



Radio at the Edge  
November 2009

**Mark Rock**  
CEO, Audioboo

# Audioboo

Our users say:

“Twitter without typing”

“User generated Radio 4”

The media say:

“The Youtube of the spoken word”

“Will change radio in the same way that desktop publishing changed newspaper production”



# Overview



8 months old

Began life as part the of **Channel 4 Radio** project

iPhone & Android currently. Nokia by end of November, Blackberry early next year.

Users include The Guardian, FT, Radio 1,3 & 6, Absolute Radio, British Army, Stephen Fry & Tony Blackburn

Paid customers include Radio 1, Royal Opera House and UBC Media. And more in the pipeline in UK & US.



Listen to most recent audio  
from all audioboos



View detailed information



Record

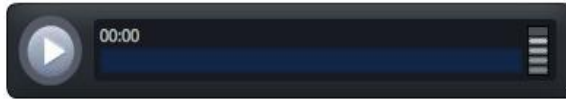


# YeehahBoo



06.31pm BST, 23 Aug 2009

New York, NY, USA



joy rapture bliss happiness triumph

[stephenfry](#)

You are currently following stephenfry

Stop following



You're not currently receiving email notifications for comments posted to this boo.

Enable comment notifications

Report this boo

Love this?

Share This Boo

Embed Code

```
<object data="http://boos.audioboo.
```

Link URL

<http://audioboo.fm/boos/57635-yee>

SHARE



Embed code

Following

RSS feeds

iTunes link

Autopost to Twitter, Facebook, Friendfeed, Posterous & Tumblr

## Nick Hancock

Wall Info Photos Boxes

Write something...

Attach: 

Share

Filters



Nick Hancock posted an AudioBoo: Amazing puppet show

Amazing puppet show  
Nick4audioboo  
04.40pm 13 Sep 2009

audio↓Boo

00:02 00:20

September 13 at 4:41pm via AudioBoo · Comment · Like · Respond to Nick

Nick Hancock likes this.

Write a comment...



## Documentally

✓ Following 



Great Audioboo..  
<http://bit.ly/1VrzPz> from @Bilt

half a minute ago from TweetDeck

@sizemore I had really planned to get to #Tuttle but have to remake a presentation that got lost on my Mac #FAIL

3 minutes ago from TweetDeck in reply to sizemore

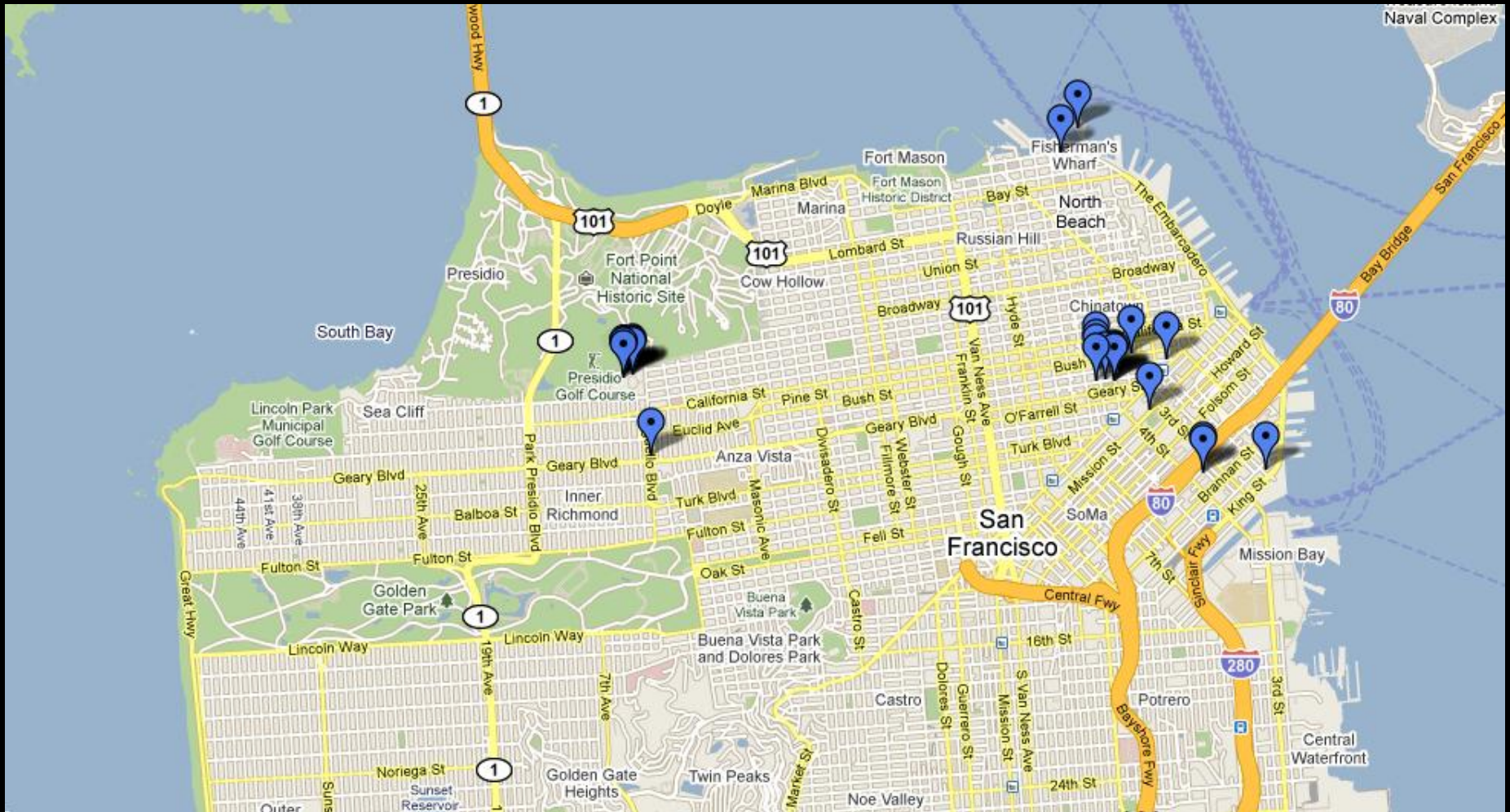
That last Audioboo got stuck in the pipes and was recorded last thing last night. <http://bit.ly/1HHIp4>

6 minutes ago from web



AudioBoo: The Half Sisters #vf360 <http://boo.fm/b65710>

8 minutes ago from AudioBoo



# Usage



32,000 registered users in 8 months

Over 77,000 audio clips – circa 2.5k hours

600,000 web page views per month

0.6 million audio plays per month

3,000 users autopost to Facebook

12,000 users do the same to Twitter

# Audioboo Pro



Service for companies to moderate & monetise audience

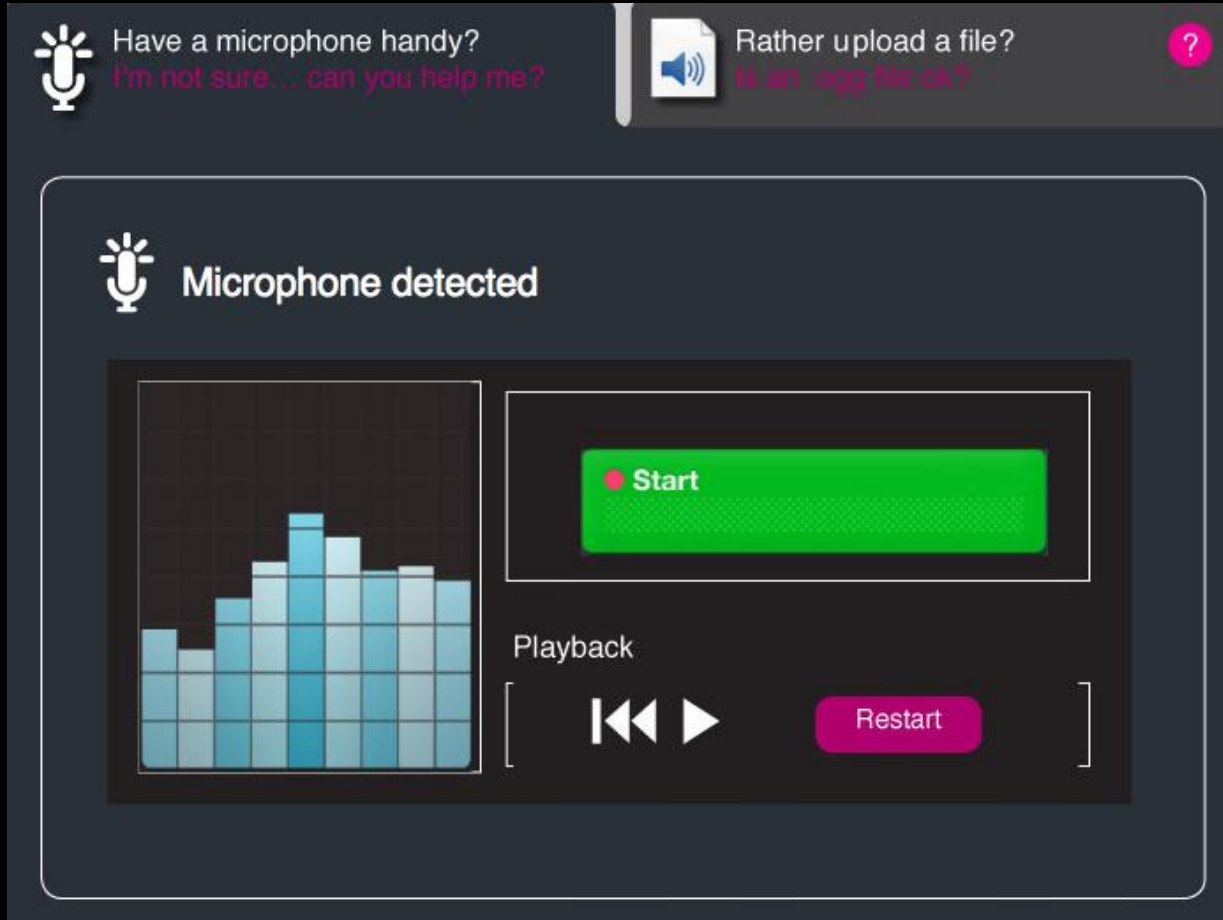
Online editing

Moderation & publishing

Ad insertion & stings


And new ways of recording...

# Web recording



Have a microphone handy?  
I'm not sure... can you help me?

Rather upload a file?  
Is an .ogg file ok?

 Microphone detected

Start

Playback

Restart

Upload or record

Add photo, title, tags

Choose location

Available as a widget for  
web pages

# Lessons for Radio



Your users can be your new reporters

Near realtime creation & playback of content

Simple, effective use of social networks

Embrace new, cheap & versatile technologies

Experiment now rather than later

# Thank You



<http://audioboo.fm>

[mark@audioboo.fm](mailto:mark@audioboo.fm)

Twitter: @markrock