This is **R**adio.

Radioplayer

AER Workshop #rde18

How to create new uses of new tech?
How to protect the radio industry in this new environment?

About me

Online since 56k Modems were called „the future", using a 486 processor with 1GB hard drive and a program called Windows 95 that you could still manipulate on DOS level.

Would like to have become a professional singer, but I chose Jazz. So that was that in regards of money.

Started at BeSonic.com – Europes biggest legal MP3 portal, that you never heard of. It was basically MySpace before videos were even a thing (56K Modems!).

Did some freelancing, programmed some playlists, webmastered for some „music and media companies" that had no clue about new economy and finally started in the radio business in 2007.

Radio player

Where we came from

10 years ago online audio listening was only starting to become a thing.

Radio stations suddenly had to have MySpace Accounts and Social Media and what it did was our biggest concern.
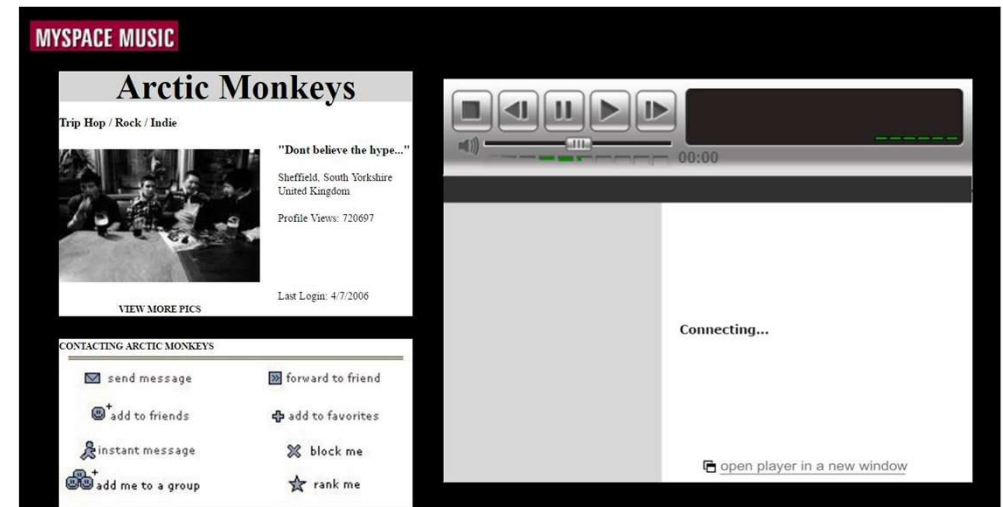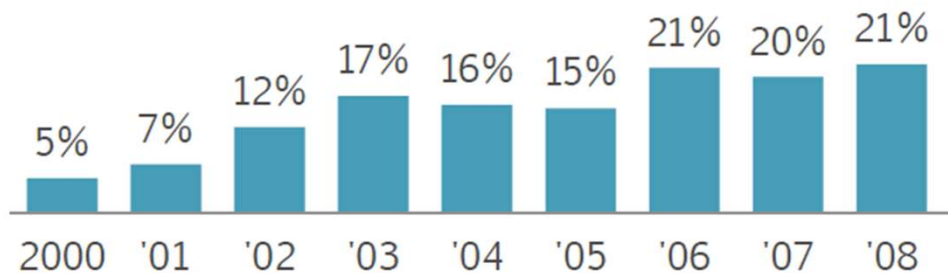
Things escalated quickly

Smartphones, Data Flats, WiFi, MPEG4 (AAC), Facebook..

Suddenly you needed a social media strategy, a digital distribution, data for targeting personalized ads, people who could handle an ad server, sales persons who could sell digital inventory… only to realise your digital inventory was pretty small.
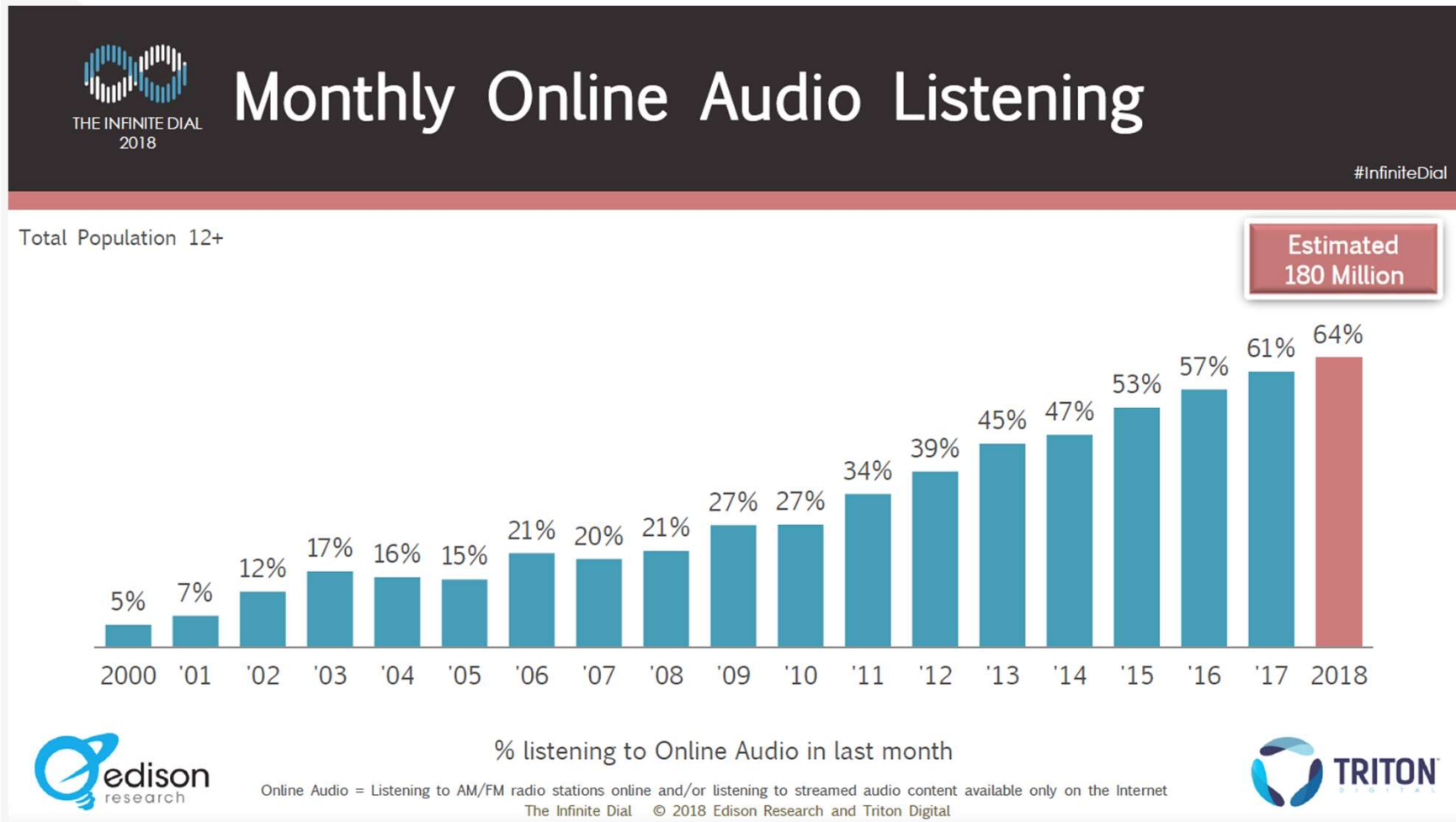
Big radio stations spent big money on digital, but digital refused to give back.

94% of the money a classic FM station generates still comes out of classic FM advertising.

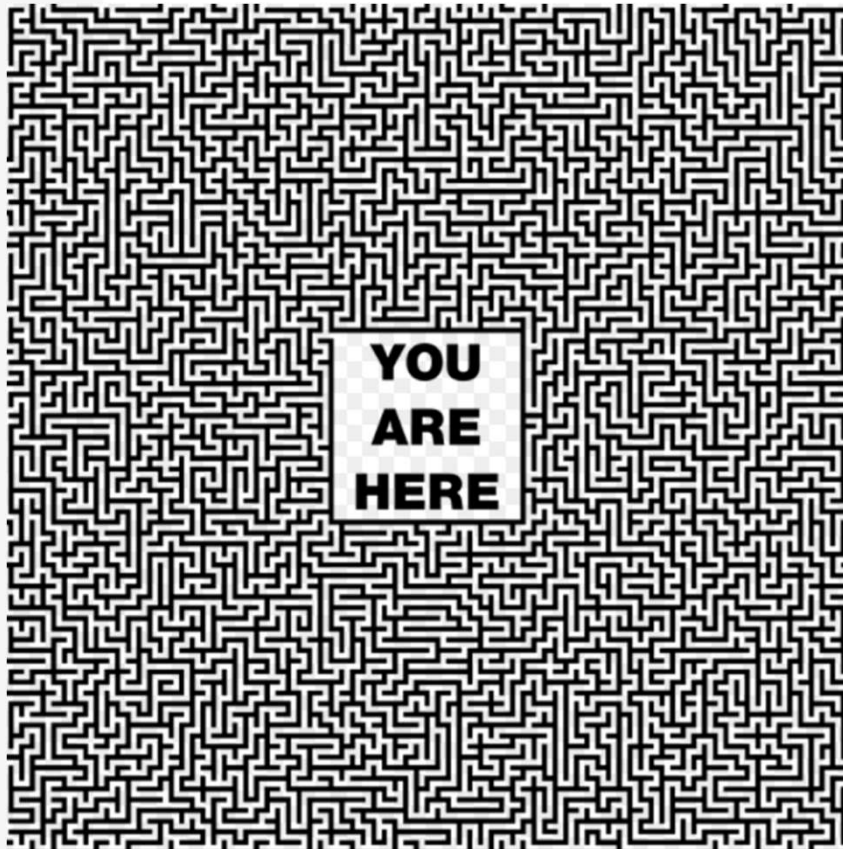So why worry?

Now this is the reality

Monthly Online Audio Listening

#InfiniteDial

Total Population 12+

Estimated 180 Million

% listening to Online Audio in last month

Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet
The Infinite Dial   © 2018 Edison Research and Triton Digital

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And this

But also this..

Accessibility is key

People don't care.

Not about owning a CD/DVD

Not about owning a car.

Not about FM, DAB or IP.

Push the button and make it work is already over.

Just make it work.

Facing the giants alone?

Or join forces

Join Radioplayer

Available in Austria, Belgium, Canada, Germany, Ireland, Norway, Peru and the U.K. Radioplayer instantly makes you available where it matters:

Desktop
HTML5 Player for your website
on Radioplayer website

Mobile Apps
iOS, Android, Windows Phone
hybrid app for LG Stylus (DAB+/IP)
Amazon Kindle Fire
Hardware collaborations

Compatibility
Apple Watch
Android Wear
Apple AirPlay, CarPlay
Google Chromecast, Android Auto

Radio player

Instant Availability

3rd parties

Amazon Alexa
Sonos
Smart TV (Samsung, Amazon…)
DVBT-2 (freenetTV)
Audi, Porsche, Volkswagen

Examples from Germany

Amazon Newsletter from May 2017:

Radioplayer feeds the data for hybrid switch in brand new Audi.

We only just got started..

Echo Show and Echo Spot now display information as well.

BMW and SEAT announced to have Alexa integrated in their cars.

5G is coming until 2020.

SmartHome adds connectivity and loudspeakers to even more

"devices" in your home.

Would you like to keep track of all of these yourselves?

Or would you like to focus on your radio station?

The best for last

We don't ever touch your content.

Radioplayer is 100% non profit organisation. We do not make money by putting advertisement on top of your streams!

Radioplayer is owned by the Radio industry.

We cannot be sold to Spotify. We cannot go broke.

What you invest in Radioplayer is only invested in your future.

Thank you

Caroline Grazé

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