

Keeping radio 'findable'

AER June 2016

Michael Hill



Massive growth in entertainment options



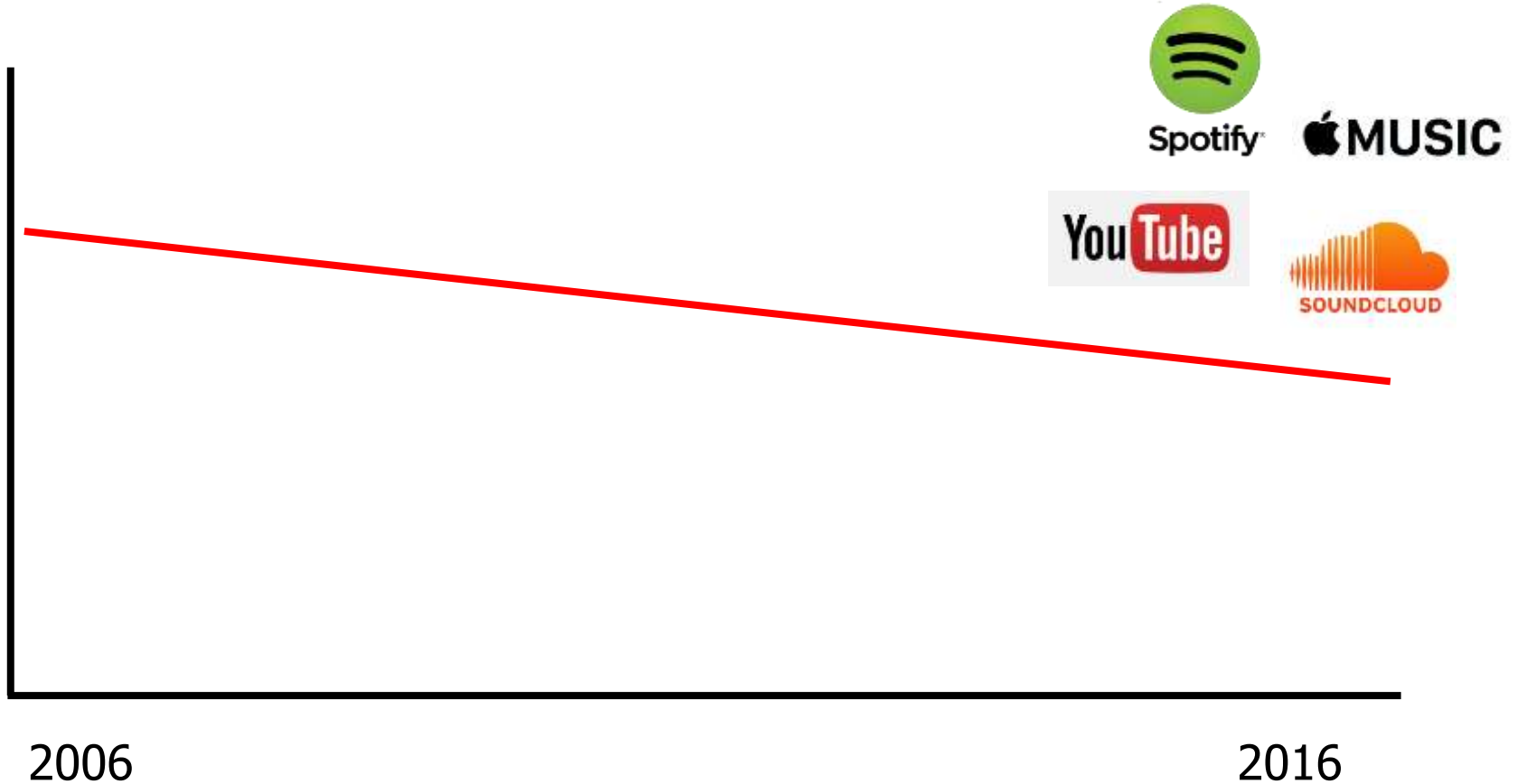
1920

2016

Radio's reach remains solid



But our 'share of ear' is falling



Fighting back, with 'findability'



Home



Computers



Smartphones



Cars

How 'findable' is the radio?

How 'findable' is our content, in the radio?

What can we do to improve 'findability'?



Finding a home speaker with a radio

No radio

Radio

John Lewis

114

85

Argos

193

103

TESCO

528

166





Finding content in a home radio



4/5



'Good, but room for improvement'

Agree minimum hardware specifications



Work with retailers to promote radio



Prototype new radios – hybrid, visual





How findable is radio on a computer?

Google

jo cox

No radio links on first 10 pages

Google

euro 2016

talkSPORT page 7

Google

rock

Planet Rock page 2

Google

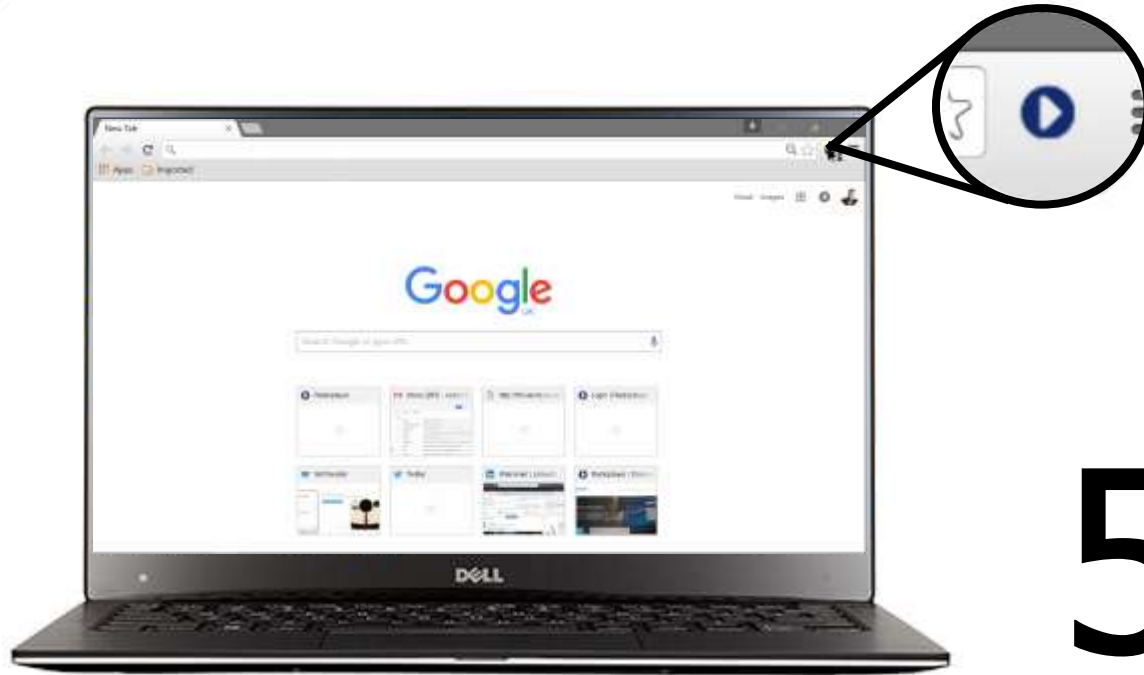
jazz

Jazz FM page 1

2/5



Finding radio content with Radioplayer



5/5



'Good in parts, but inconsistent'

Help stations improve their metadata



Make content sticky so Google finds it



Help other countries adopt Radioplayer





How findable is radio, in a smartphone?

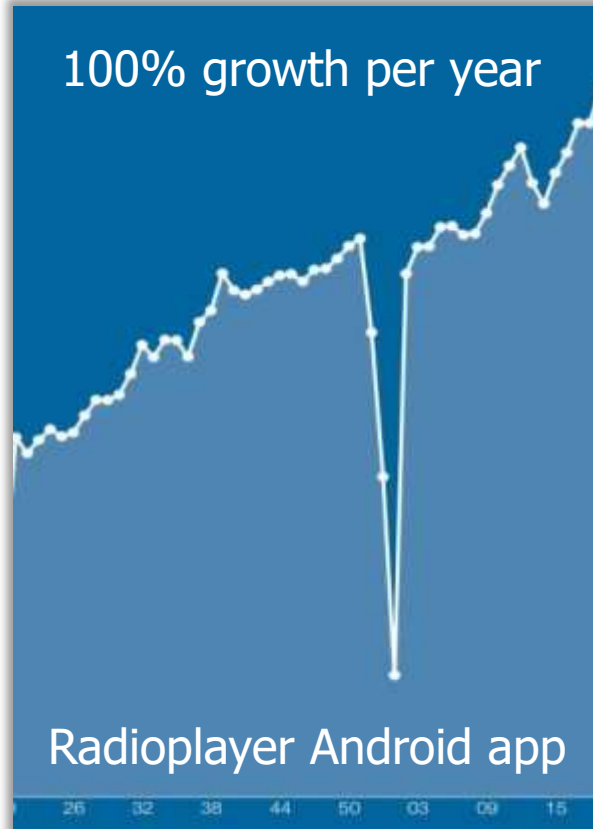
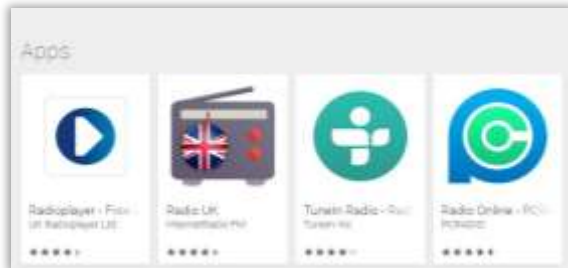
About 3 million apps in Android and iTunes stores

The average user has 25 apps in their phone

But 80% of the time, we use just 3 apps



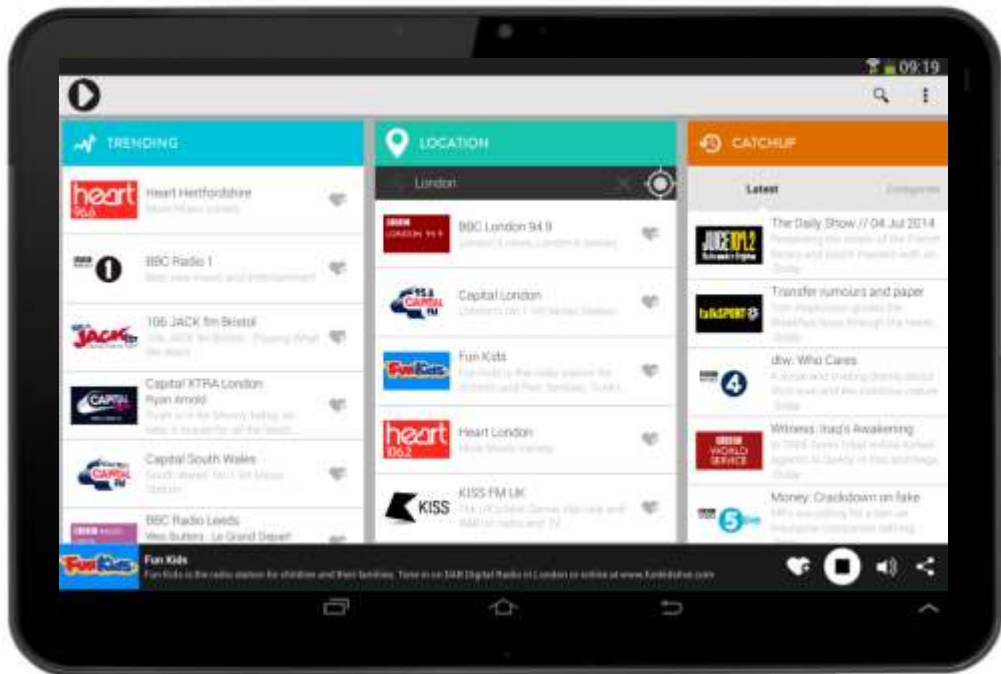
Radio IS more findable, if we work together



2/5



Finding radio content, with Radioplayer



318. Fantastic

★★★★★ Lloydie 🙌 🙌

Excellent radio app. I've found stations I never knew existed. 10/10.

5/5

App integrations also make radio more findable





'Good progress, deserves more exposure'

Constant improvement to radio apps



Share best ideas from across Europe



Work with manufacturers, on hybrid



Your phone
a gift that keeps
on giving <



O2 in the UK
@O2

Hi. We're O2. We know your phone's not just a phone. It's an extension of you. Which is why we're more than just a network. We've got more for you.

Joined June 2008

O2 in the UK
@O2

Follow

Meet the new LG Stylus 2, the world's first smartphone with built-in DAB radio. Only on O2. bit.ly/1Ty6VLU



more
for you O2



How findable is the radio, in a car?





Can you find the radio here?





Or here?





How about here?



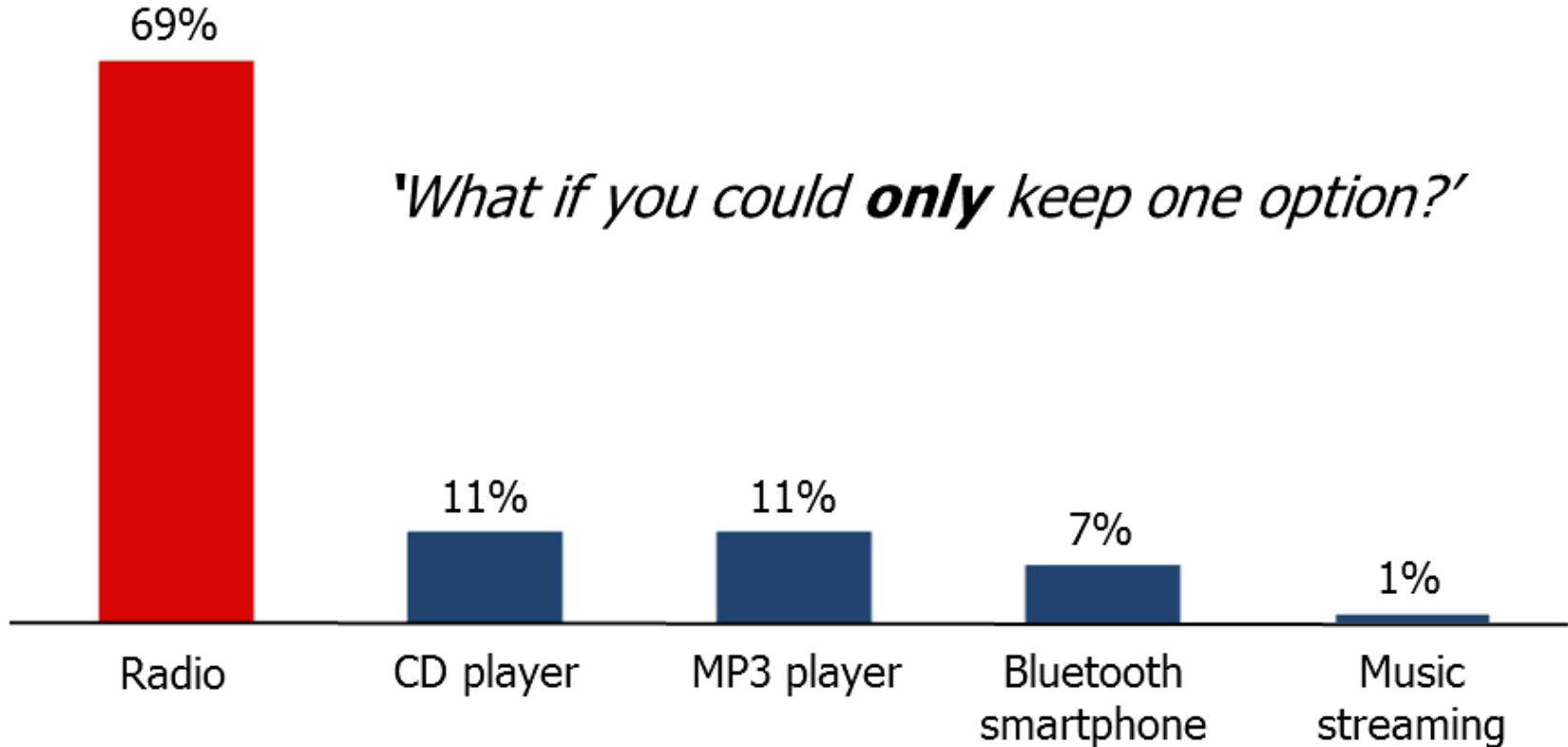


How findable is the radio, in a car?

For the last 80 years... **5/5**

But in the future... **3/5**

Our research shows this is a **BIG** mistake



1500 sample across UK, Germany, France



How do you find content, in a car radio?



2/5

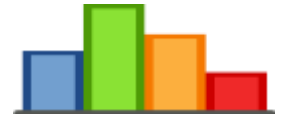


'Danger ahead. You need to act now.'

Work together across European radio



Prove how important radio is in cars



Help car firms solve interface issues



Total findability scores for Radio (out of 10)



Home

7



Computers

7



Smartphones

7



Cars

5

www.radioplayer.co.uk/great-cars-need-great-radios

michael.hill@radioplayer.co.uk

[@radiomikehill](#)

