



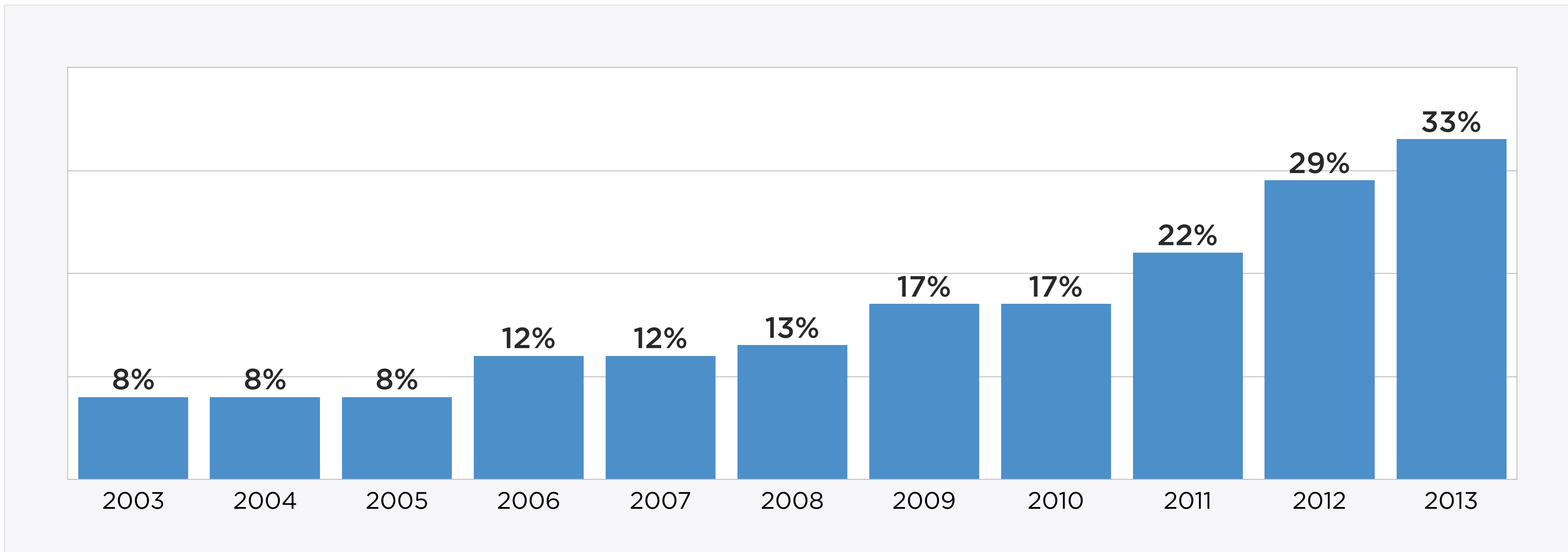
THE FUTURE OF RADIO IN A DIGITAL WORLD

KINSEY WILSON

NPR

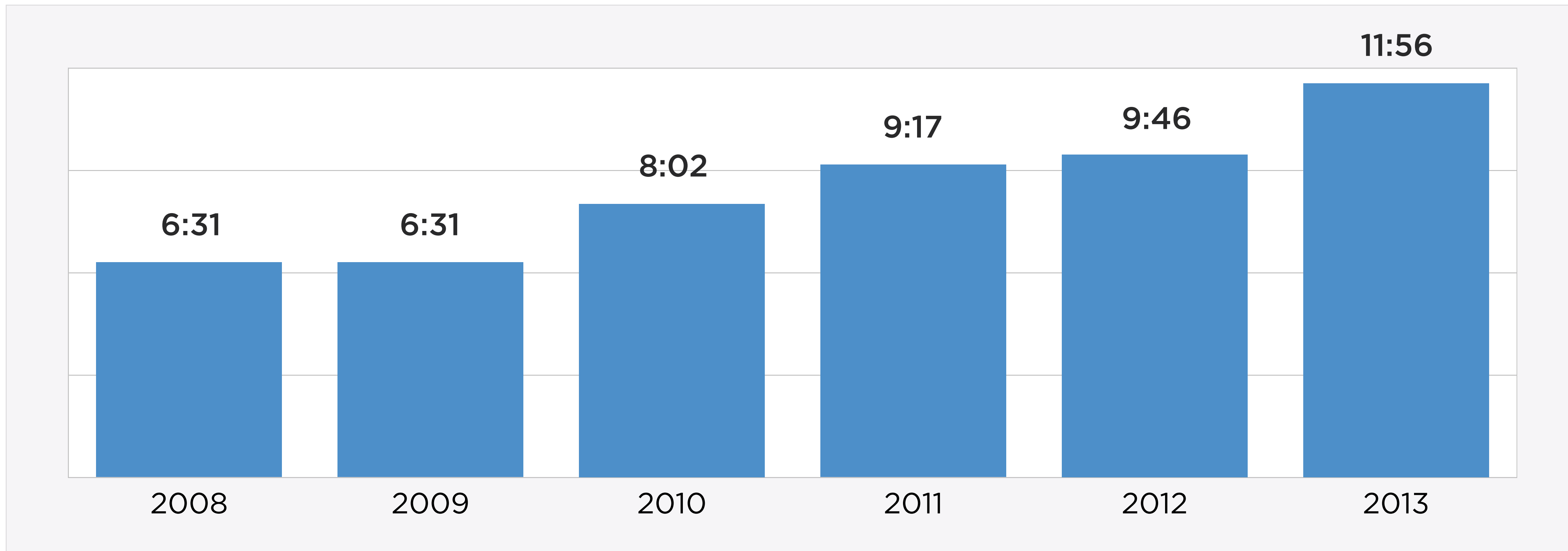
FEBRUARY 24, 2014

Landscape



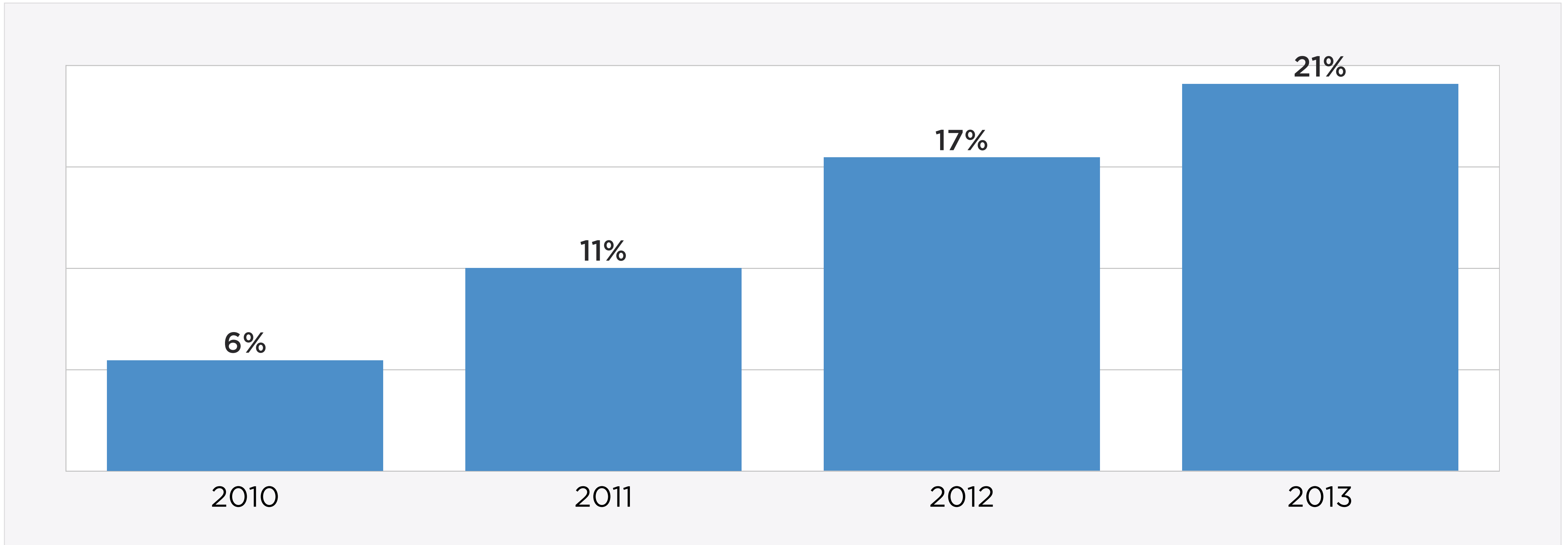
Weekly online radio audience
reaches one in three

Landscape



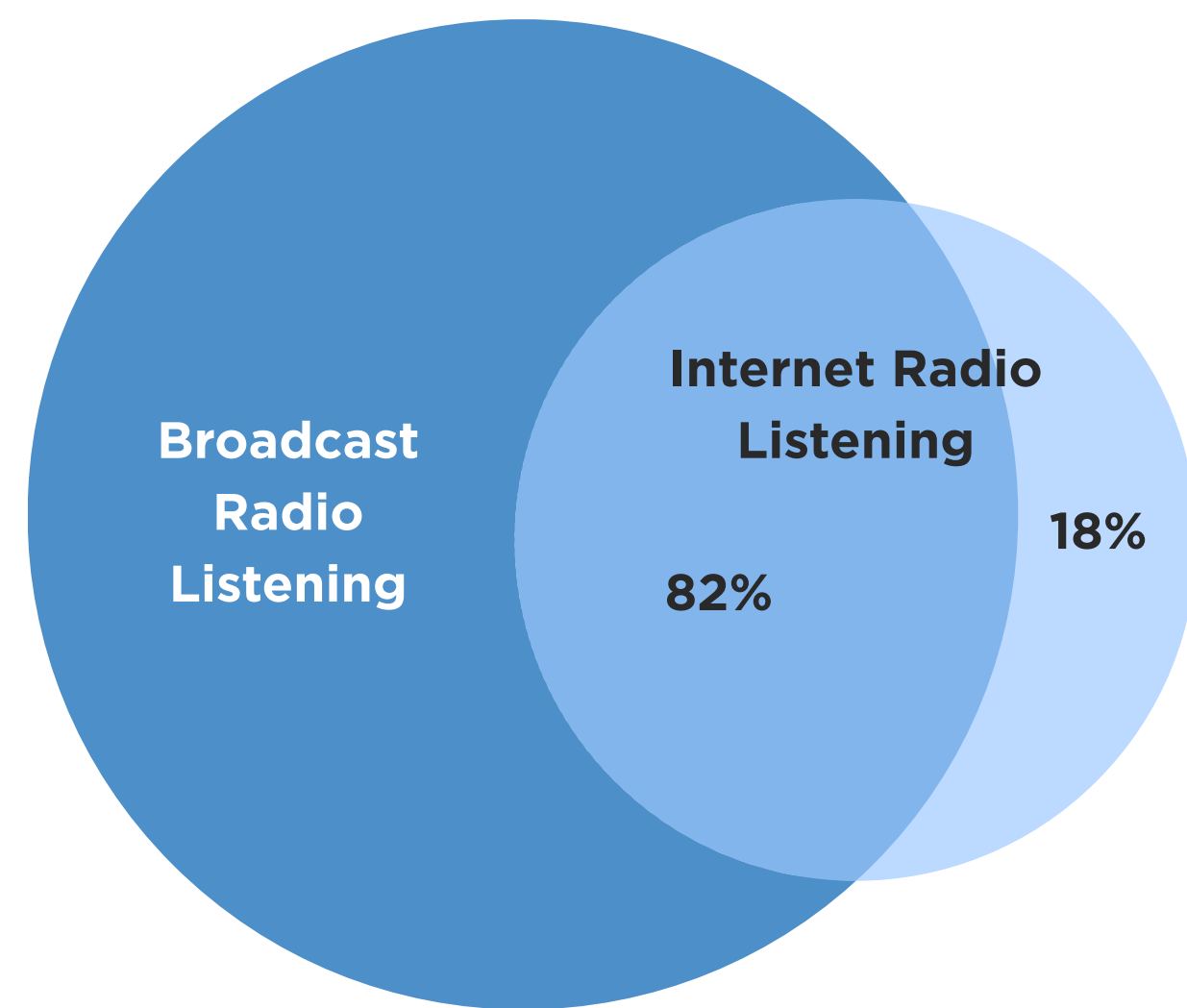
Online radio listeners report listening for
12 hours per week

Landscape



1 in 5 have used a cell phone to listen to
online radio in the car

Landscape



WEEKLY RADIO LISTENING

82% of online listeners also tune in to broadcast radio

On-demand

On-demand



Multi-screen continuity

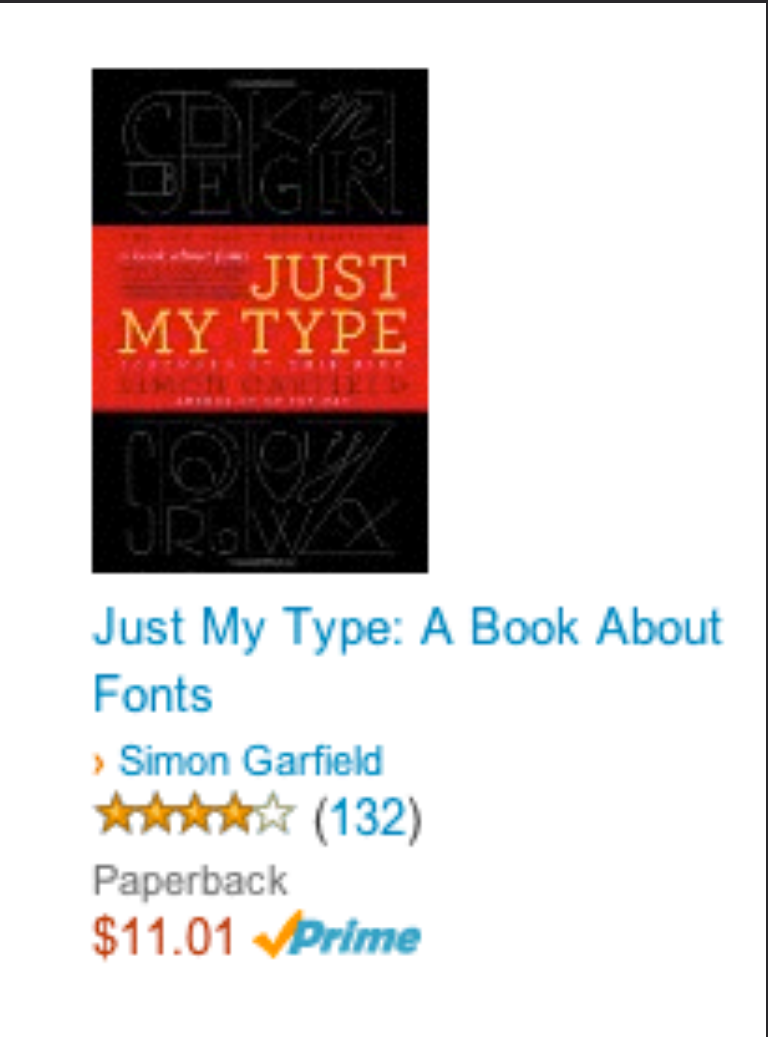


Multi-screen continuity



Personalization

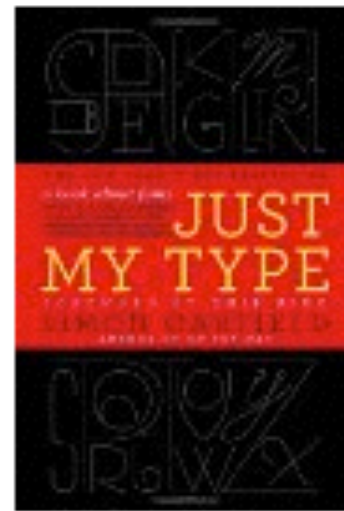
Personalization



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› Simon Garfield
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Personalization



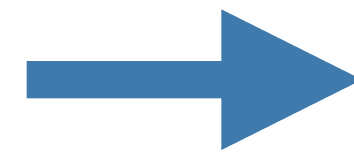
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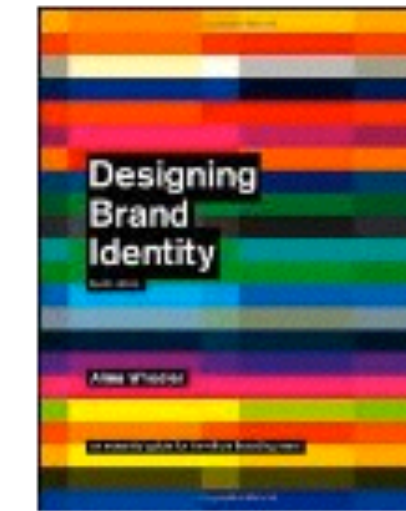
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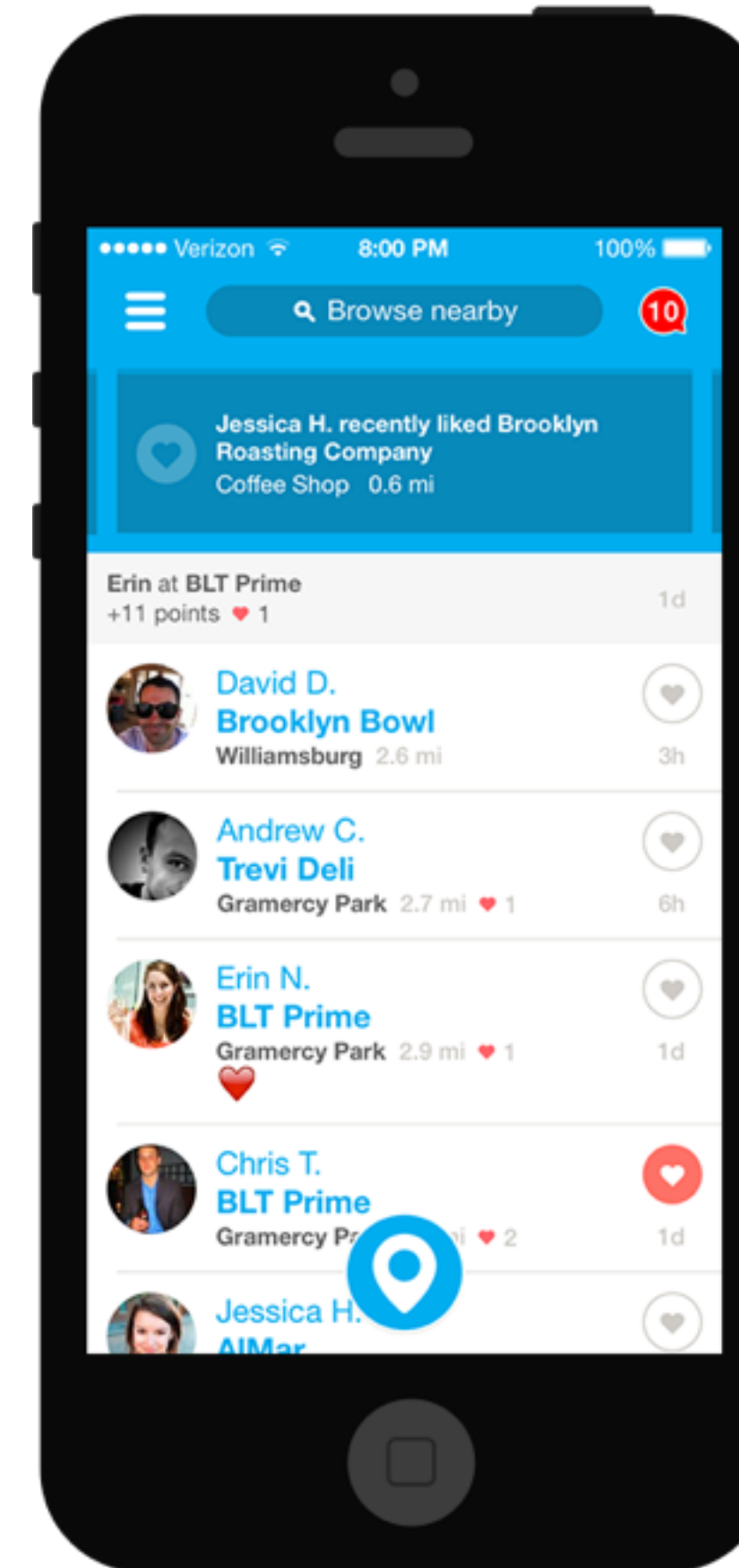
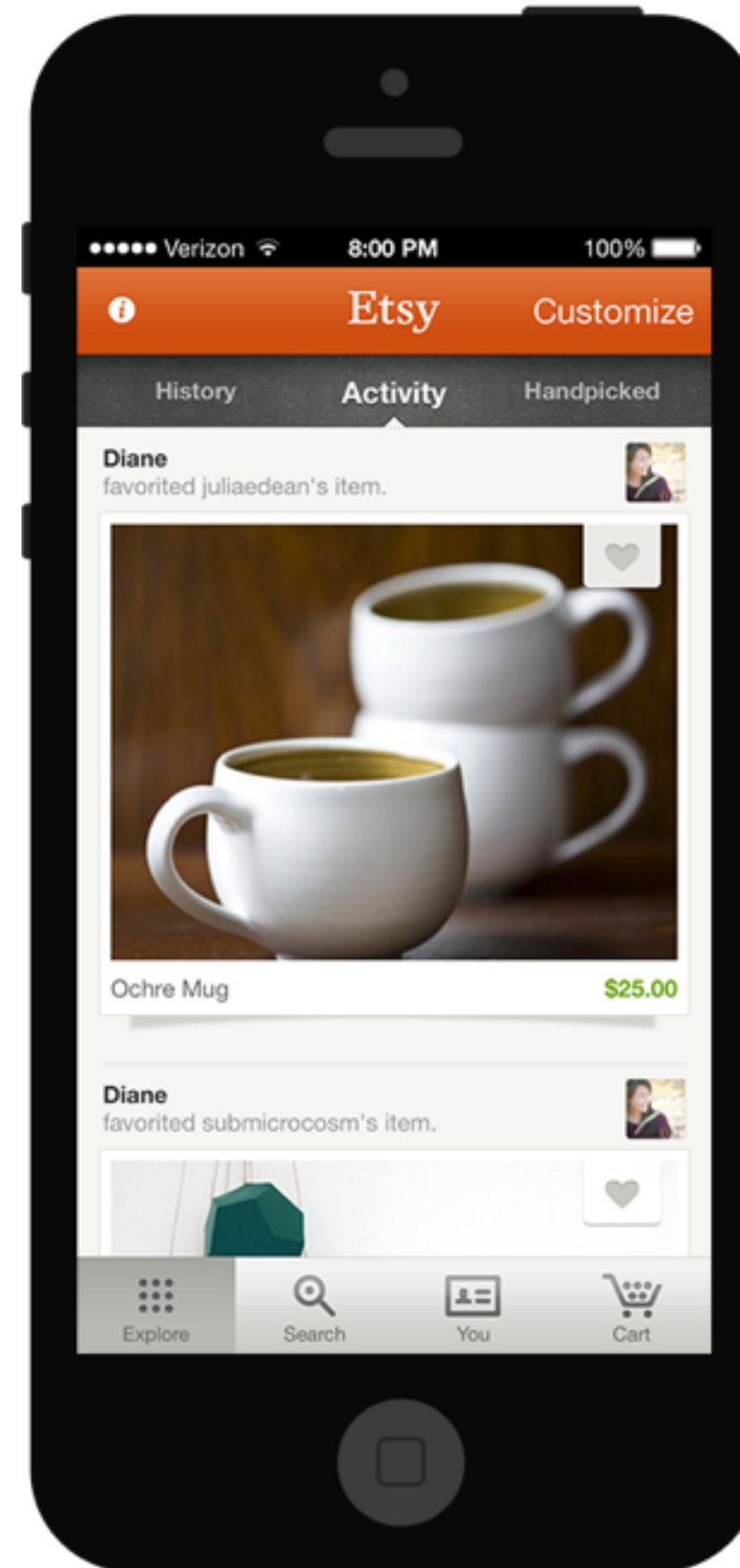
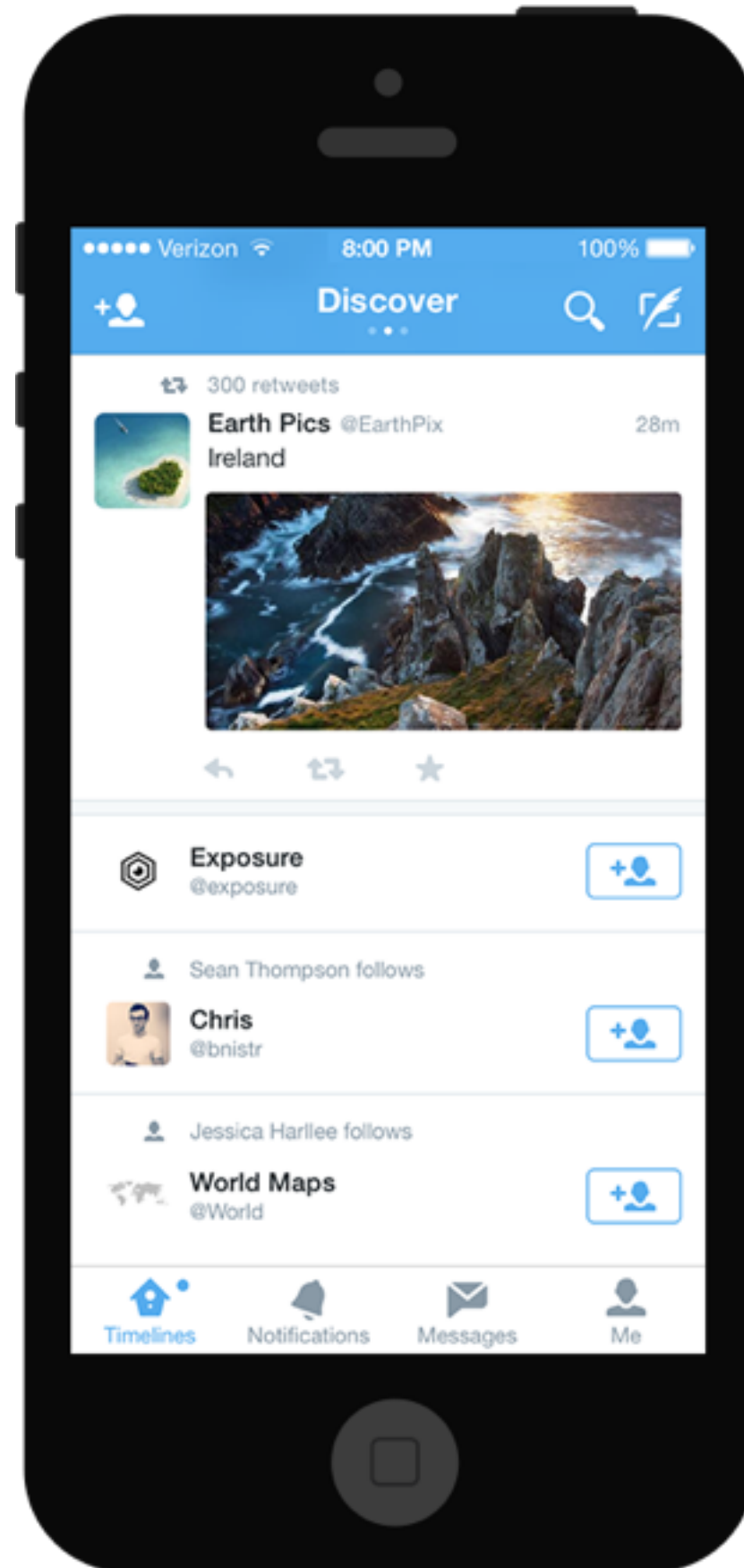
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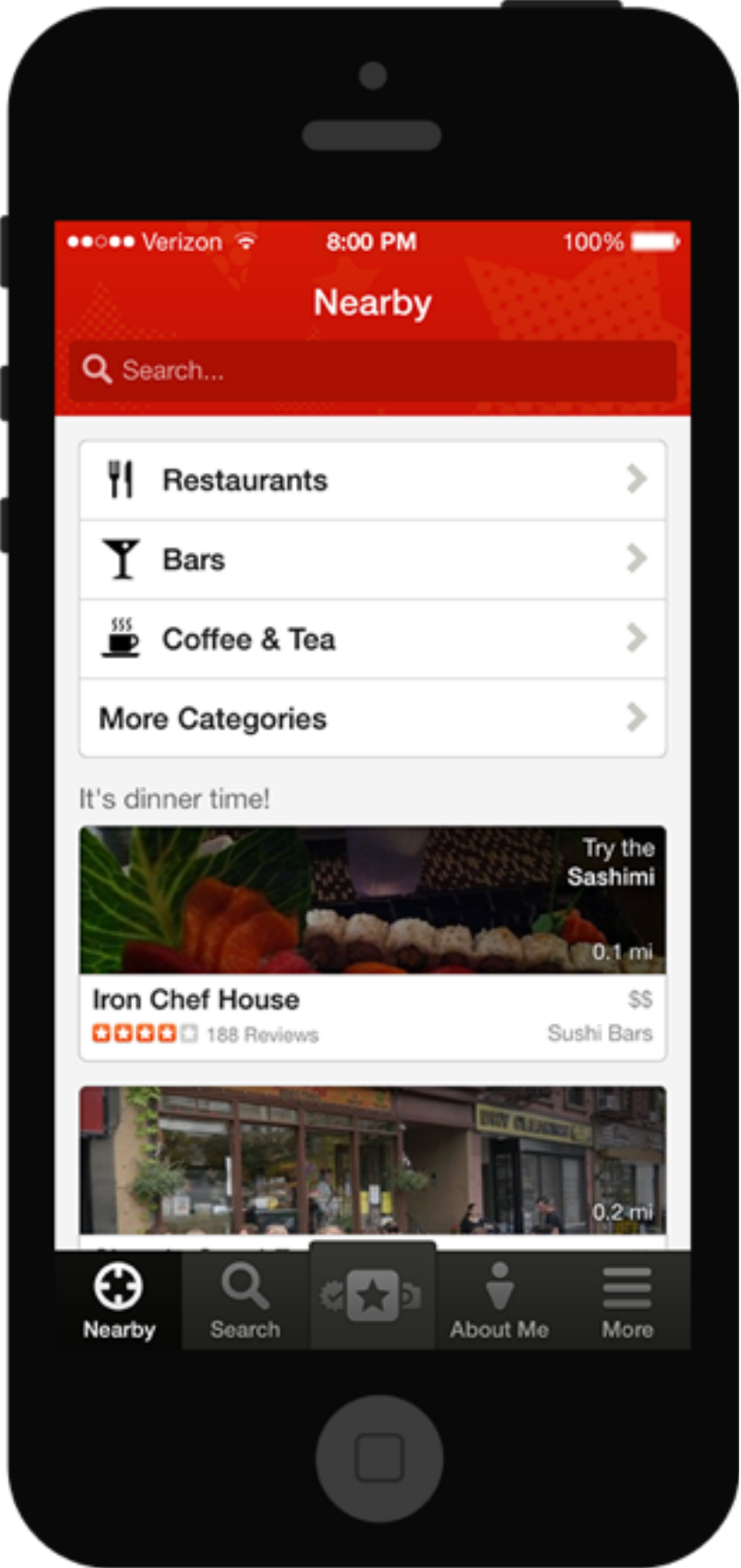
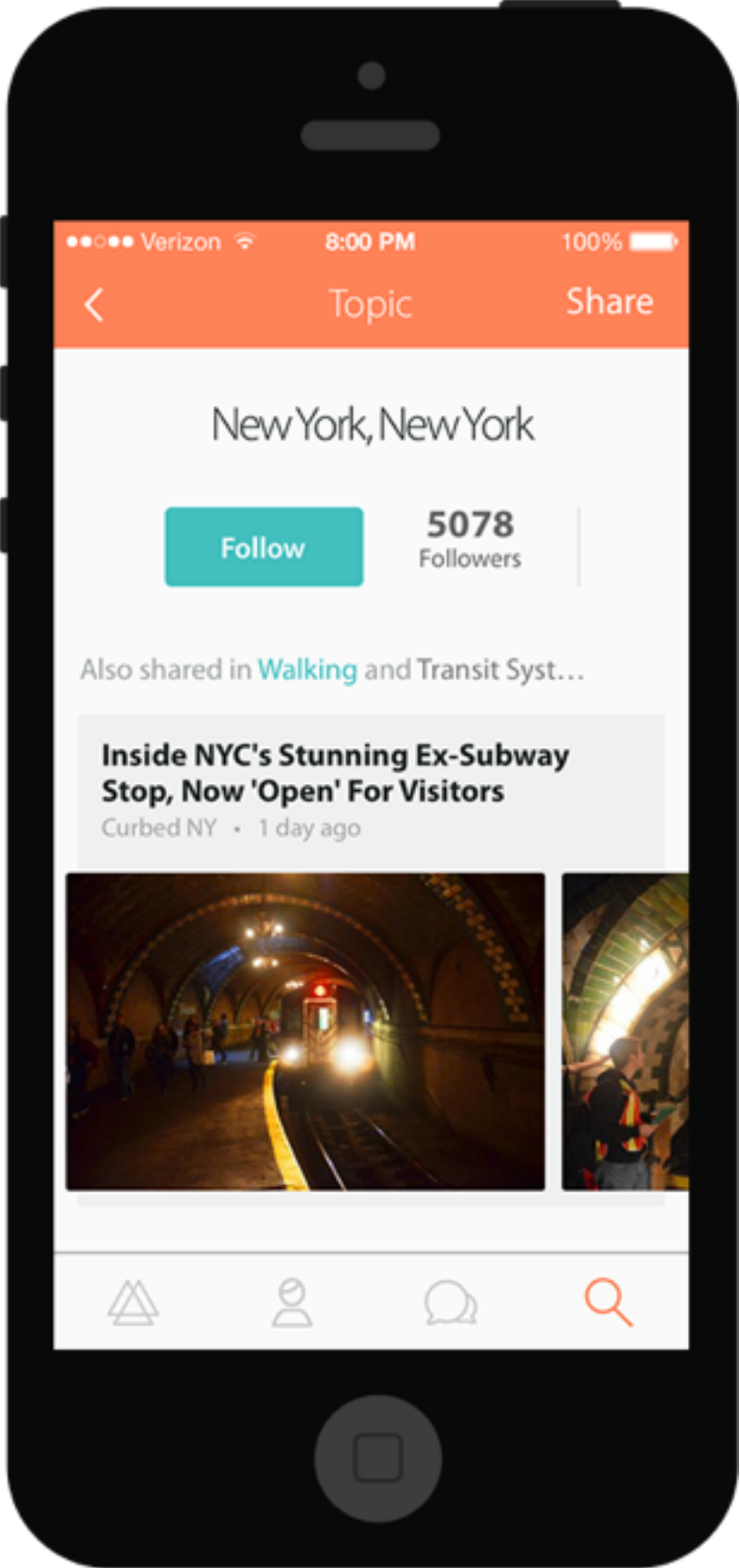
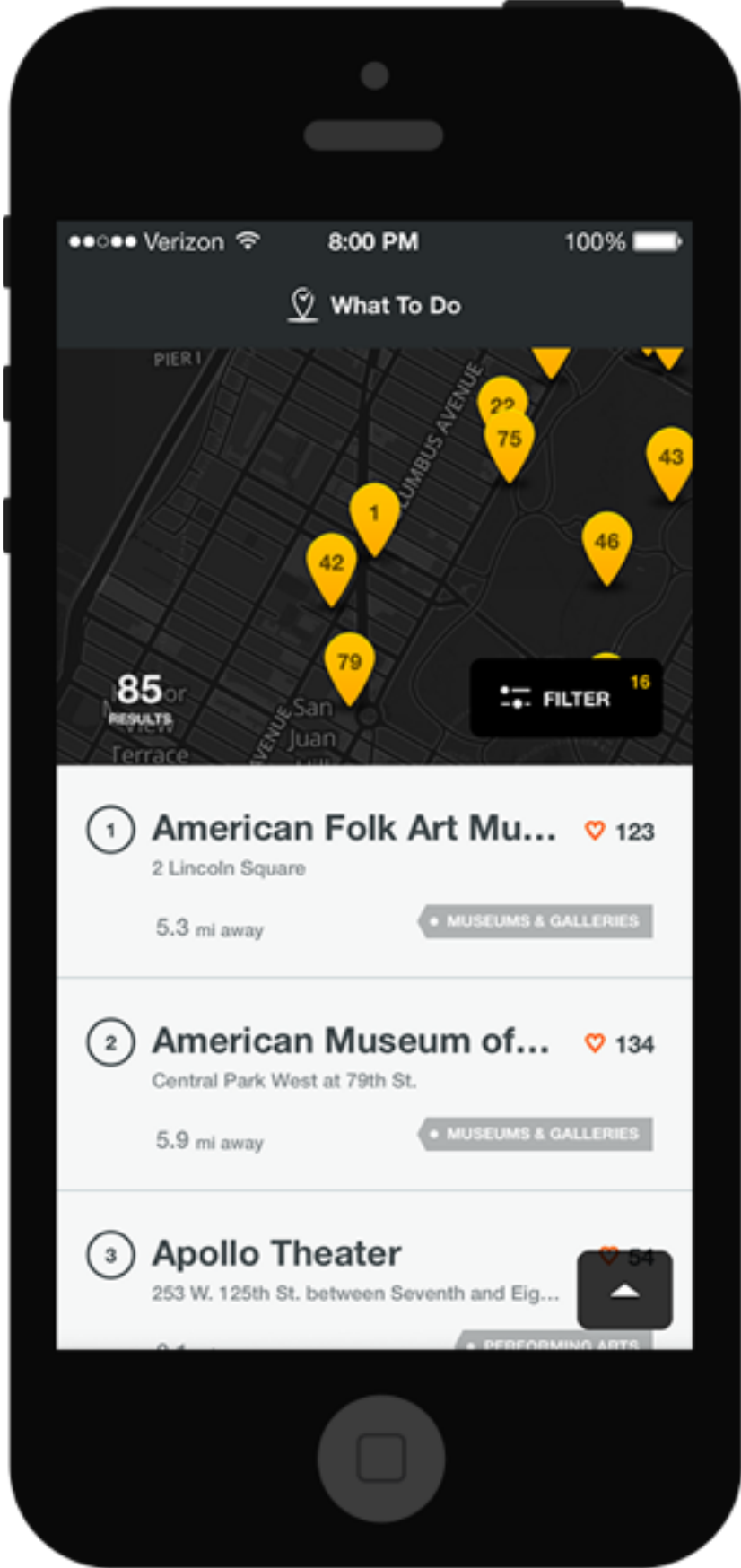
Social & Discovery

Social & Discovery



Local

Local



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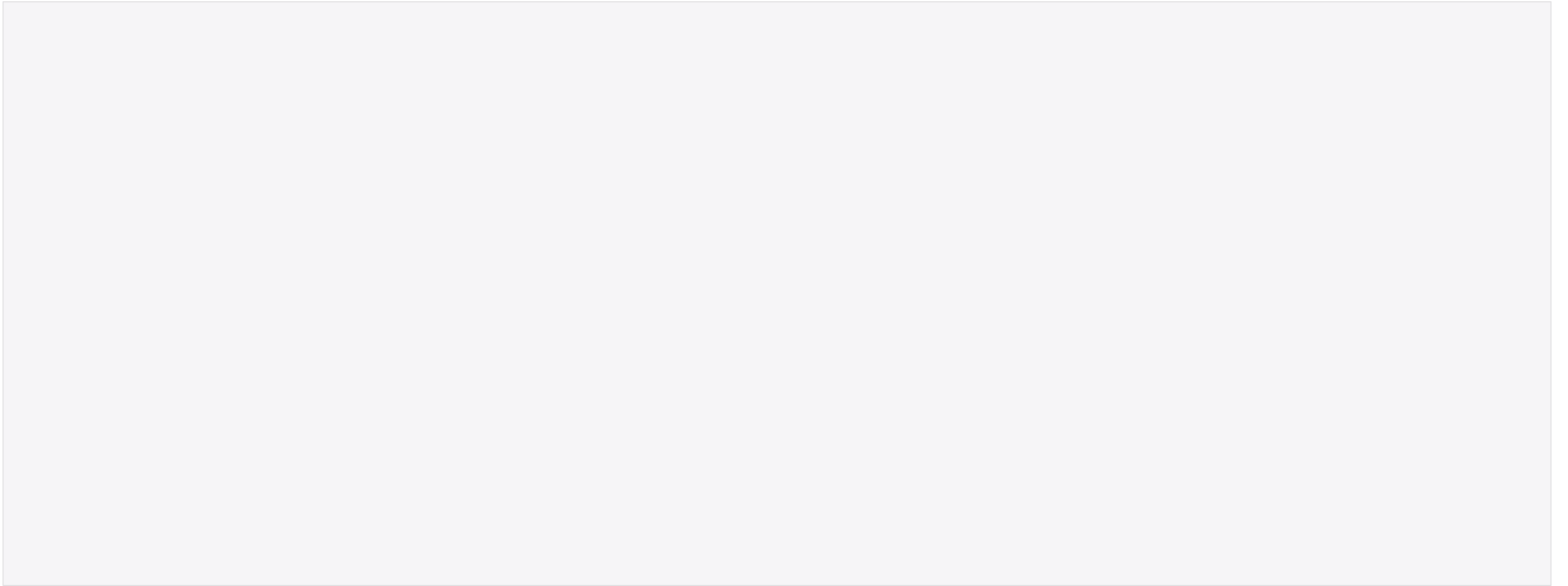
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Three pillars



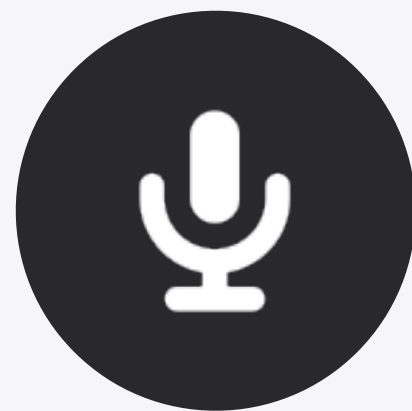
Three pillars



CONTENT

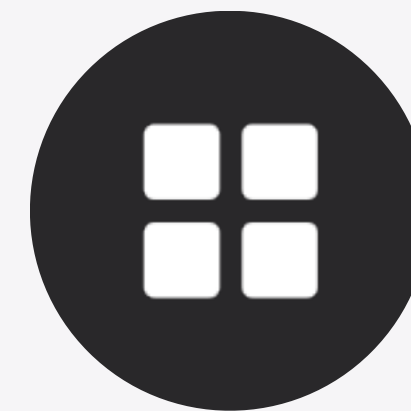
Build a compelling
national/local listening
experience

Three pillars



CONTENT

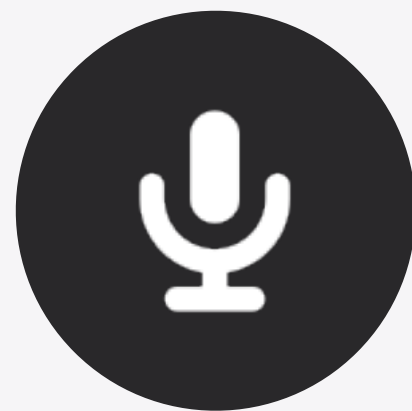
Build a compelling national/local listening experience



PLATFORM

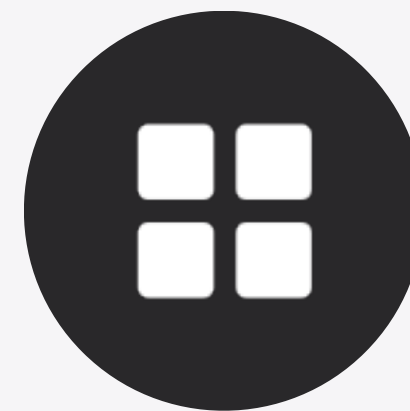
Achieve economies of scale through shared infrastructure

Three pillars



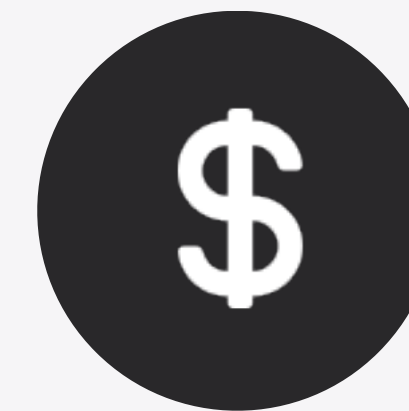
CONTENT

Build a compelling national/local listening experience



PLATFORM

Achieve economies of scale through shared infrastructure



REVENUE

Strengthen our relationship with the listener

The challenge

Radio Everywhere

Radio Everywhere

BROADCAST

DESKTOP

SMARTPHONE

TABLET

TV

CAR

Radio Everywhere

BROADCAST					
DESKTOP					
SMARTPHONE					
TABLET					
TV					
CAR					



Radio Everywhere

BROADCAST					
DESKTOP					
SMARTPHONE					
TABLET					
TV					
CAR					



Radio Everywhere

BROADCAST					
DESKTOP					
SMARTPHONE					
TABLET					
TV					
CAR					



Radio Everywhere

BROADCAST			✓	✓	✓	✓
DESKTOP	✓		✓	✓	✓	✓
SMARTPHONE	✓	✓	✓	✓	✓	✓
TABLET	✓		✓		✓	
TV	✓		✓			
CAR			✓			



ON-DEMAND



Identity management
Smart playlist
Personalization
Content Delivery Network (CDN)

ON-DEMAND



Identity management
Smart playlist
Personalization
Content Delivery Network (CDN)

MULTI-SCREEN



Identity management
UX/Design

ON-DEMAND



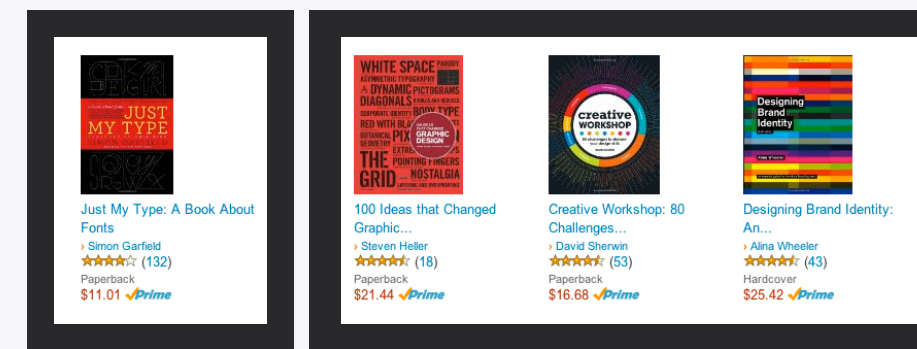
Identity management
Smart playlist
Personalization
Content Delivery Network (CDN)

MULTI-SCREEN



Identity management
UX/Design

PERSONALIZED



Identity management
Smart playlist
Customer Relationship Management

ON-DEMAND



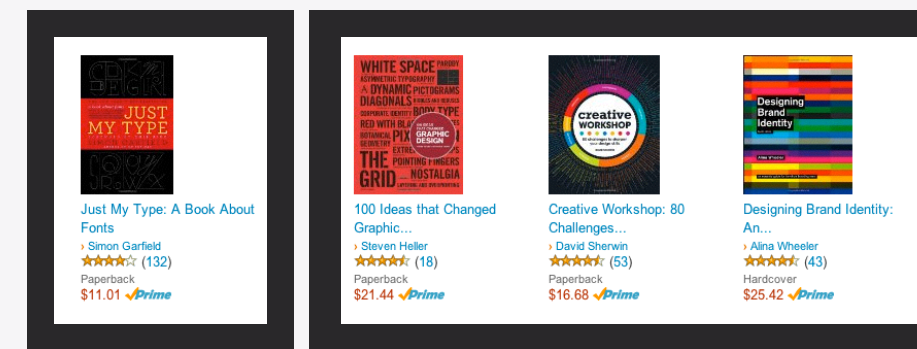
Identity management
Smart playlist
Personalization
Content Delivery Network (CDN)

MULTI-SCREEN



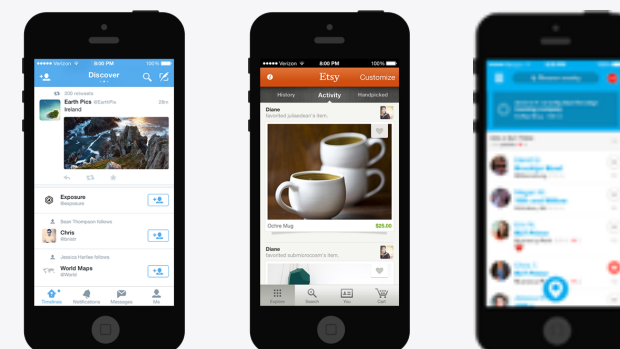
Identity management
UX/Design

PERSONALIZED



Identity management
Smart playlist
Customer Relationship Management

SOCIAL



Social media connection
Identity management
Analytics/Reporting systems
Customer Relationship Management

ON-DEMAND



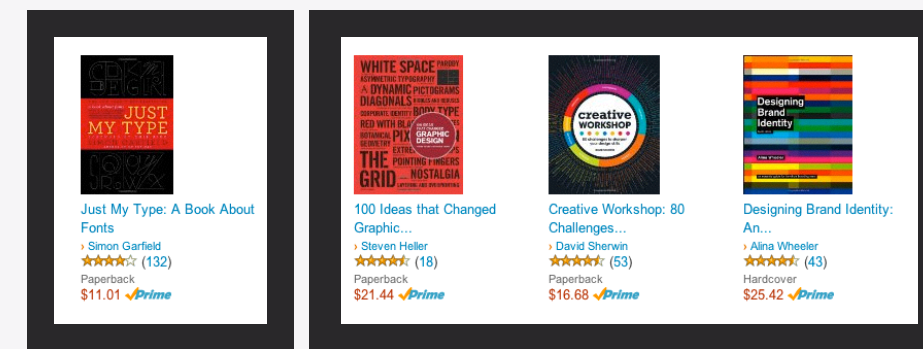
Identity management
Smart playlist
Personalization
Content Delivery Network (CDN)

MULTI-SCREEN



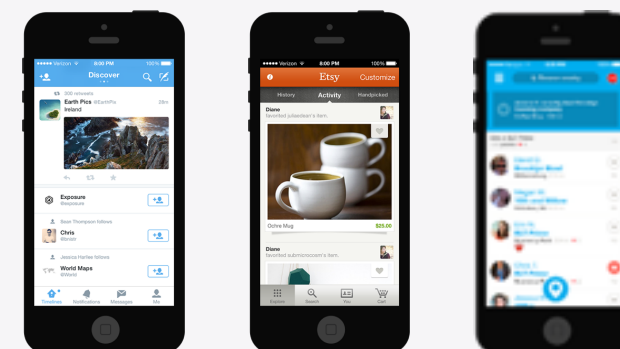
Identity management
UX/Design

PERSONALIZED



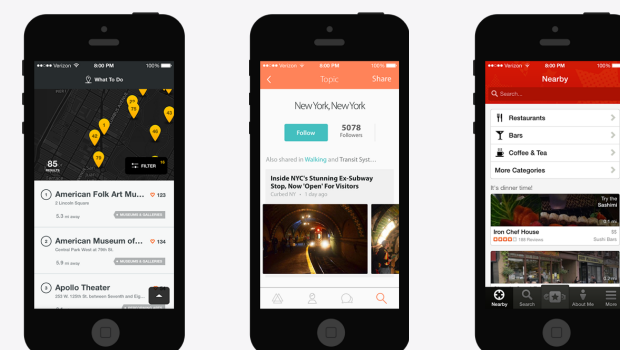
Identity management
Smart playlist
Customer Relationship Management

SOCIAL



Social media connection
Identity management
Analytics/Reporting systems
Customer Relationship Management

LOCAL



Local activation
Identity management
Content Delivery Network

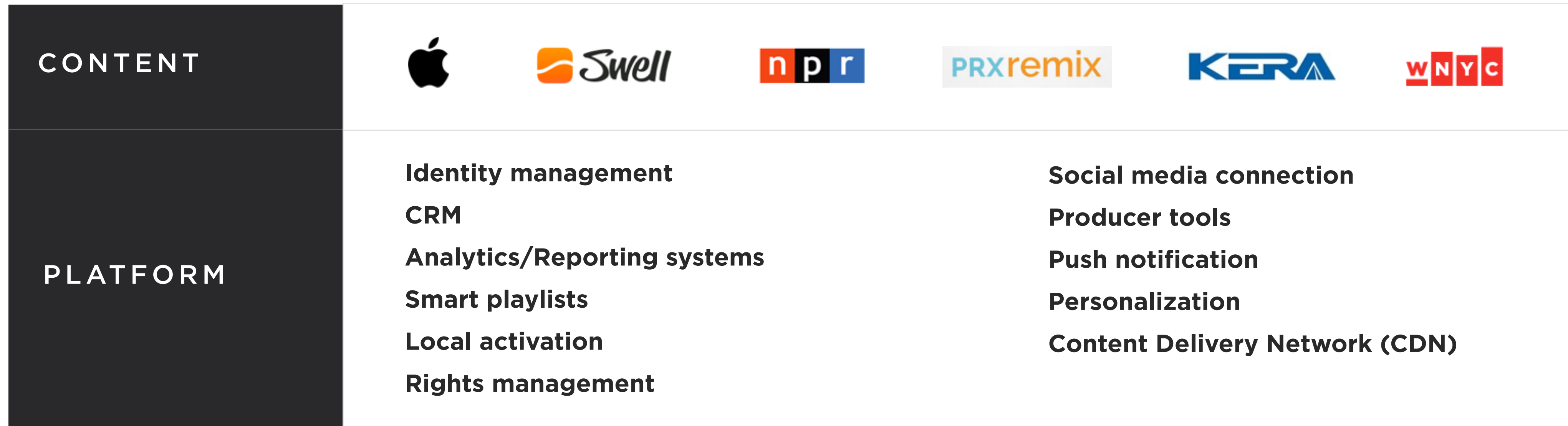
Platform for listening

Platform for listening


CONTENT



Platform for listening



Platform for listening

<p>CONTENT</p>		
<p>PLATFORM</p>	<p>Identity management CRM Analytics/Reporting systems Smart playlists Local activation Rights management</p>	<p>Social media connection Producer tools Push notification Personalization Content Delivery Network (CDN)</p>
<p>REVENUE</p>	<p>Ad serving CRM</p>	<p>Behavioral tracking (NPM) Analytics/Reporting systems</p>

KQED

KQED

Questions?