



- ▶ It's not just about the adverts!
- ▶ Anything can be replaced
 - ▶ Travel
 - ▶ News
 - ▶ Even songs



Instream

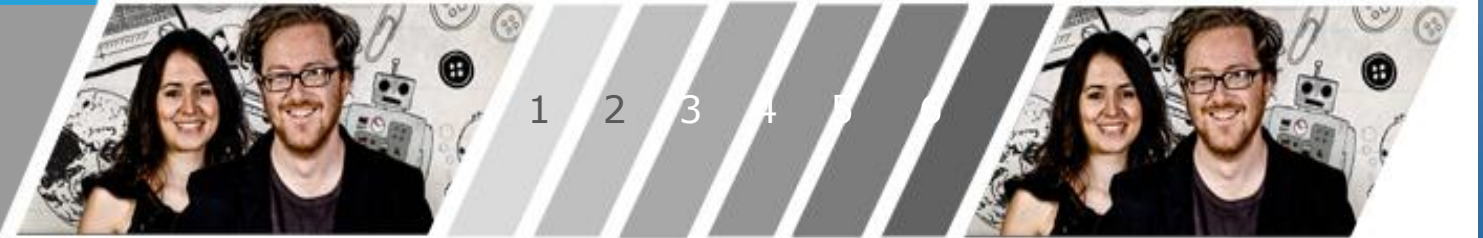


Broadcast:

Live Programming

Commercial Break

Live Programming



In Stream:

Live Programming

Targeted Ads

Extra Content

Live Programming



In-car opportunities



- ▶ Targetted advertising
- ▶ Localised traffic reports
- ▶ Personalised content



The screenshot shows a web browser window with the URL `player.absoluteradio.co.uk/core/radioplayer/ar/`. The page features the Absolute Radio logo and a 'radio player' icon. A 'LIVE' indicator is present, along with navigation buttons for 'PLAYING', 'MY STATIONS', and a search bar labeled 'Search Radioplayer'. Below this is a genre selection bar with options: 'Absolute Radio', '60s', '70s', '80s', '90s', '00s', and 'CLASSIC ROCK'. A notification banner reads: 'Ben Matthew is listening to Absolute Radio with fewer ads & more music. Not you? HQ ✓'. The main content area displays a 'Song Played' notification for 'You Really Got Me' by The Kinks, timestamped at 3.31pm. Below the song title is a photo of the band and three buttons: 'Download song', 'Buy this CD', and 'Playlist'. At the bottom of the player, there are social media sharing options: 'Like 101k', '+1 1.5k', and 'Tweet 10.2K'. A green banner at the very bottom promotes 'Stoptober' with the text: 'Thousands of people are stopping smoking this October. It's not too late to join in! Find out more.'

Radioplayer



- ▶ Industry-owned
- ▶ 330 UK stations
- ▶ Desktop
- ▶ Mobile



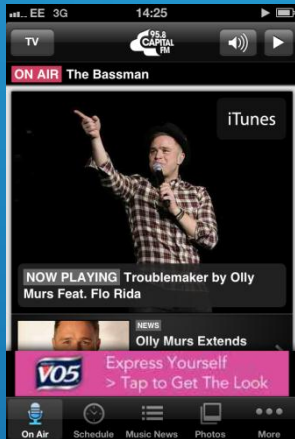
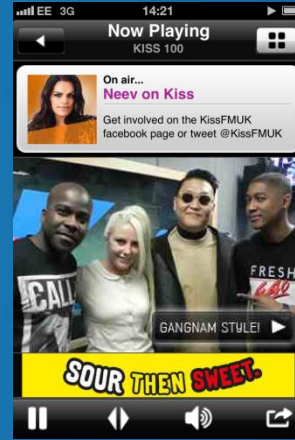
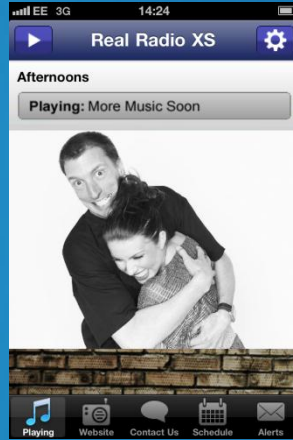
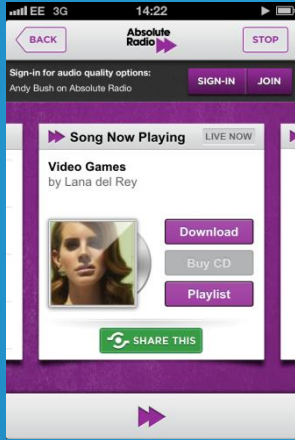
Radioplayer



- ▶ We were commissioned by UK Radioplayer Limited to develop the industry app for UK radio
- ▶ The iOS app was launched in the UK at the beginning of October 2012, and Android launched earlier this week
- ▶ The app enables users to listen to live and on-demand content from both the BBC and commercial radio stations



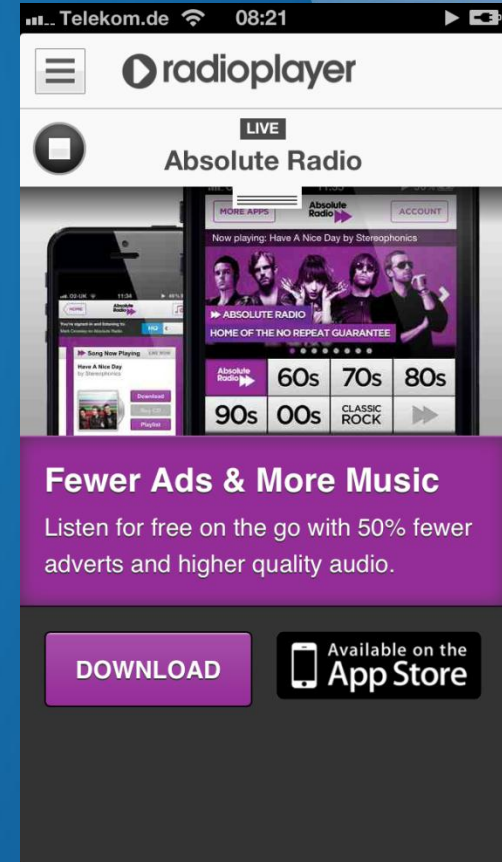
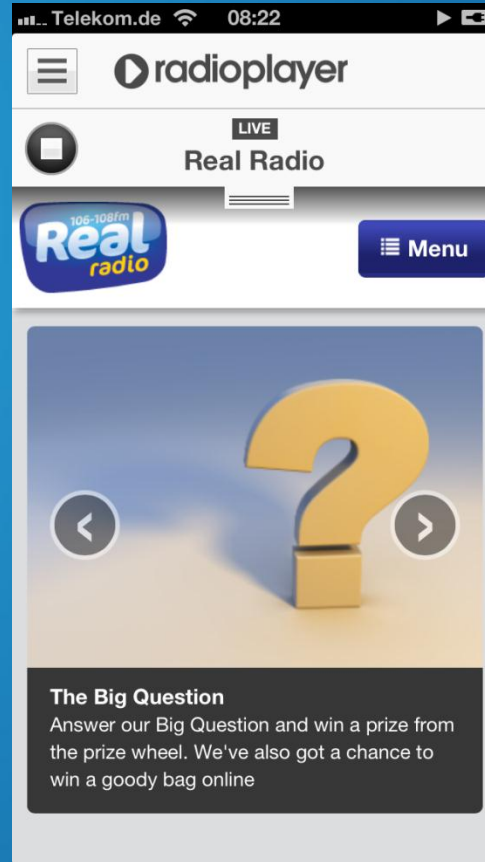
Radioplayer



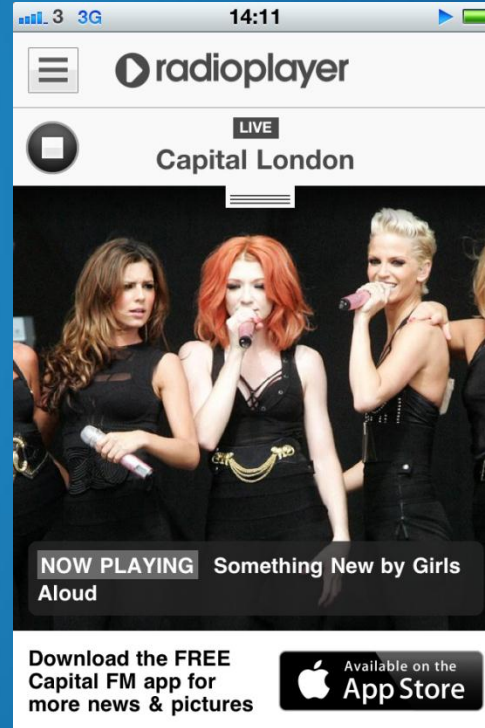
Radioplayer



Radioplayer - webview



Radioplayer - webview



Radioplayer



Hybrid Radio



Broadcast works for the mass market
Low Cost, Ubiquitous, Free

The Internet adds additional value
Enhanced content and Transactions



Connecting Broadcast & IP



- ▶ Converged, connected cars
 - ▶ FM / HD Radio / DAB / DAB+
 - ▶ LTE / 4G / 3G / WiFi / Wired

- ▶ Re-package Broadcast Radio - make it look like streaming radio?
 - ▶ Audio over reliable broadcast
 - ▶ Meta-data and enhancement data over IP

A photograph of a standard wall outlet with a blue overlay. The overlay contains the text "Open Standards for Hybrid Radio" in white. The outlet is a standard North American type with two vertical slots and a round grounding hole. A black cord is plugged into the right side of the outlet. The background is a light-colored wall.

Open Standards for Hybrid Radio

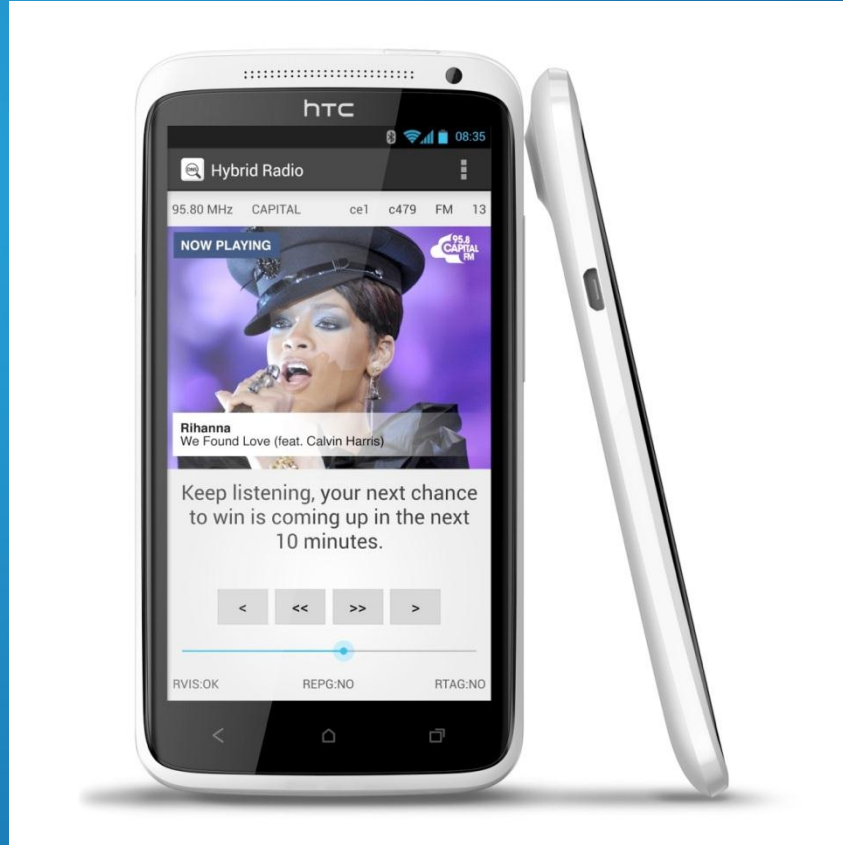
RadioDNS



www.radiodns.org



DAB+ - FM - IP Switching



🔊 NOW PLAYING

ED SHEERAN -
Lego House

95-106
CAPITAL
FM

On air now
The Bassman
1pm-4pm

Radio  VIS

Radio



Capital

Now: The Bassman

Next: Greg Burns



Classic fm

Now: Jamie Crick

Next: Classic fm Drive



Heart

Now: Nick Snaith

Next: Tim Lichfield



LBC

Now: Julia Hartley-Brewer

Next: James Whale

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Radio TAG



MEMO

TAG



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Tagged



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Radio TAG

my tags



#redefiningradio



- ▶ Innovation is happening in the radio industry, at station and industry level
- ▶ New technologies provide opportunities for broadcasters and car manufacturers
- ▶ Collaboration between radio industry and manufacturers is key



Thank you



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