

What would Google™ do?

Or

What best practice can we learn in a
connected world



gmgradio

Chalk & Cheese?

Radio	Google
High fixed costs	Low fixed costs
Low variable costs	High variable costs
Highly regulated	Low regulation
Time spent	Latency
Editor	Aggregator
Case study effectiveness	Last click accountability



But there are fundamentals that radio can learn



Business model



Data mining



Scalability



Openness



Network effects



Cocreation





Business model

- Advertising is not a market but a business model
- Any market that attract advertising is a target for Google





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- The limits are placed by our audience relationships
- Alternative content – App driven?, video, interactivity
- ARPU





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- Station Promotions
- “In the 21st Century the database is the new marketplace”





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- Networking
- Ubiquity of supply
- Automation & DIY advertising – managing the Long Tail





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- Do what you do best and link to the rest
- Cross promotion





Network effects

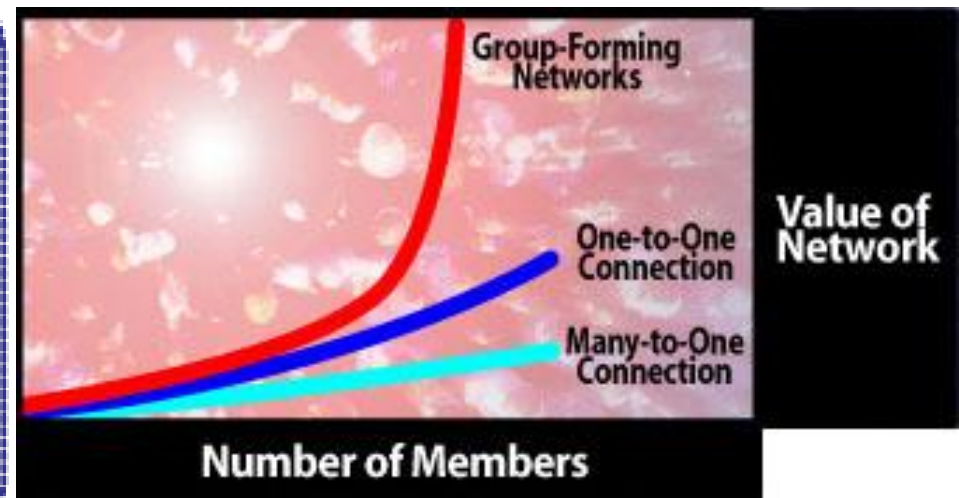
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- The reach of a critical mass of users constitutes a significant barrier to the entry





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- Users, content creators and external developers are given the tools to create new markets and enrich services





Cocreation

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- Users, content creators and external developers are given the tools to create new markets and enrich services

- Democratization of content creation
- “Good enough” economics



YOUR LIFE. YOUR MUSIC.





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