

# Future Thinking Broadcaster

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Global Radio (UK)



# Global Radio

UK's largest commercial  
radio company

16.8% market share

19.9m adult listeners per  
week

Large DAB Commitment

All stations simulcast

Expanded coverage



heart



**Grow Audiences**

**Grow Listening Hours**

**Grow Revenue**

**Distribution**

**Competition**

**Fragmentation**

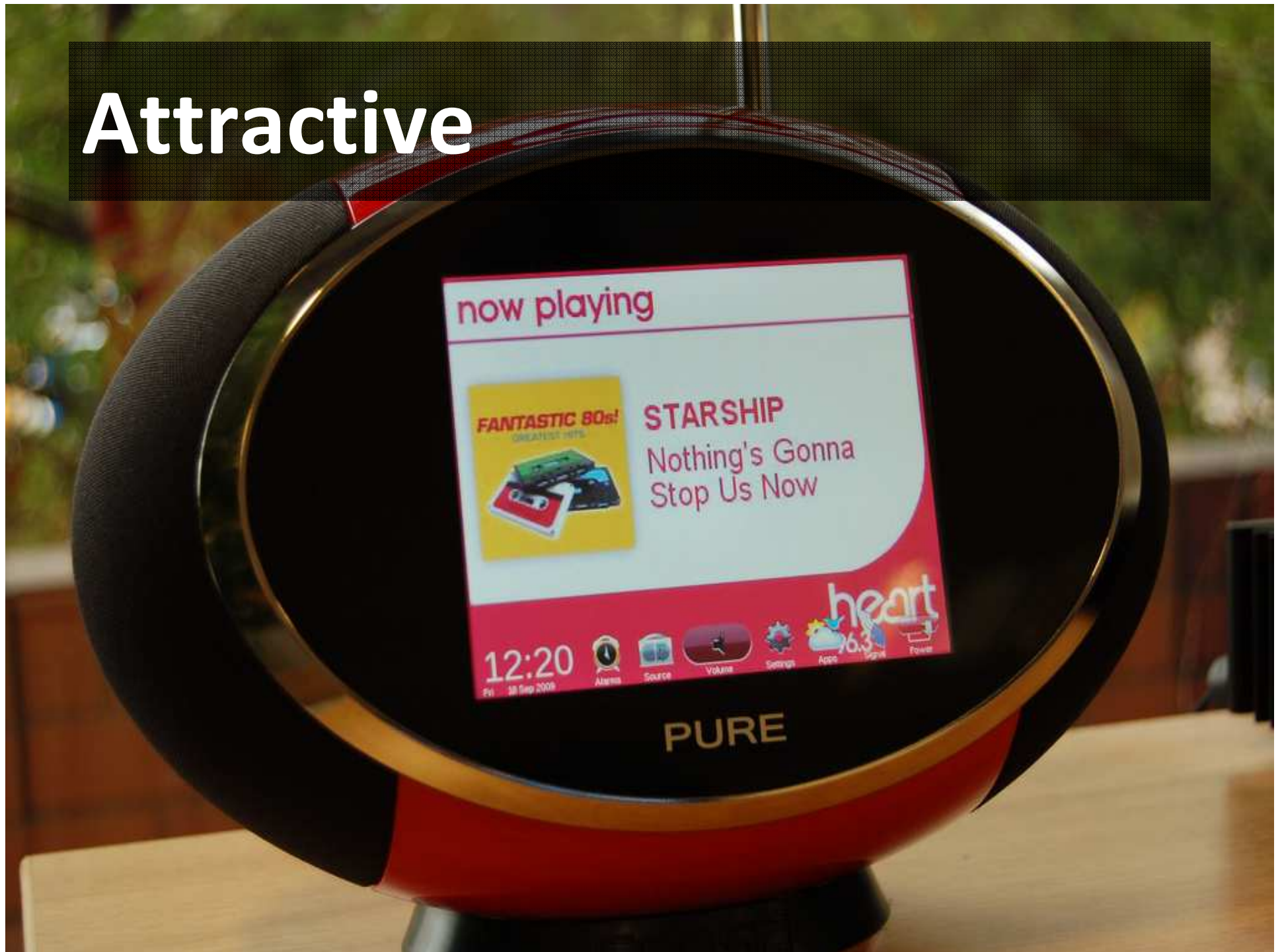
**Attractive**

**Choice**

**Interactive**



Attractive



# Visualised Radio

Looks modern

Useful information and  
entertainment

New value to  
advertisers

More effective  
communication





# Choice





# Choice

More choice

New services

Niche and specialist

EPG for radio



# Interactive



# Interactivity

Instant fulfilment

Provide access to browsable, rich, relevant content

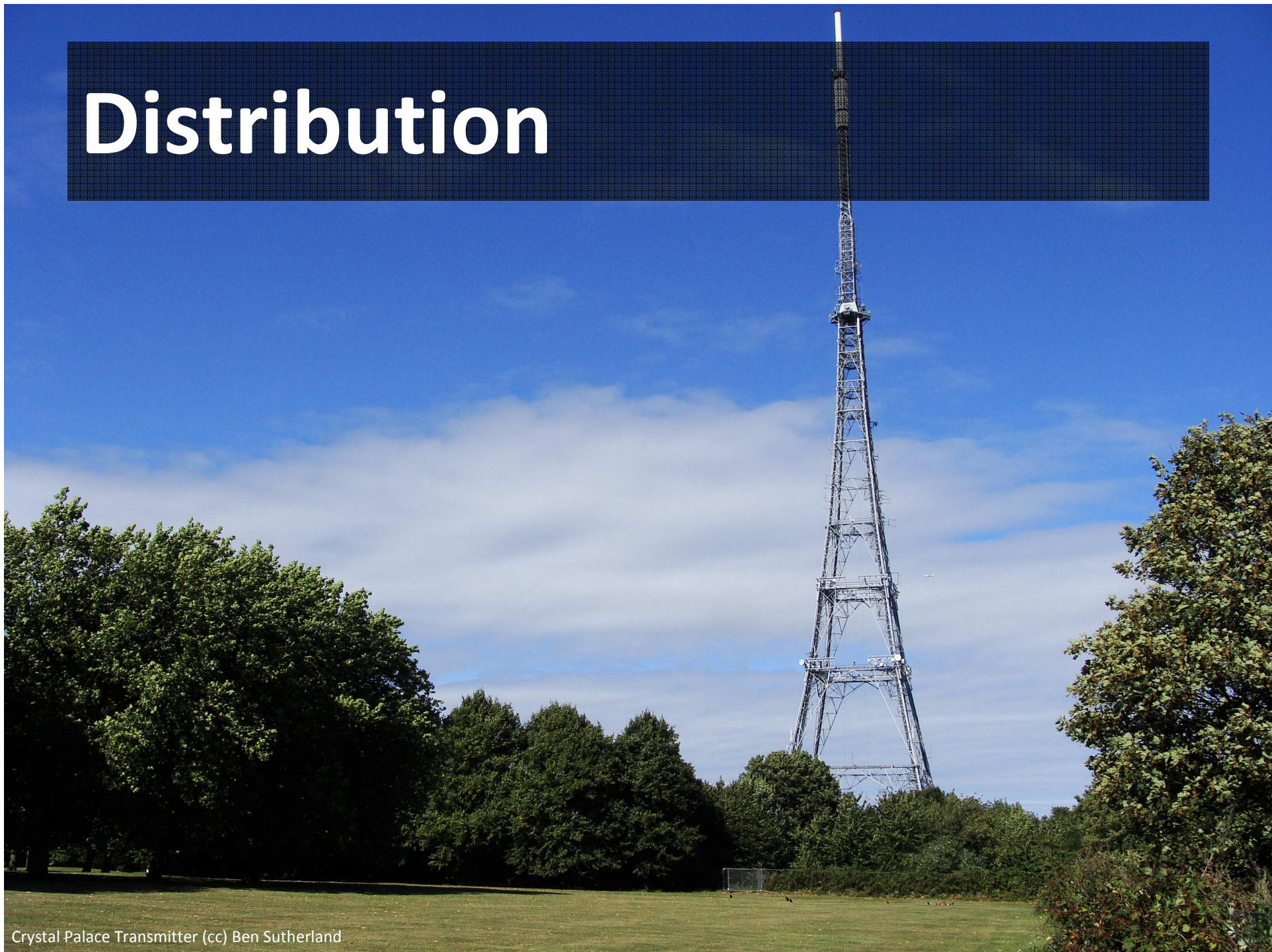
## Measurability

increases the value of radio





# Distribution



Crystal Palace Transmitter (cc) Ben Sutherland

# Distribution

Radio **needs** distribution appropriate to its economic model

Mobile

Ubiquitous

Large coverage areas

Free at point of reception

Low entry cost receivers

Advertising / public service funded

# Internet / Mobile Internet

**Complimentary** to broadcast, not substitutional

**Great**

small services, transactions, additional content etc.

**Not Great**

Cannot scale as economically as broadcast

Requires users to have subscriptions / contracts

Devices are expensive

**Net Neutrality?**

The issues are not technical – they are commercial.



# Digital Broadcast - DAB

Mass market / ubiquitous coverage

Low entry cost – “€10 Radio”

Affordable infrastructure costs

More choice

Multi-media enhanced

Protected / regulated spectrum

**Market ready now**

**Ideal foundation for hybrid radio**

# One Single Market



# European Union

Protect consumer expectations of pan-European availability and interoperability

Minimise fragmentation

Nurture a market of global scale

Ensure DAB/DAB+ is possible in all member states

Support DAB as GSM and DVB



# Thank You



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