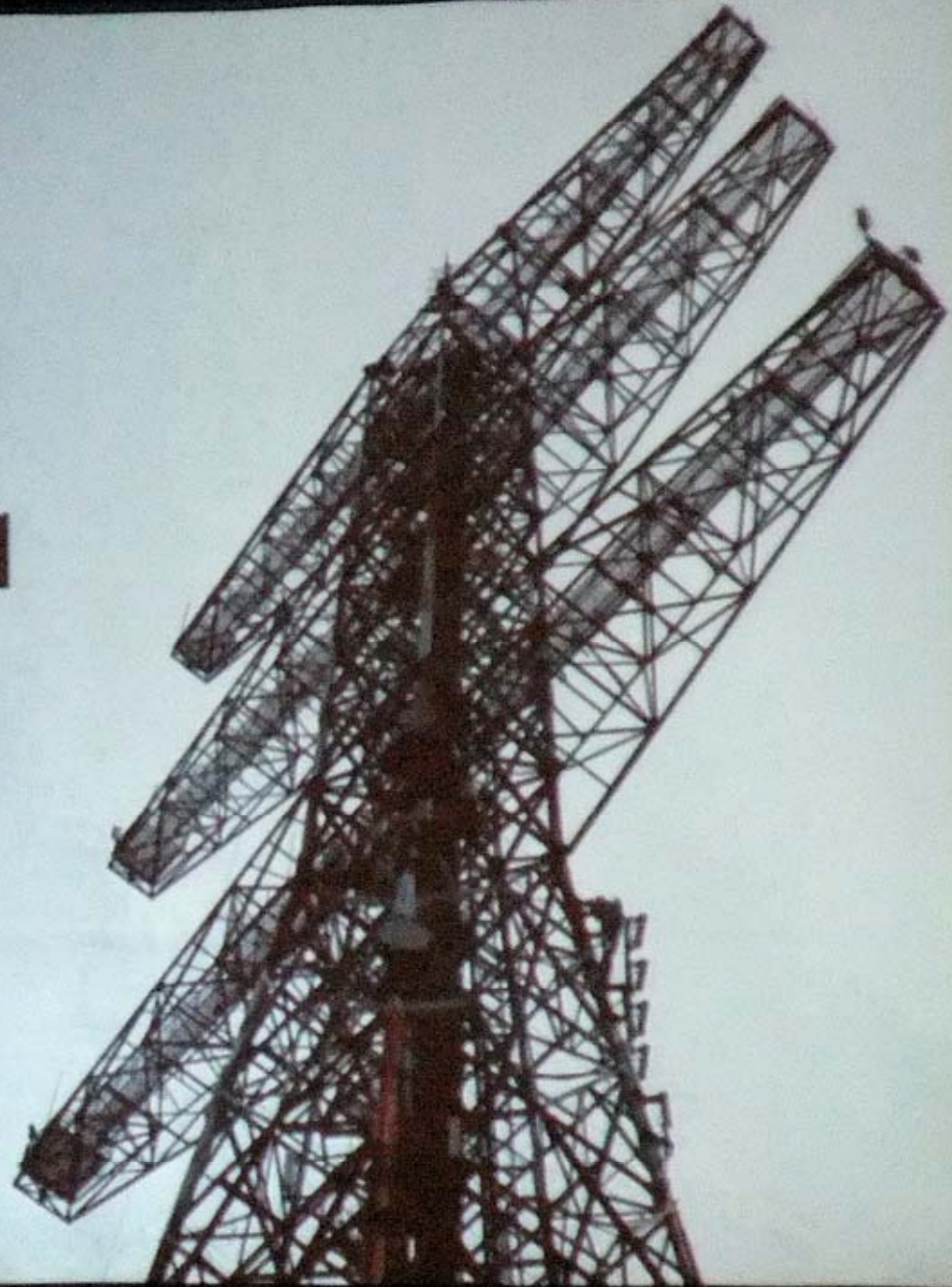


# Tower Sites I've Known and Photographed


Scott Fybush

NAB Radio Show

Sept. 25, 2009







**Commercial Digital Radio:  
Why Bother?**

**Matt Deegan**  
Folder Media

twitter: @matt  
web: [foldermedia.co.uk](http://foldermedia.co.uk)  
web: [mattdeegan.com](http://mattdeegan.com)



# Matt Who?

- Matt Deegan
- Business Development
- Corporate Strategy
- Youth & Technology
- Consulting Firm
- Digital Strategy & Implementation
- Digital Radio Platforms and Stations



# Folder Media

## Distribution

MuxCo  
Multiplex  
Management  
DTV Negotiation  
iPhone Apps

## Content Provision

Email Marketing  
Content  
Management  
Social Network  
activity  
RadioVIS

## Fun Kids

Kids radio station  
Testing lab

## Consultancy

Helping people do  
things they  
wouldn't normally  
do.

**Clients:** Absolute Radio, Arqiva, UTV, Planet Rock, NME Radio, Radio Advertising Bureau, UK Government, GTN, Radio Academy, Red FM, The Coast, Jazz FM, ITN, Jack FM

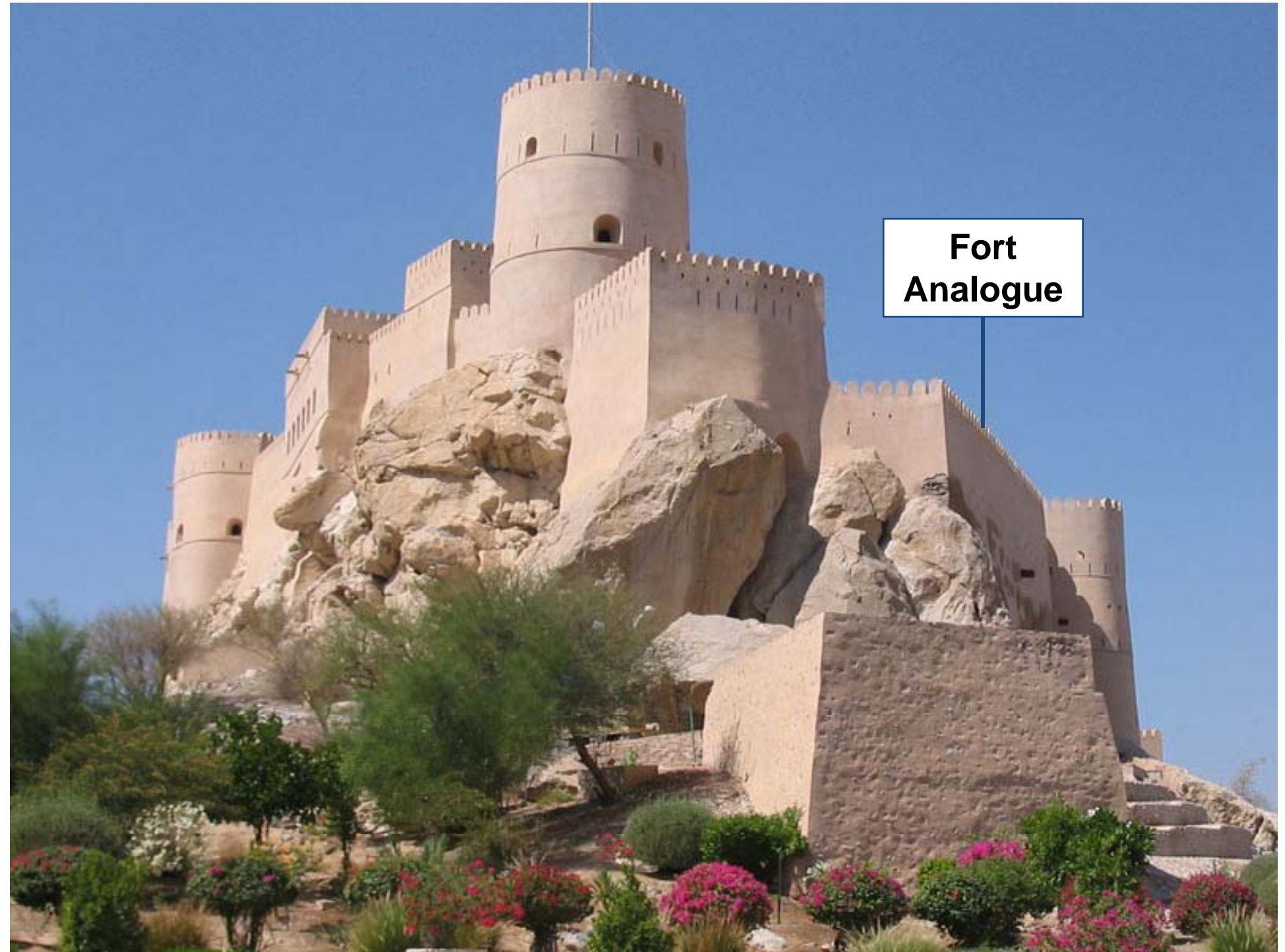
**Why, over the years, has a great deal of radio been commercially successful?**







**Constrained Capacity**  
**High Barriers to Entry**  
**Broad Mainstream Product**  
**Only 'Free' Music Supplier**  
**Premium Talent and Content**  
**High Advertising Rates**



**Fort  
Analogue**

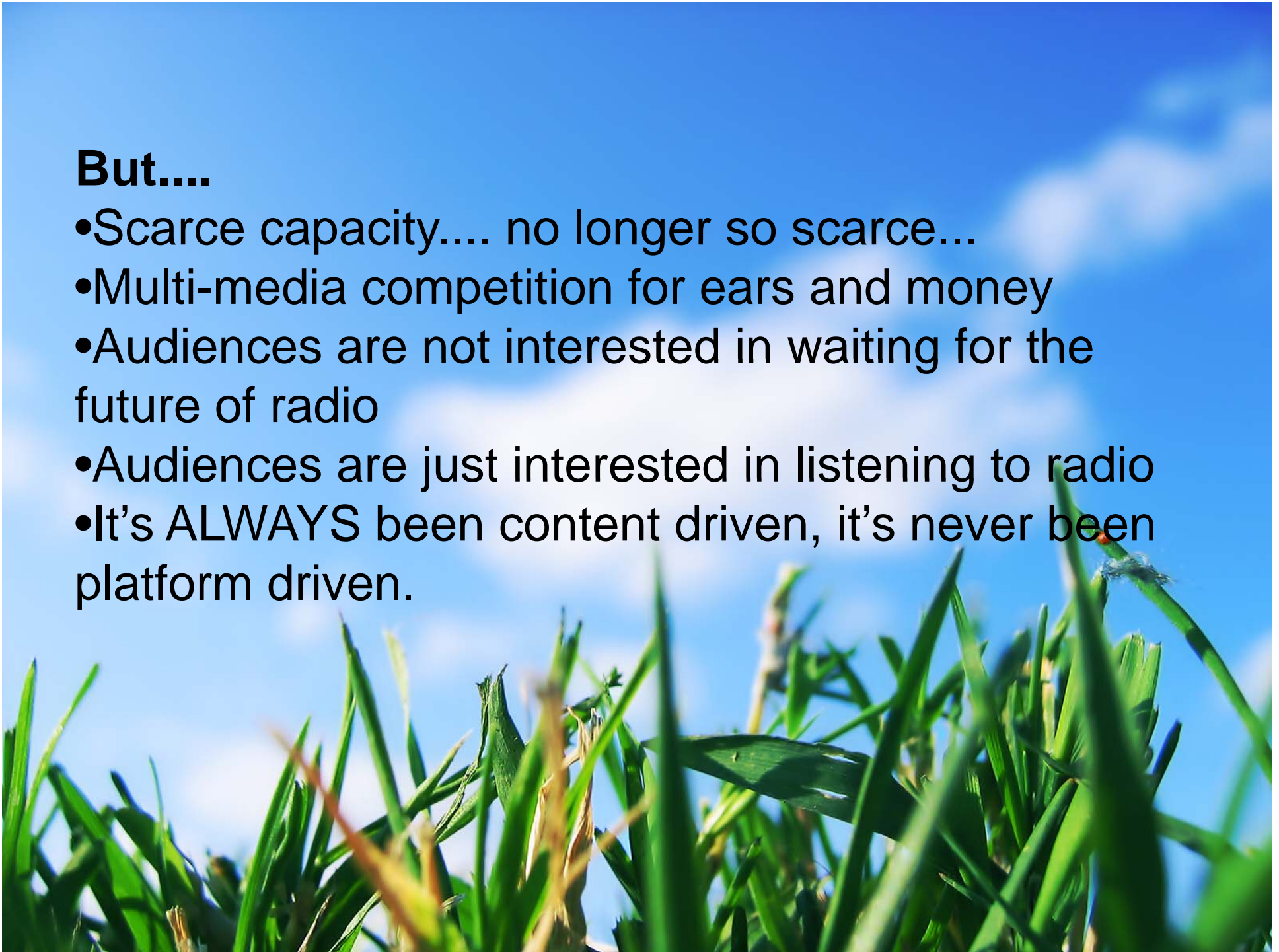






## **But....**

- Scarce capacity.... no longer so scarce...
- Multi-media competition for ears and money
- Audiences are not interested in waiting for the future of radio
- Audiences are just interested in listening to radio
- It's *ALWAYS* been content driven, it's never been platform driven.





## Another Boring UK Example...

1,000m hours of listening a week

- DAB represents 166m (16.6%)
- DTV represents 45m (4.5%)
- Internet represents 32m (3.2%)

[Share](#)

## 90% of all UK listeners listen to radio

- 'Any Digital' – 45%
- DAB – 27%
- DTV – 15%
- Internet – 9.8%

[Reach](#)







# Digital Business Models in the UK

- Brand Extension vs New Service Introduction
- New Entrants – Large vs Small
- Media Extension





Absolute Radio

Absolute Radio CLASSIC ROCK

Absolute Radio 90s

Absolute Radio 80s

Absolute Radio 00s

Premier CHRISTIAN RADIO

Premier Gospel Music for life

BBC RADIO 1

BBC RADIO Xtra

UCB UK

UCB GOSPEL

UCB INSP





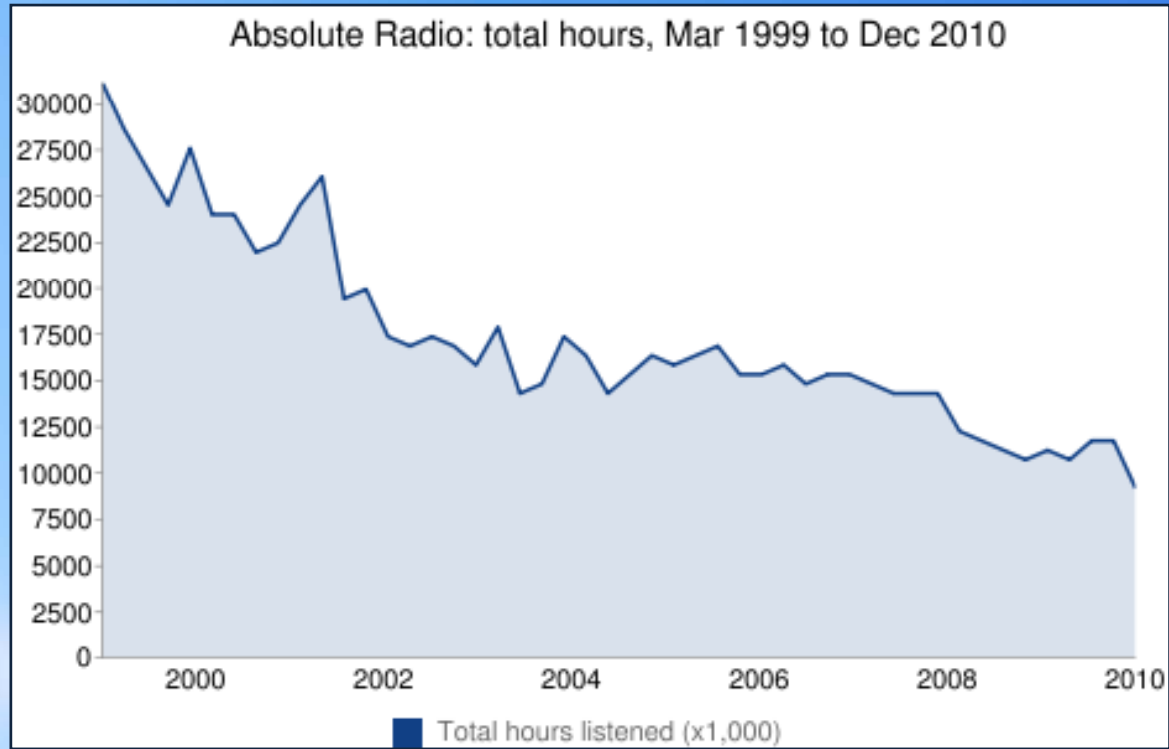
- 1993: National AM Radio Station
- 1995: Added London FM Licence
- 1999: Added National DAB Coverage
- Also broadcasts online, through digital television and mobile

•**Main Service:**

Reach: 1.3m/week

•Hours: 9.4m/week





**1999: 30.0m**  
**2011: 9.4m**



**Absolute Radio** ▶▶ CLASSIC ROCK

**Absolute Radio** ▶▶ 80s

**Absolute Radio** ▶▶ 90s

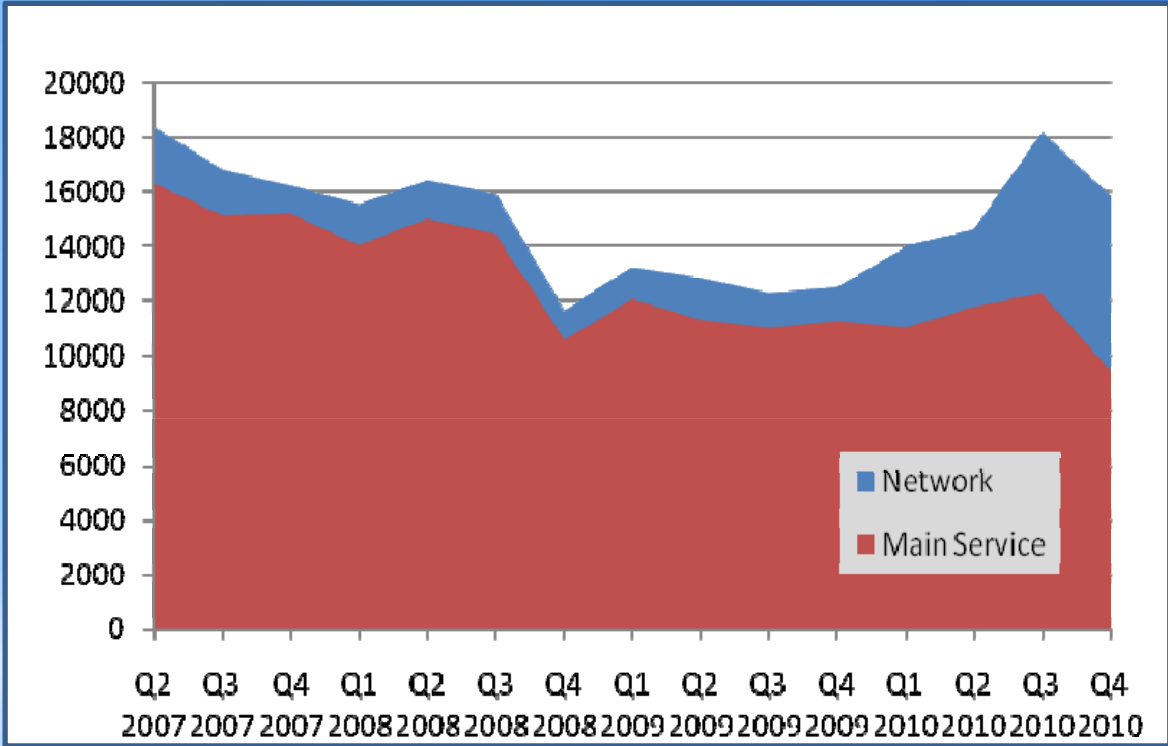
**Absolute Radio** ▶▶ 00s

Digital Only spin-offs now generate 6.4m hours (DAB, some DTV, online and mobile)

**Absolute Radio** ▶▶







## **Absolute's Digital Success**

- Driven by hours survival
- Well-formatted, understandable stations
- Strong multi-platform distribution
- Well-promoted on existing stations







- Independently Owned
- Coverage:
  - National DAB
  - Digital Television
  - Online
  - Mobile
- Audience
  - 827,000 listeners
  - 5,647,000 hours

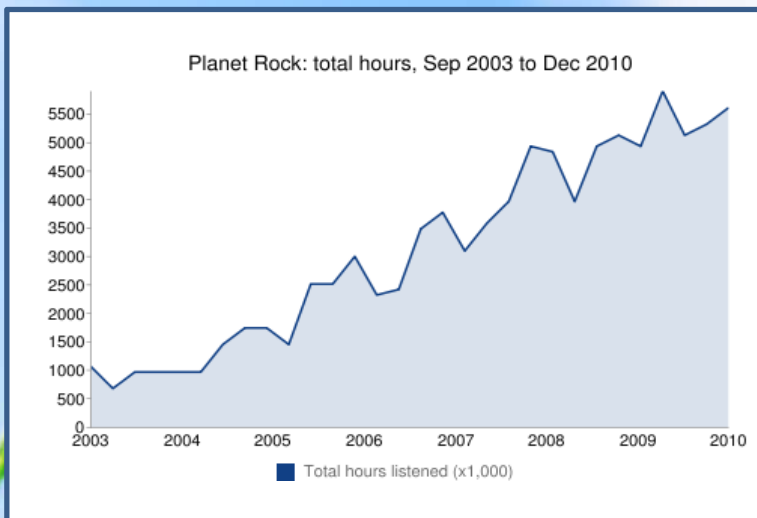
The screenshot shows the Planet Rock website interface. At the top, there's a navigation bar with 'HOME', 'ON AIR', 'NEWS', 'MUSIC', 'WIN', and 'EVENTS'. A search bar is also present. The main content area is divided into several sections:

- Planet Rock Header:** Includes the logo, 'WHERE ROCK LIVES', and a 'Rob Birnie' profile with a 'LISTEN LIVE' button.
- Home Section:** Features a large banner for 'Joe Bonamassa' with a 'FREE JOE BONAMASSA DOWNLOAD' and 'NEW FREE VIP DOWNLOADS'.
- Rock News:** Contains articles such as 'Brian May & Kerry Ellis Hit The Road', 'Slash Sells His Stuff', 'Rick Wakeman: No More Yes Reunions', and 'Thunder Reunite For High Voltage'.
- Rock Features:** Includes 'Black Spiders' (Win Black Spiders' Brand New Album), 'The Australian Pink Floyd Show' (Win Tickets to the Australian Pink Floyd Show), 'Whitesnake - Forevermore Fanpack - Pre-Order Now', and 'The Planet Rock Store'.
- People Who Like This:** A social media-style section with a 'Like' button and user avatars.
- The Schedule:** A table showing current and upcoming programs like 'Rob Birnie' (9:00AM - 1:00PM) and 'RockBlock' (1:00PM - 2:00PM).
- What's Been Played:** A list of recently played tracks including 'U2 - Doctor Doctor', 'Led Zeppelin - All My Love', 'Ozzy Osbourne - Perry Mason', 'Bad Company - Ready For Love', and 'Rival Sons - Torture'.
- Upcoming Events:** A list of events such as 'Anathema' (Wed 16/2 at Wolverhampton, Slade Rooms), 'Black Label Society' (Wed 16/2 at Glasgow O2 Academy, Glas), and 'Rob Zombie' (Wed 16/2 at London, O2 Briton Acad, London).
- Footer:** Contains links for 'PLANET ROCK', 'HOW TO LISTEN', 'EXPLORE', and 'ON AIR', along with copyright information and a 'BUY TICKETS' button.





- Traditional advertising and sponsorship
- CRM with VIPs
- Strong ticketing strategy
- Music advertising



The screenshot shows the Planet Rock website with a dark theme. At the top, there are navigation links for Home, On Air, News, Music, Win, and Events. A search bar is also present. The main content area is divided into several sections:

- Hero Section:** Features Joe Bonamassa with a 'FREE JOE BONAMASSA DOWNLOAD' and 'NEW FREE VIP DOWNLOADS' offer.
- Rock News:** Includes articles like 'Brian May & Kerry Ellis Hit The Road' and 'Slash Sells His Stuff'.
- Rock Features:** Promotes 'BLACK SPIDERS' album, 'THE AUSTRALIAN PINK FLOYD SHOW', and 'WHITESNAKE - FOREVERMORE FANPACK'.
- Schedule:** Lists current and upcoming programs like 'Rob Birnie' and 'RockBlock'.
- What's Been Played:** A list of recently played tracks such as 'U2 - Doctor Doctor' and 'Led Zeppelin - All My Love'.
- Upcoming Events:** Lists events like 'Anathema' and 'Black Label Society'.

At the bottom, there are navigation menus for 'PLANET ROCK', 'HOW TO LISTEN', 'EXPLORE', and 'ON AIR'. The footer contains copyright information and links to 'Privacy Policy', 'Terms & Conditions', 'Contact Us', and 'About Us'.



## Planet Rock's Success

- Consistency – they've been around for 10 years
- Nationwide distribution
- Strong, popular format, un-used by other broadcasters – 'classic rock'
- Focus on listeners and retailing direct to them





- Independently Owned

- Coverage:

- London DAB
- Online

- Audience

- 45,000 adults
- 100,000 kids







- Non-Agency Focus
- Client Direct
- New money to radio
- S&P
- Integrated campaigns
- Tiny cost base

The screenshot shows the FUN Kids radio player interface. At the top, the 'FUN Kids' logo is on the left, and the 'radio player' logo is on the right. Below the logo is a 'LIVE' indicator and a speaker icon. A navigation bar contains 'PLAYING', 'MY STATIONS', and a search box labeled 'Search Radioplayer'. The main content area features the 'FUN Kids' logo, a 'NOW PLAYING' section with the text 'ANGELA MAGOUN BAA BAA BLACK SHEEP', and the website 'funkidslive.com'. At the bottom, there is a blue star-shaped graphic with a cartoon boy running and a text box that reads: 'Hello! We're the radio station that's just for kids! Listen on DAB in London at www.funkidslive.com or just search 'kids' here! VISIT OUR SITE' with a green arrow pointing right.

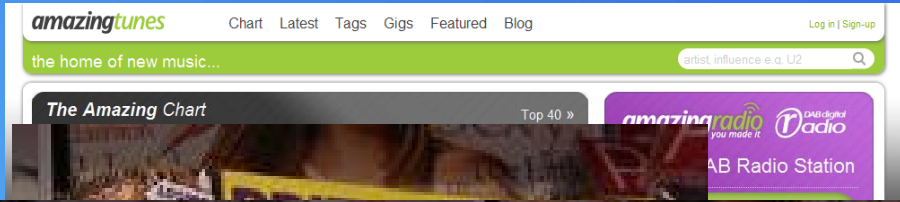
## Fun Kids Success

- Super-low cost base
- All elements of the operation are non-traditional
- Targets sectors that spend little money on radio
- A kids brand that sells and serves across web, email and radio

The logo for 'Fun Kids' is displayed in a white rectangular box with a thin blue border. The text 'Fun Kids' is written in a playful, bubbly font. 'Fun' is in red with a yellow outline, and 'Kids' is in blue with a yellow outline. Small white stars are scattered around the letters. The background of the slide is a vibrant blue sky with soft white clouds, and the bottom portion shows a close-up of green corn leaves with a small insect on one of them.

**Fun Kids**





## **Extensions...**

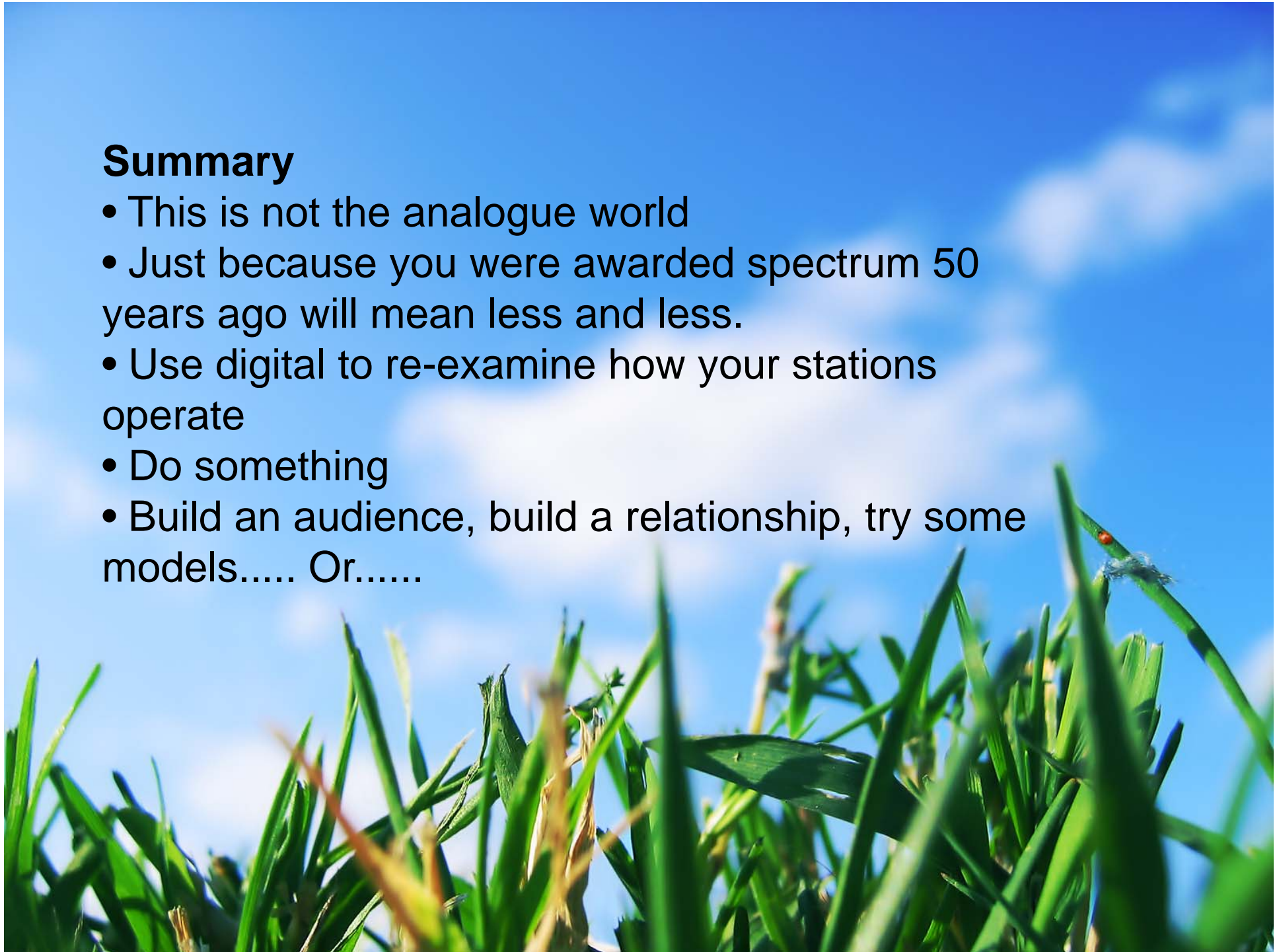
- Are non-radio operators
- Use radio to reach audiences
- Do not care about the traditional operators
- Do not argue about platforms, they get on with reaching listeners.

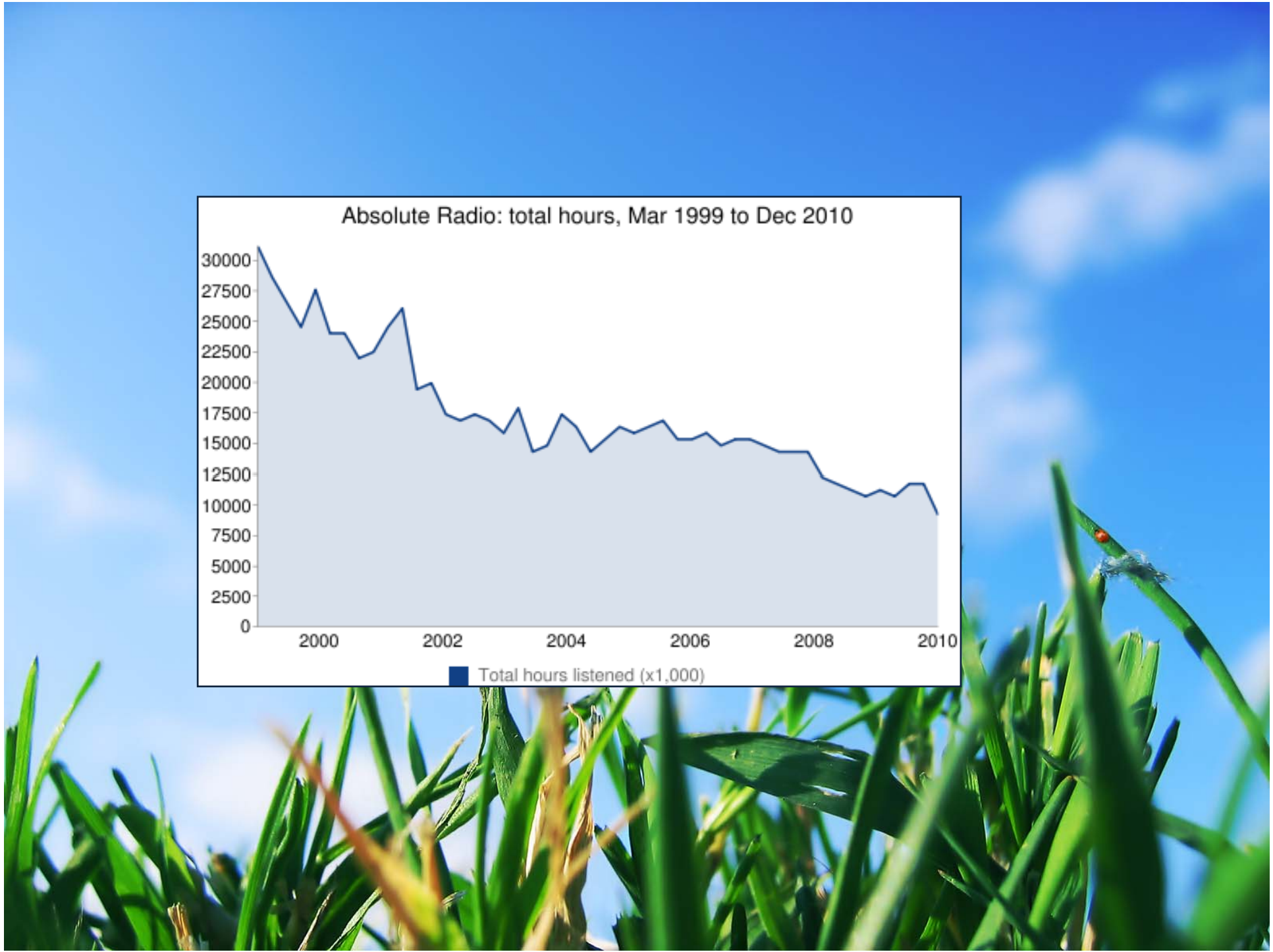
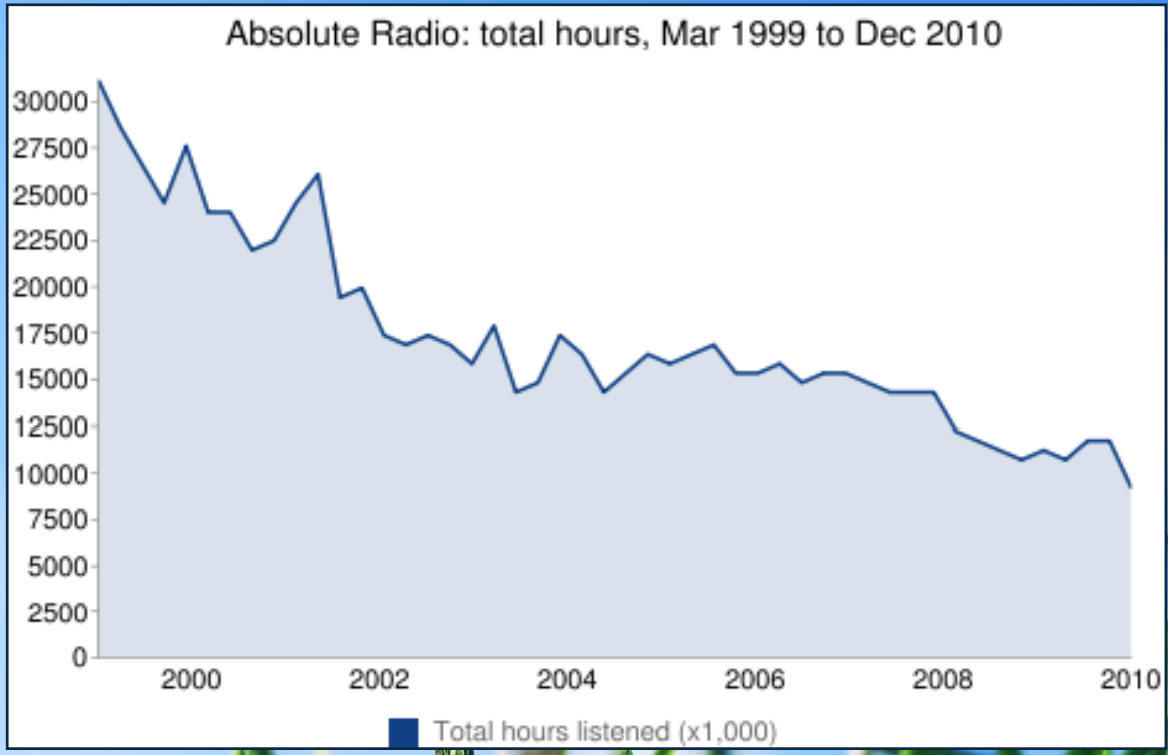




## Summary

- This is not the analogue world
- Just because you were awarded spectrum 50 years ago will mean less and less.
- Use digital to re-examine how your stations operate
- Do something
- Build an audience, build a relationship, try some models..... Or.....









# Commercial Digital Radio: **Why Bother?**

**Matt Deegan**  
Folder Media

twitter: @matt  
web: [foldermedia.co.uk](http://foldermedia.co.uk)  
web: [mattdeegan.com](http://mattdeegan.com)