

# **How to make radio stay relevant when audiences have other digital platforms to choose from**

## **BroadcastAsia**

Steve Barnes, MD, All In Media (Malaysia)



# All In Media – Who are we?



▶ Started in 2007

▶ Radio technology company

▶ Visual Radio broadcast systems

▶ Smartphone apps

▶ Offices around the world



# Customers include



- ▶ ABC
- ▶ Absolute Radio
- ▶ BBC
- ▶ DMG Radio
- ▶ Media Prima
- ▶ RTÉ
- ▶ RTHK
- ▶ SBS
- ▶ South Cross Austereo
- ▶ talkSPORT
- ▶ UK Radioplayer

# Apps



- ▶ Over 200 apps released for iOS and Android
- ▶ Over 2.5 million stream starts last week



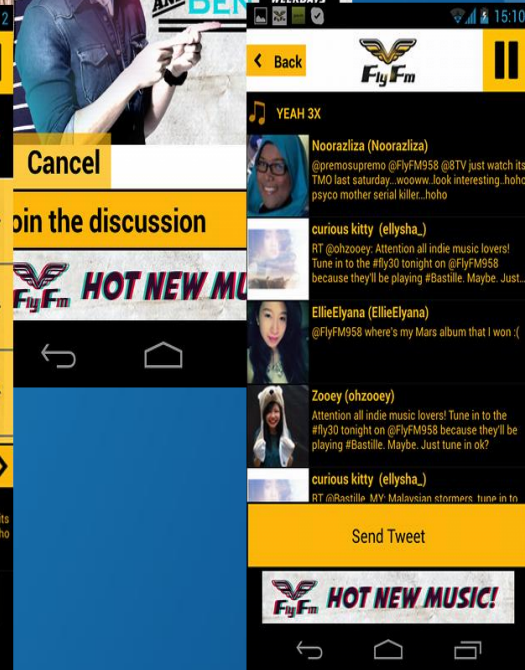
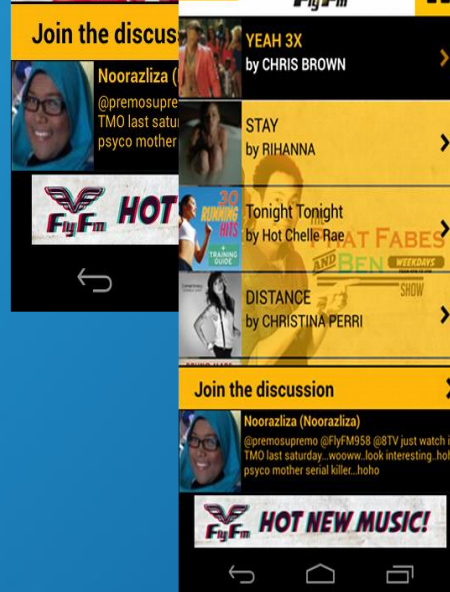
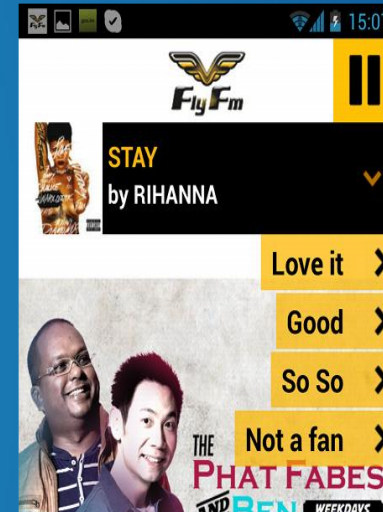
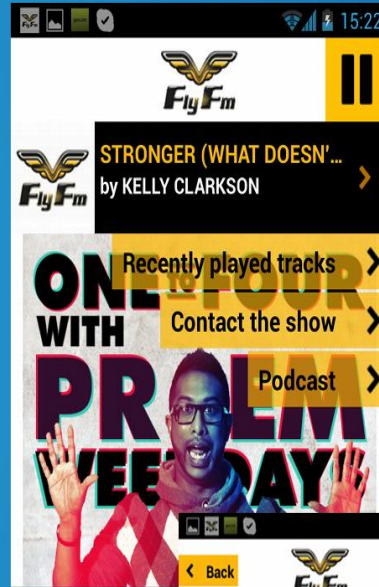
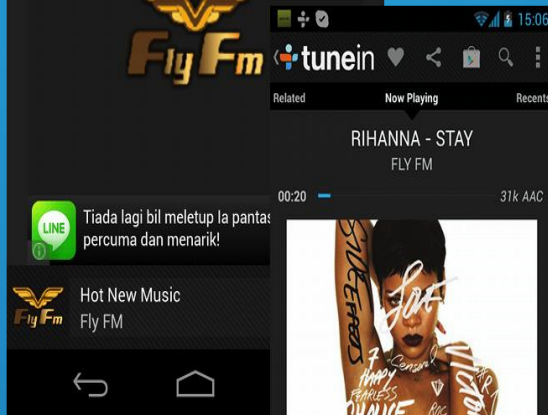
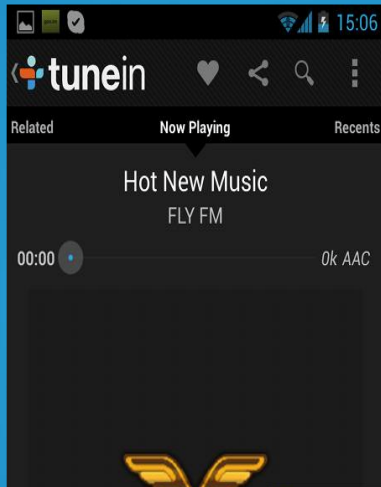
# Staying relevant



# New Technology



# Aggregator vs Broadcaster



# Broadcaster led



- ▶ Clear Channel Broadcasting
- ▶ Compete against pure tech companies
- ▶ A brand for multiple future services





# Industry led



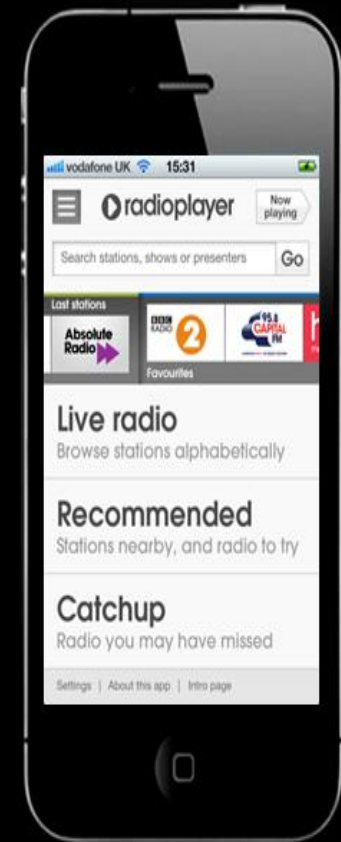
- ▶ We were commissioned by UK Radioplayer Limited to develop the industry app for UK radio
- ▶ The app enables users to listen to live and on-demand content from both the BBC and commercial radio stations



# Radioplayer



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



# Traditional radio



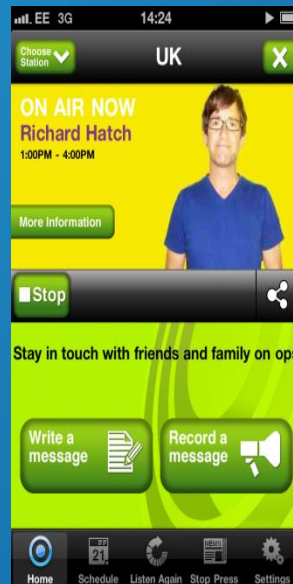
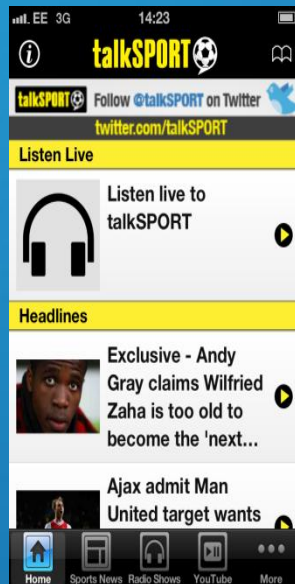
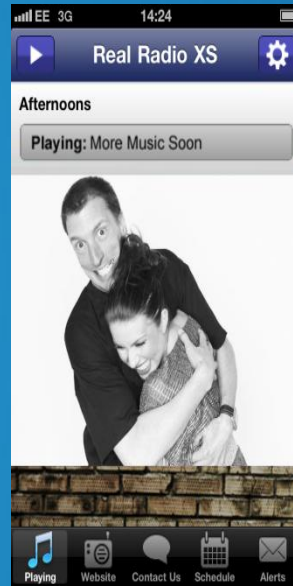
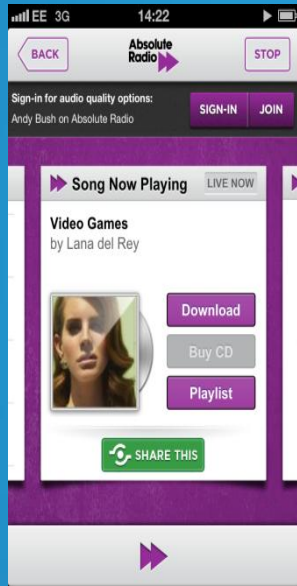
- ▶ Trusted Brand
- ▶ Recognisable Presenters
- ▶ Talk radio – requires interaction
- ▶ Unfortunately is highly congested

# New Platforms



 SOCIAL MEDIA  
In Business

# Brand extension



# Radio Personality



# Ad Replacement



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



# Digital Radio (Rajar Q1 2013)



- ▶ 34.3% of radio hours are digital, a year on year increase of 14% in hours and 17% in share:
  - ▶ DAB 22.5%
  - ▶ Online/apps 5%
  - ▶ DTV 5%
- ▶ 50% of the population (26 million people) listen via a digital platform each week, up 2.6 million year on year
- ▶ Analogue listening at it's lowest ever 54% in London

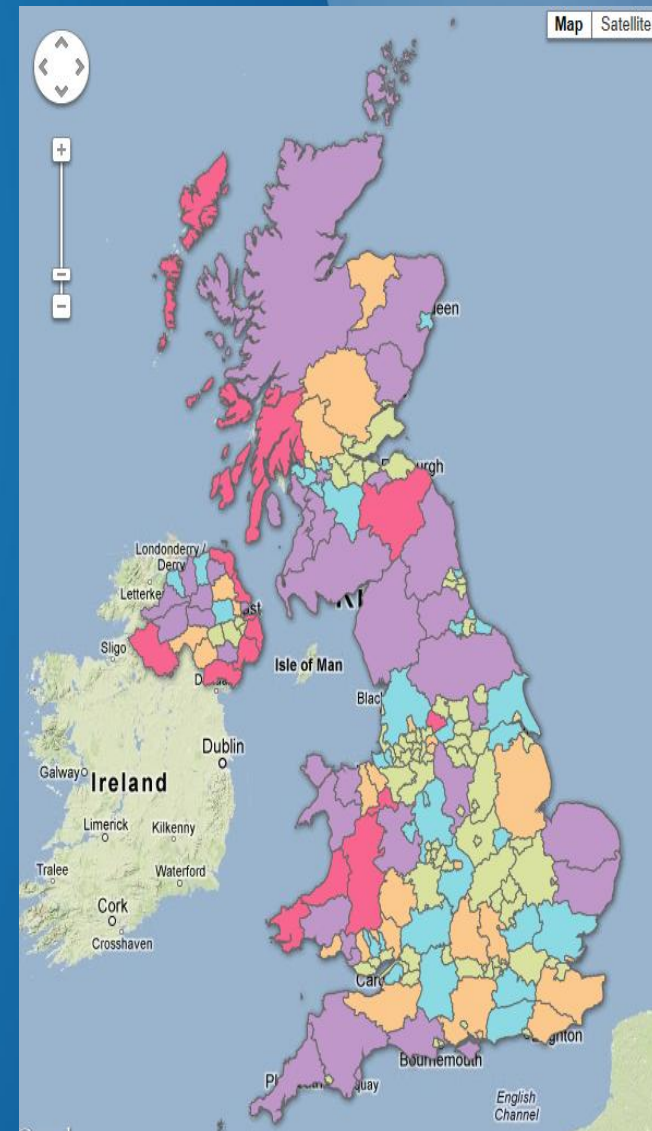




# Digital Listening Update (Rajar Q1 2013)



- ▶ National BBC DAB coverage 94% expanding to 97%
- ▶ 100% coverage to all motorways, and primary roads
- ▶ National DAB commercial coverage 85%, expanding to 90%
- ▶ Local DAB commercial coverage at 66%
- ▶ MoU to extend to 90% and then FM equivalence
- ▶ Local coverage boosts:
  - ▶ London and Manchester signal boost in 2012
  - ▶ 8 new Local DAB multiplexes to be launched in 2013



# What's next for radio apps?



# Hybrid Radio



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

The Internet adds additional value  
Enhanced content and Transactions



# Key points



- ▶ Digital platforms are growing in importance for radio
- ▶ Mobile opens up new revenue and content opportunities
- ▶ DAB/DAB+ is set to become the dominant mass-market digital platform

# Thank you

