

rip it up and start again?





**new platforms, new rules, for great sounding radio?
time to change radio for the new generation?**

- **a focus group of one**
- **a digital station that never launched**
- **an AM station that became digital by growing up...**
- **and a dodgy metaphor about mining**



seams...

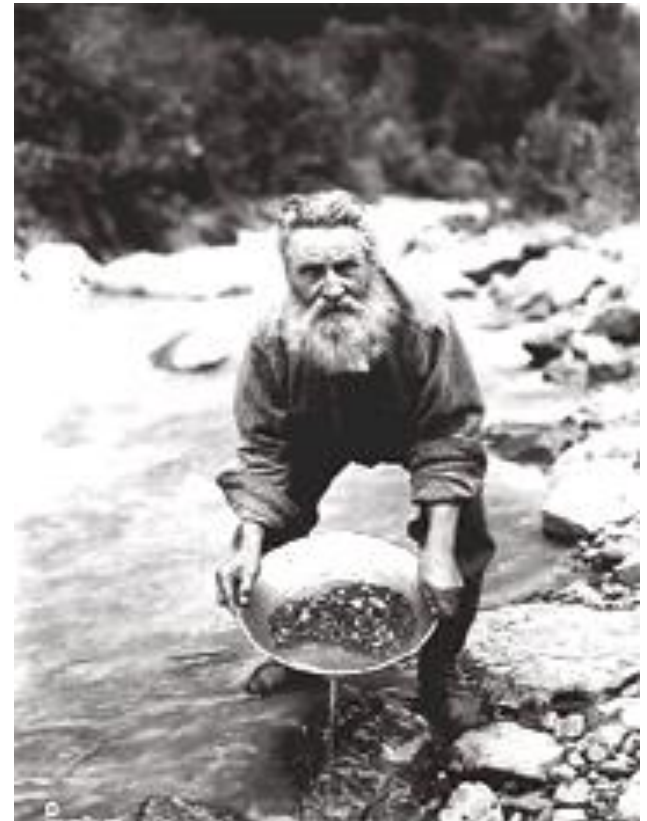


- **consistent**
- **defining**
- **productive**

...and nuggets



- **condensed**
- **precious**
- **rare**



a listening day at 15

0700 wake up

0730 breakfast

0745 train to school

1230 lunch at school

1400 art lesson

1645 home

1800 homework

2100 bedtime

a listening day at 15

0700 wake up opportunity missed?



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1400 art lesson teacher's FM radio BBC Radio 1

1645 home satellite tv music 

1800 homework

2100 bedtime

a listening day at 15

0700	wake up	opportunity missed?	
0730	breakfast	kitchen DAB radio	BBC 5live
0745	train to school	iPhone radio app	Capital
1230	lunch at school	mp3 players	music
1400	art lesson	teacher's FM radio	BBC Radio 1
1645	home	satellite tv	music
1800	homework	iPhone radio app	Capital
2100	bedtime		

a listening day at 15

0700	wake up	opportunity missed?
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0730	breakfast	kitchen DAB radio	BBC 5live
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0745	train to school	iPhone radio app	Capital
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1230	lunch at school	mp3 players	music
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1400	art lesson	teacher's FM radio	BBC Radio 1
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1645	home	satellite tv	music
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1800	homework	iPhone radio app	Capital
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2100	bedtime	CD player	music
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you'll win her ears if you...

- **make sure your station understands her**
- **play music she loves, and keep the links tight**



- **organise 'must-see' events**
- **offer her great value music tracks**
- **give her appealing visuals**



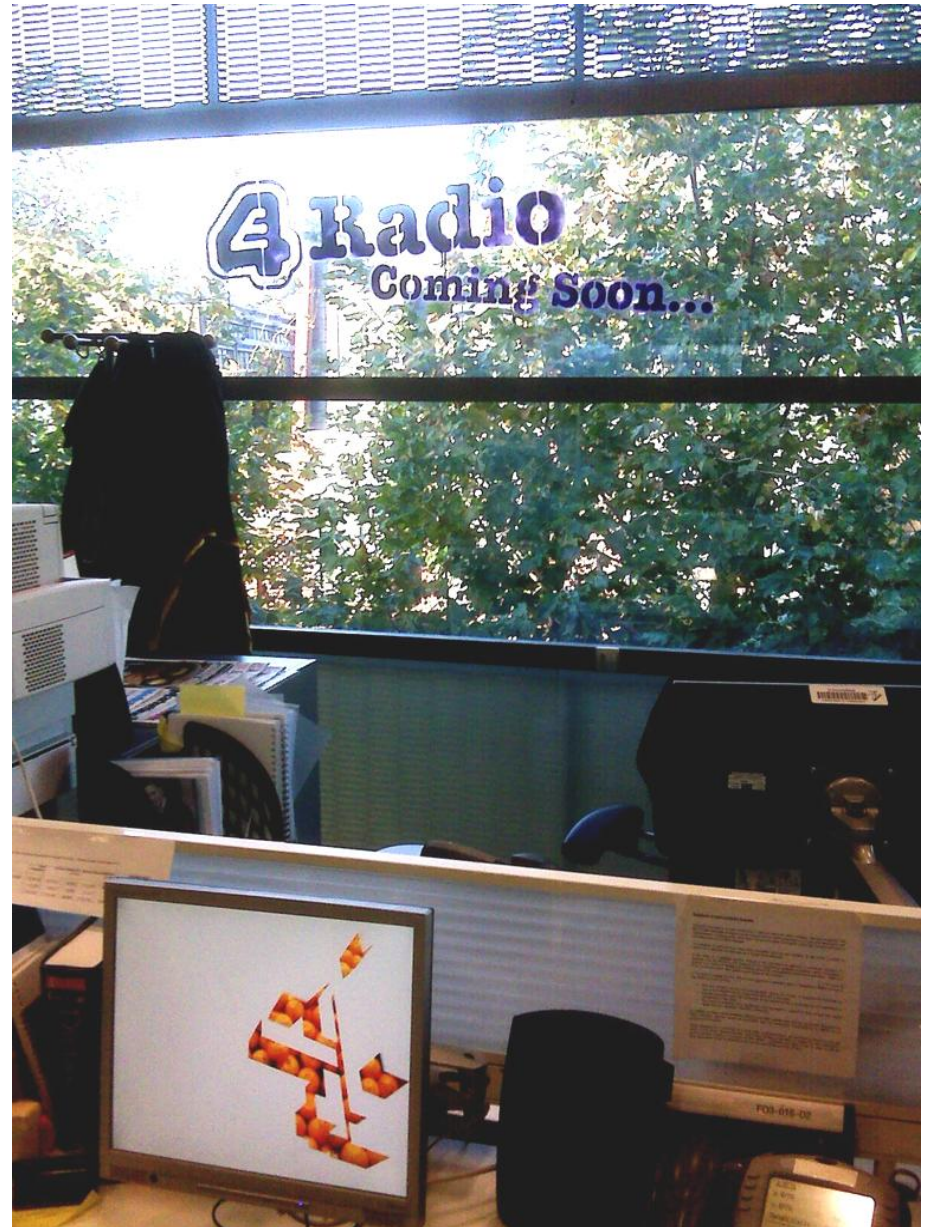
- **make cheaper, cooler DAB sets**
- **make listening easy on her phone**



the best station never?



- the first of 3 national stations
- was to launch april 09
- credit-crunched autumn 08



- **fully multimedia studios**
- **flat, flexible teams**
- **highly creative workspace**
- **integrated with C4**



- **best from world, not just UK**
- **live only where necessary**
- **granular and findable for ever**
- **nuggets, not programmes**



'multimedia nugget'



E4 Radio content model

- a parent brand can give you a well-defined seam
- but you need to complement it, not compete
- work out where you need to be live, and *why*



- choose your nuggets wisely – don't waste effort
- make them multimedia, and findable for ever
- 'glanceable' content complements radio well



- don't let distribution issues undermine content-creation
- don't hang about – get it launched, then tweak it
- never pass up a chance to re-define something

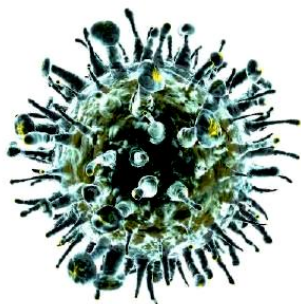


BBC Radio 5live



1999

- minimal news/sport 'crossover'
- low audience recognition
- AM-only consumption
- average 5 hours per listener per week



2009

- average 8 hours per listener per week
- 'crossover' listeners now biggest group
- well-known brand with successful sister-station
- highest percentage of digital listening in BBC

in growing up, 5live has grown digital

- **a defined tone of voice, in spite of its variety**
- **responsiveness beyond mere ‘interactivity’**
- **much easier to listen to for longer periods**



- **simon mayo and mark kermode**
- **606 football phone-in**
- **key events like wimbledon**



- **when your primary platform’s dying, you take notice**
- **make your strategy, content and digital teams talk**
- **be clear about your target, and communicate it**





**new platforms, new rules, for great sounding radio?
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**‘digital’ doesn’t change the fundamental rules of great radio...
...but is *is* fundamental to the future of the entire industry**

