

This is Radio.



AER conference 2018, Brussels

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- ▶ How to create new uses of new tech?
- ▶ How do we safekeep radio in cars?
- ▶ How to protect the radio industry in this new environment?

About me

Online since 56k Modems were called „the future“, manipulating my Windows 95 PC with 1 GB hard drive on DOS level.

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!).

When the new economy broke down I did freelancing as an online editor, programmed some playlists for the first on-demand music portals, and worked as a Webmaster and Digital Consultant for some „music and media companies“ that had no clue about the internet and how to deal with it.

2007 Radio called. I answered.

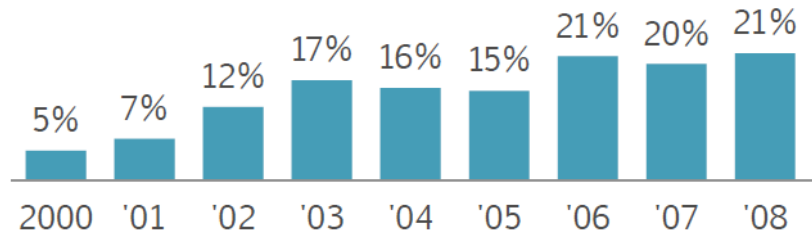
Managing Radioplayer Germany since 2016.



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.

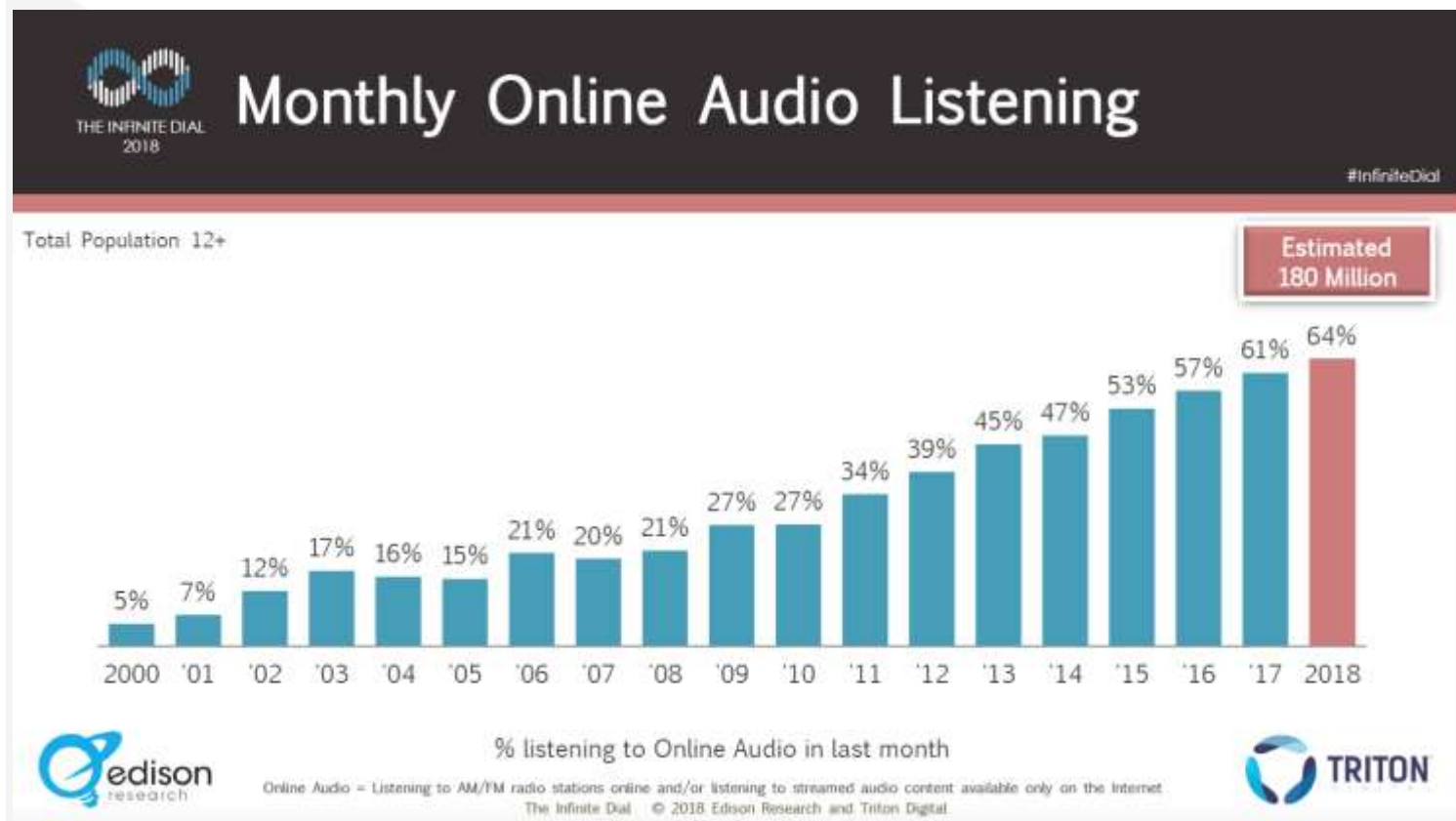
Big radio stations spent big money on digital, but digital refused to give back.

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

So why worry?



Now this is the reality



And this



But also this..





Radioplayer in the car

New darlings of the dashboard

Research in UK/DE/FR:

84% listen to the radio „always“ or mostly when driving

82% would never consider to buy a **car without a radio**

Hybrid Radio available in Audi A8, A7, A6...

Discussions with Opel, BMW, PSA, FCA..





13:15



Sources

DR Deutschland

Stations

5C

DAB station not available

TA

Presets



sunshine

ENERGY

Block 5A

Block 5A

Block 5A

Block 5A



Audio



Phone



Nav



Apps



Settings

Radio

- 1 91.3
- 2 96.9
- 3 100.3
- 4 104.1
- 5 106.3
- 6 107.9

Source

FM106.7 EAGLE



The Eagle

FM Info

Scan

Station List

Sound

SEEK TRACK

TUNE SCROLL

Focus on Automotive with partners

- Support open Standards like RadioDNS Standard, collaborate with DTS/XPERI & DABWorld
- Production of DAB+ after market device in UK
- Collaboration with a.o. Audi to optimize Data
- Launch of **Worldwide Radioplayer API**
- Concept study for prototype
- Research for voice and hybrid for best practice
- Enrich data(base)

WRAPI

Focus on Automotive: The WRAPI

Data (Logos, Streams, Geo-IP, Keywords etc.)

Always up-to-date, officially sourced, good quality, optimized for dashboards

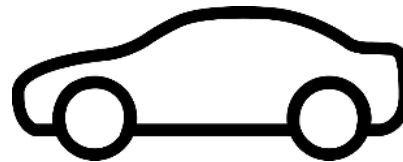


Service

Link DAB & FM with IP (Streaming)

Seamless switching

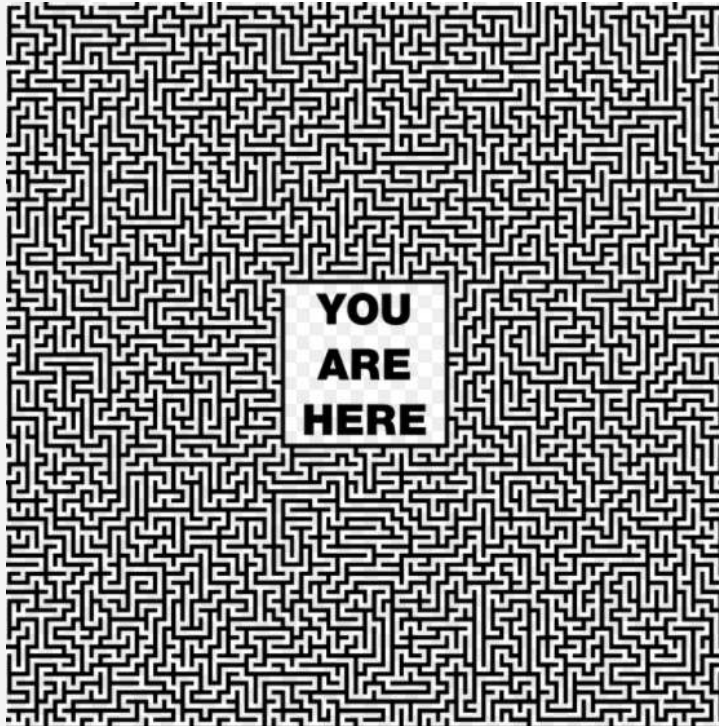
User friendly, transparent



Features

- ▶ Integration of Podcasts & Catchup with Offline-Modus, Series/Episode linking
- ▶ Improve Now Playing Informations (Timing / Fallbacks)
- ▶ Implement voice command incl. offline mode
- ▶ Return paths for interactivity and analyses, maybe targeting

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?

amazon

Google



Apple



Excuse me, Sir?

Or join forces

Radioplayer
FRANCE

Radioplayer
CANADA

Radioplayer
MUSIC

Radioplayer
GOTTESBACH

Radioplayer.be

Radioplayer
USA

Radioplayer
HONGKONG

Radioplayer
RUSSLAND



Why join Radioplayer?

Available in Austria, Belgium, Canada, Germany, Ireland, Norway, Peru and the U.K., Radioplayer instantly makes radio 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

Instant Availability

3rd parties

Amazon Alexa

Sonos

Smart TV (Samsung, Amazon...)

DVB-T-2 (freenetTV)

Audi, Porsche, Volkswagen



Examples from Germany

Amazon Newsletter from May 2017:

Top-10-Skills

Auf der Suche nach einem neuen Skill? Lassen Sie sich von anderen Alexa-Kunden inspirieren und entdecken Sie hier die 10 Skills, die bisher am häufigsten mit Alexa aufgerufen wurden.



Radioplayer feeds the data for hybrid switch in brand new Audi A8, A7, A6...



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.



The best for last

We don't ever touch the content.

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

Radioplayer is **owned by the Radio** industry.

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

Every invest in Radioplayer is only invested in **Radio future**.

Every country **joining Radioplayer enables us** to face the future well prepared.

Bonus: Radioplayer  **LOVES**.

Thank you. Get in touch!

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