

This is the London jury calling...

James Cridland  
Radio Futurologist





The screenshot shows the mediauk.com website. At the top, there's a blue header with the 'mediauk' logo and a search bar. Below the header are navigation tabs for 'radio', 'television', 'newspapers', and 'magazines'. A user profile for 'James Crilland' is visible in the top right. The main content area features a headline 'The British media industry is here.' followed by a paragraph. Below this are several columns of content: 'Jobs' with a list of roles like 'Broadcast Journalist' and '101.4FM Webmaster'; 'News feeds' with headlines like 'It's a World Cup special offer'; 'Discussions' with a list of topics; 'Useful articles' with titles like 'How to write and buy great radio advertising'; 'Twitter updates from the media' with a tweet from Xtra; and 'Born today, 1 June' listing radio stations like 'The Chellean' and 'Amazing Radio'. At the bottom, there are four columns of links for 'Directory & discussions', 'More on Media UK', 'Your Media UK', and 'Help/Support'.



mediauk.com

What to do  
and what not to do  
with a new digital radio station

Getting the name right





# Brand extensions



# Brand extensions

**Absolute  
Radio** 



**BBC**  
RADIO



**Absolute  
Radio**  **80s**

**Absolute  
Radio**  **CLASSIC  
ROCK**



**RTÉ RADIO 1**



# Brand extensions

**Absolute  
Radio** 

**Absolute  
Radio**  **80s**

**Absolute  
Radio**  **CLASSIC  
ROCK**



**RTÉ RADIO 1**





# Brand extensions

**Absolute  
Radio** 

**Absolute  
Radio**  **80s**

**Absolute  
Radio**  **CLASSIC  
ROCK**



**BBC**  
RADIO



**RTÉ RADIO 1**  
**RTÉ RADIO 1** extra



# Brand extensions

**Absolute  
Radio** 

**Absolute  
Radio**  **80s**

**Absolute  
Radio**  **CLASSIC  
ROCK**



# Brand extensions

**Absolute Radio** 

**Absolute Radio**  **80s**

**Absolute Radio**  **CLASSIC ROCK**



**BBC RADIO**



**BBC RADIO**



**NOVA 96.9 FM**  
sounds different



**RTÉ RADIO 1**

**RTÉ RADIO 1** extra



# Brand extensions

**Absolute Radio** 

**Absolute Radio**  **80s**

**Absolute Radio**  **CLASSIC ROCK**



**BBC RADIO**



**BBC RADIO**



**NOVA 96.9 FM**  
sounds different



**RTÉ RADIO 1**  
**RTÉ RADIO 1** extra



# Brand extensions

**Absolute Radio** 

**Absolute Radio**  **80s**

**Absolute Radio**  **CLASSIC ROCK**

**NRJ**  
*HIT MUSIC ONLY!*

**NRJ**  
**DANCE**

**antenne**  
**BAYERN**

**DAS DIGITALRADIO**  
**ROCK**  
**ANTENNE**

**BBC**  
**RADIO**



**BBC**  
**RADIO**



**NOVA 96.9 FM**  
sounds different

 **novanation™**

**RTÉ RADIO 1**  
**RTÉ RADIO 1**  
extra

**RDS**  
100% GRANDI SUCCESSI

**Dimensione**  
**Suono**  
**Due** **FM 105.3**

# Benefits of a "brand extension"





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- ✓ Allows cross-promotion from your main service



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- ✓ Allows cross-promotion from your main service
- ✓ Easier to market
- ✓ Shared presenters keeps costs low
- ✓ An additional entry point for new audiences
- ✓ Grows total hours for your brand
- ✓ Can be sold as one package



## To remember...

- ✓ Only works if the station is a similar brand
- ✓ Think how the name works in 16 characters  
... and in 8 characters  
... and alphabetically
- ✓ (Clue: “000FM”, “.fm”, “1FM” and “+ Radio” are the most popular internet radio station brands)



HITS  
99.1 FM

SHIT

NEW  
FM

Newfoundland's

www.991hi

Hit Music Station

tsfm.com

Getting the information right



# French Radio London

The French voice for London



### Cheap Hotel Rooms

Choose among more than 95'000 hotels with low price guarantee!  
www.abookers.ch/hotels

### Hotels Last Minute

Super Last Minute Angebote für 7 Tage, HP, 4 Sterne ab 149 EUR.  
www.Ab-In-Den-Urlaub.de/last-minute

Ads by Google

Editorial area: Greater London

Launched: 17 November 2010

## Contact details

hide

edit address

Address: French Radio London, 50 Lisson Street, London NW1 5DF

Map: See a map

E-mail: info@frenchradiolondon.com

Personal e-mail: firstname@frenchradiolondon.com

Website: http://www.frenchradiolondon.com

Twitter: @FrenchRadioLnd

See the amount of web searches for French Radio London over time

## Search the French Radio London website

hide

Web  www.frenchradiolondon.com

## Frequencies and channel numbers

hide

DAB Digital Radio: Greater London 2 (Switch) multiplex

This station broadcasts on DAB Digital Radio

## Tags

local french FRL dab london

Edit tags

## Like this radio station?

Like One person likes this. Be the first of your friends.

## Edit this entry

Media UK is kept up to date by people like you - our users. Editing this entry is quick, simple and free: no registration required.

Edit this title Edit people

Edit logo

## Directory editor tools

History Edit logo Delete

old site Address/telfax

Search all content



ALL CONTENT

- Live Radio
- On-Demand
- PURE Sounds
- Recently Played

MY FAVOURITES

- James
- Sally
- + Add Folder
- + Add Custom Station
- My EVOKE Flow
- My Siesta Flow
- Sensia
- work
- + Add Device

FLOWSONGS

- My Tracks

**Latest News**  
Live and on-demand news from across the world

**Great British Radio**  
Officially the most listened-to stations in the UK

**Classic**  
Our pick of t

Most Popular - Live radio



**BBC Radio 4**  
A speech station for curious minds



**BBC Radio 2**  
The home of great music, entertainment and documentaries



**BBC Radio 5 Live**  
The UK's home of live news and live sport



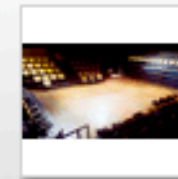
Most Popular - On Demand



**The Archers**  
Contemporary drama in a rural setting



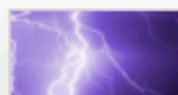
**The News Quiz**  
Topical panel quiz show, taking its questions from the week's news stories



**Afternoon Play**  
Radio dramas which delight and surprise



PURE Sounds



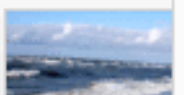
**Rain, thunder and...**  
A full-blown storm



**Babbling brook**  
Relax to the sound of a babbling brook



**Large ocean waves**  
Experience the sea without getting wet









View the source,  
Luke

Please give me metadata

Please give me metadata

✓ Name: James FM

# Please give me metadata

- ✓ Name: James FM
- ✓ Slogan: Playing the Beatles and the Eels, 24 hours a day!

# Please give me metadata

- ✓ Name: James FM
- ✓ Slogan: Playing the Beatles and the Eels, 24 hours a day!
- ✓ Editorial area: James's house, and in James's ears wherever he is



# Please give me metadata

- ✓ Name: James FM
- ✓ Slogan: Playing the Beatles and the Eels, 24 hours a day!
- ✓ Editorial area: James's house, and in James's ears wherever he is
- ✓ <mms://james.cridland.net/audio/jamesfm.asx>

<http://radiodns.org>

<http://www.imdalliance.org>

<http://vtuner.com/setupapp/guide/asp/Help/SSComment.asp>

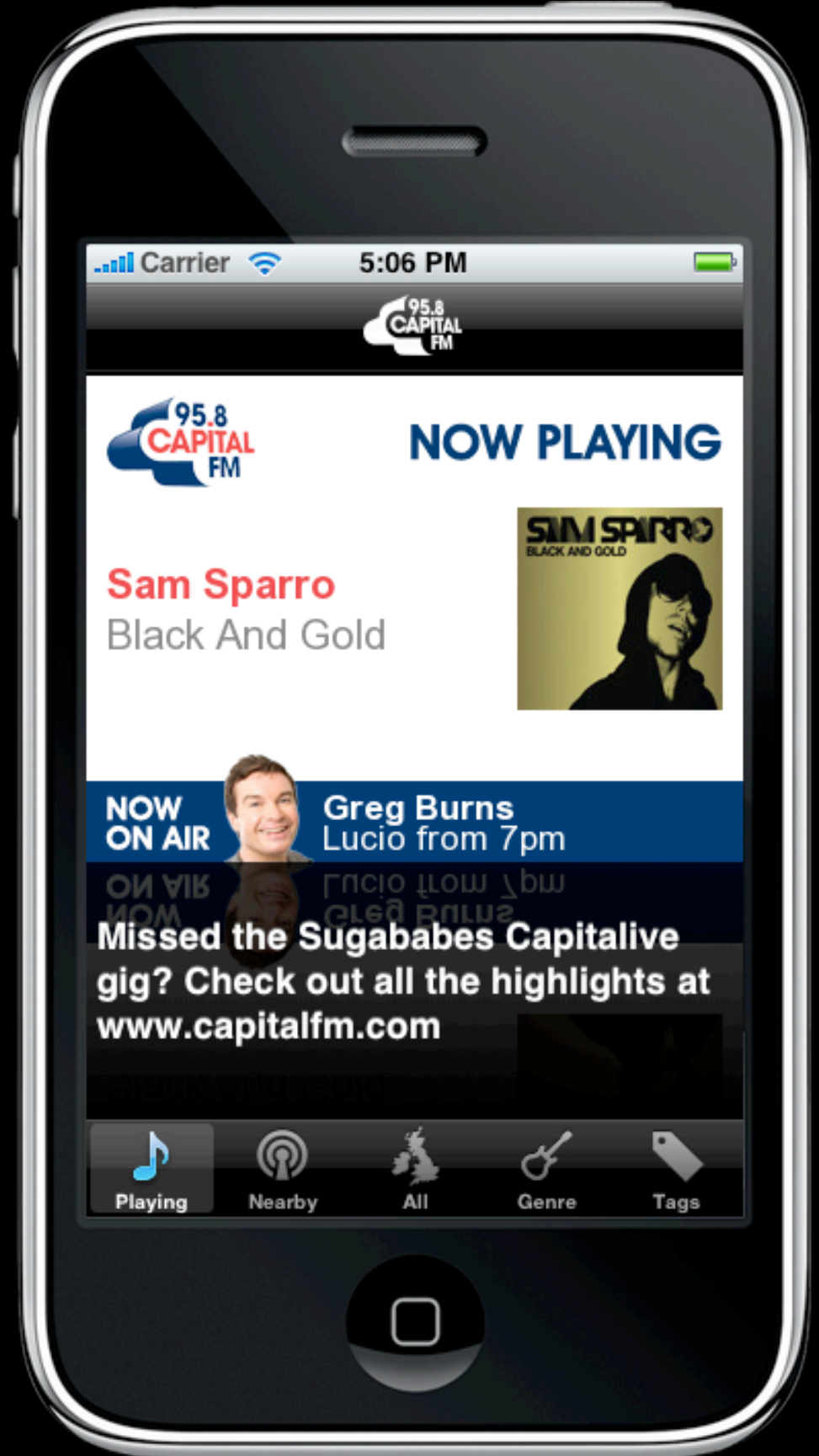
editorial@thelounge.com

<https://www.reciva.com/account/register>

...and then use the contact us system

<http://radiotime.com/contact-us.aspx>

Getting the visuals right





# WSFM WEATHER SYDNEY

# 25°

MONDAY, 1st FEB  
Mostly fine.

TUE	WED	THU	FRI	SAT	SUN
25°	25°	26°	26°	23°	25°



5 live  
RADIO

5 live



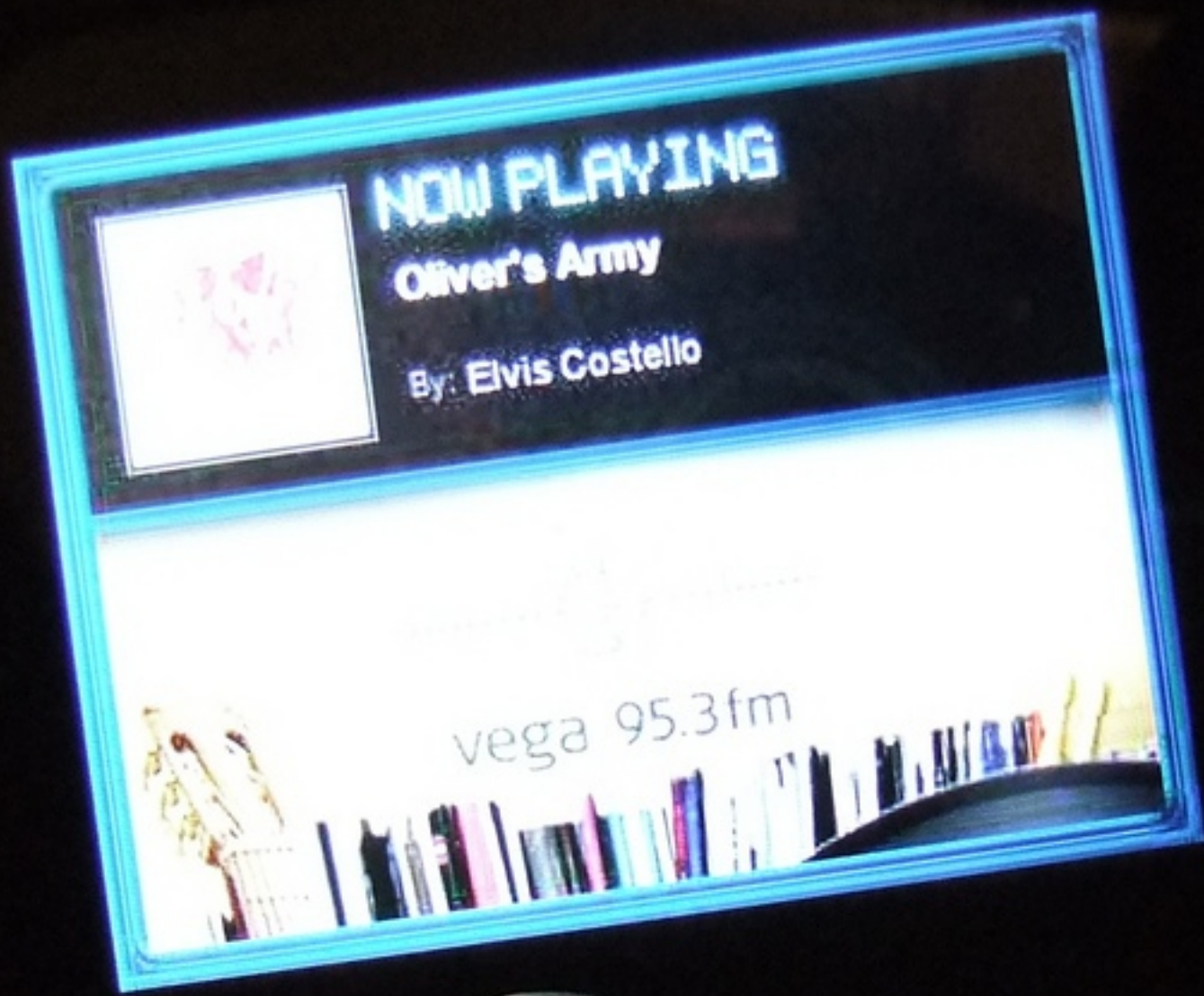
BEIJING 2008

Gold for Christine Ohuruogu in Women's 400m. What an awesome comeback!

Silver for Germaine Mason in men's high jump. Tony Jeffries guaranteed at least bronze in light-heavyweight boxing

TWITTER

iriver







[bit.ly/radiowithpictures](http://bit.ly/radiowithpictures)

## In summary

- Get your name right
- Get your information right
- Get the visuals looking right



**More people listen to the radio in the UK now than ever in the past ten years**

Source: RAJAR – Q2 2010

**90.6% of the UK consume radio every week: that's more than any media except TV**

Source: RAJAR – Q2 2010

**Radio is popular with the UK's young people: 72% of 15-24 year-olds claim it's part of their daily routine**

Source: RAB 'The Big Listen' – 2009

**69% of 15-24's agree that "radio gives me ideas of what music to load on my iPod"**

Source: RAB 'The Big Listen' – 2009

**75% of 15-24's say that radio is the number one place to discover new music**

Source: RAB 'The Big Listen' – 2009

**48% of UK smartphone owners have installed a radio application to their phones**

Source: 'Radio Futures 2010' RAIN/Vision Critical – 2010

**31% of UK smartphone owners listen to radio on their phones every week**

Source: 'Radio Futures 2010' RAIN/Vision Critical – 2010

**82% of all listening of any sort in the UK is to radio (including listening to their own music or online services)**

Source: BBC Eartime Research, Radio Academy Podcast July 2010

**Thank you!**

**<http://james.cridland.net/>  
**@jamescridland****