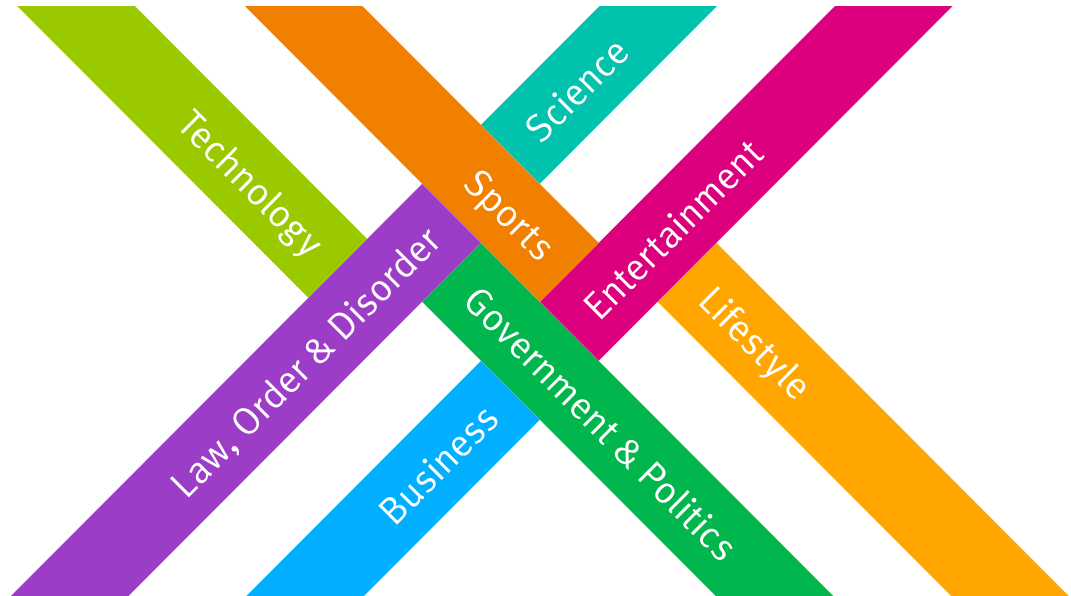




Radio Reimagined: Distributing Audio In The Digital Age

Mike Fourcher | Partnerships

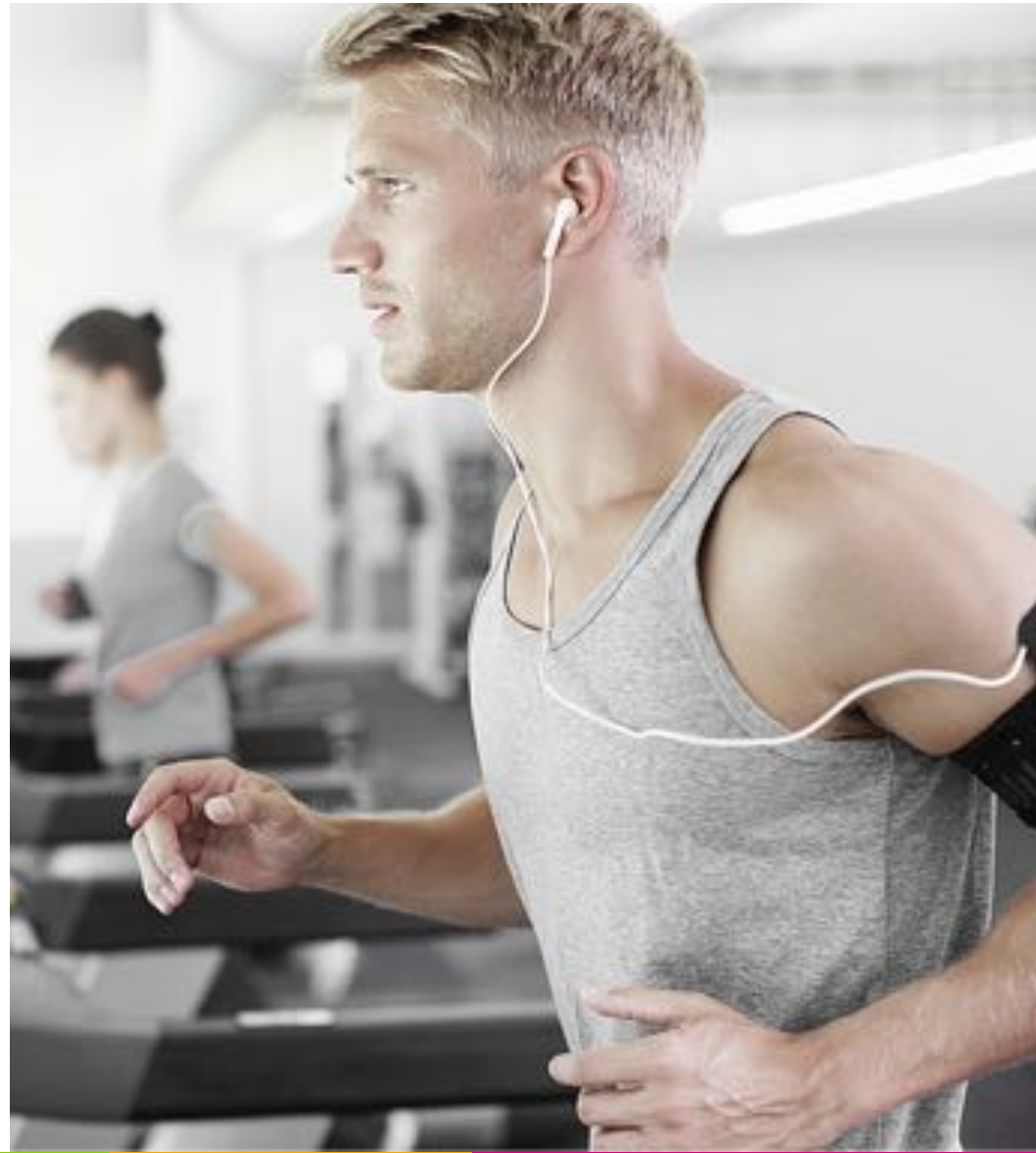
Twitter: @vouchey
www.RivetNewsRadio.com

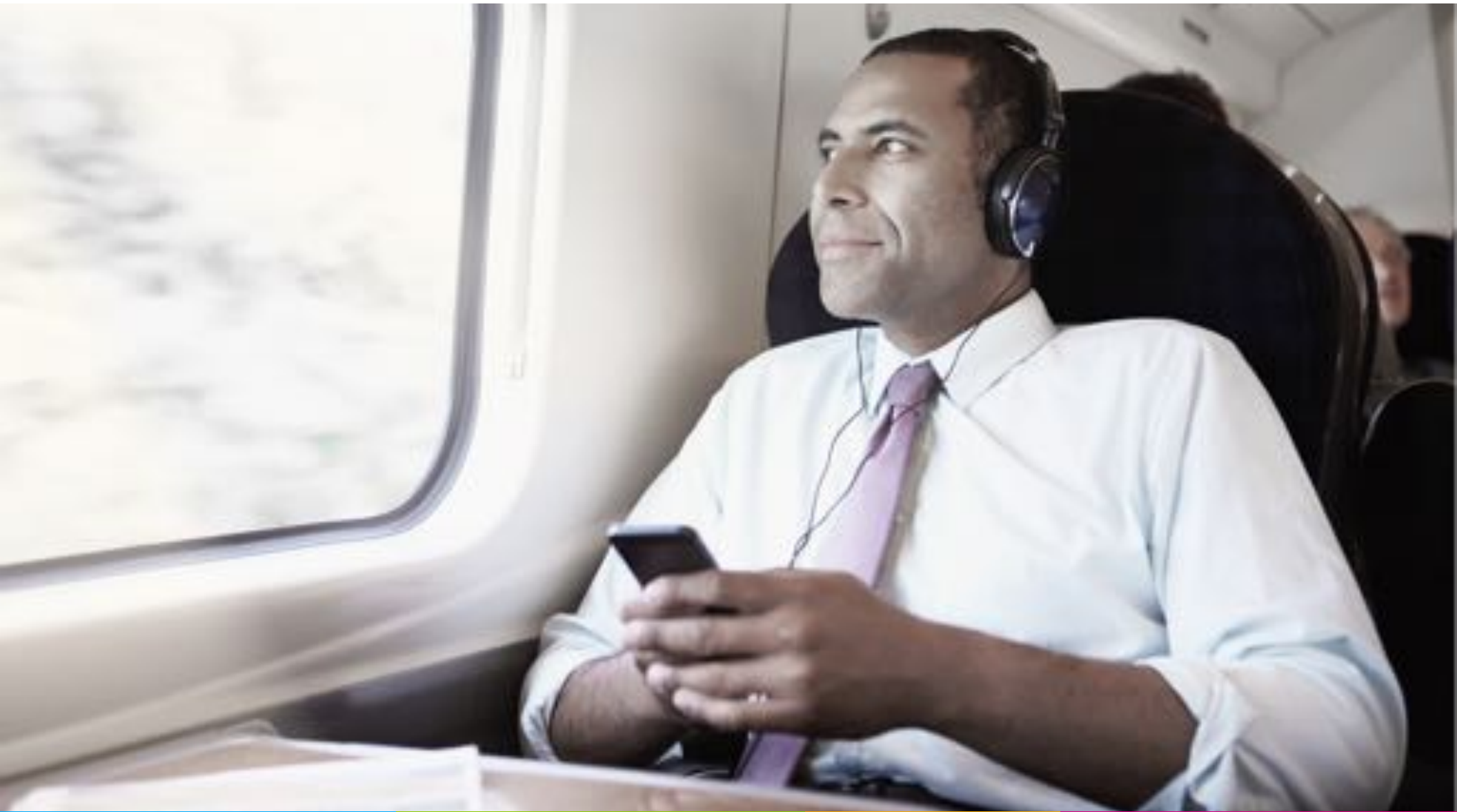


IN A NUTSHELL

Rivet Radio creates, curates, and delivers **personalized news** and information to the Internet of Things — **globally** across platforms and devices.

**Why is audio news
still relevant?**







How did **content delivery**
change over time?





1. Lynheaven
Lynheaven Productions



2. This American Life
The American Life



3. TED Radio Hour
NPR



4. Hidden Brain
NPR



5. Serial
The American Life



6. Stuff You Should Know
iHeartRadio.com



7. Radiolab
WNYC Studios



8. Fresh Air
NPR



9. What Not... Don't Do Me
NPR



10. Guilt We FFFF
Multiple Narrators



11. Unabridged: The State vs. Adrian Syed
Unabridged



12. Freakonomics Radio
Stephen J. Dubner and Leanne Matthews



13. WTF with Marc Maron
Marc Maron



14. The Moth Podcast
The Moth



15. Lore
Lore Studios



16. Dan Carter's Healthcare History
Dan Carter



17. Planet Money
NPR



18. Stuff You Missed in History Class
StuffYouMissed.com



19. The Nerdist
Chris Hardwick



20. The Joe Rogan Experience
Joe Rogan



21. StarTalk Radio
StarTalk Radio



22. TEDTalks & Audio Ideas Worth Spreading
TED Conferences LLC



23. Vogue Podcast
Vogue



24. Fantasy Focus Football
ESPN



25. Invisible
NBA



26. CNN Debates
CNN



27. Criminal
Criminal



28. The Tim Ferriss Show
Tim Ferriss, Entrepreneur



29. Mystery Show
Mystery



30. Song Exploder
Song Exploder



31. Welcome to Night Vale
Night Vale Podcast



32. The Dave Ramsey Show
Ramsey Solutions



33. Magic Lessons
Elizabeth Gilbert



34. 99% Invisible
Roman Mars



35. The Book Show
Jordan Bachman



36. Detective
Investigation Discovery



37. How to Do Everything
Dan Snipek and Mike



38. Oh Being
Oh Being



39. Monday Morning Podcast
Oh Being



40. How Did This Get Made?
Sarah



Slacker



Spotify



iHeartRadio



Rdio



The logo features the word "Rivet" in a bold, dark grey serif font, centered within a series of five concentric, light grey circles. Below the word "Rivet" is a horizontal bar divided into four equal segments of color: blue, green, orange, and magenta. Below this bar, the word "RADIO" is written in a bold, dark grey sans-serif font. A larger, semi-transparent version of the concentric circles and the multi-colored bar is visible in the background.

Rivet

RADIO

How did **devices**
change over time?
















**Digital audio news
is catching up to
text and video.**



- Production is still loose, and not in discrete units
- Most audio news content is conversational, which isn't as compelling when time-shifting
- Content isn't mated with data at the outset
- Most studios lack tools needed to manage digital production and data
- Most studios lack distribution systems and channels



Here's what successful
digital audio news needs

- Production and distribution planning before production
 - Discrete stories that are on just one topic, able to stand alone with no lead-ins
 - Five minutes or less is best – longer is OK, but it has to really captivate
 - Sound that helps tell the story – communicate with “audio literacy”
 - Personality, local and easy to find
 - Data about the story matched at beginning of production, not after
- 

The background features a dark gradient with a pattern of binary code (0s and 1s) in various colors. Overlaid on this are several translucent, colorful geometric shapes in shades of red, pink, purple, blue, and green, creating a complex, layered effect. The text is centered in the middle of the image.

**What do we mean
by data?**



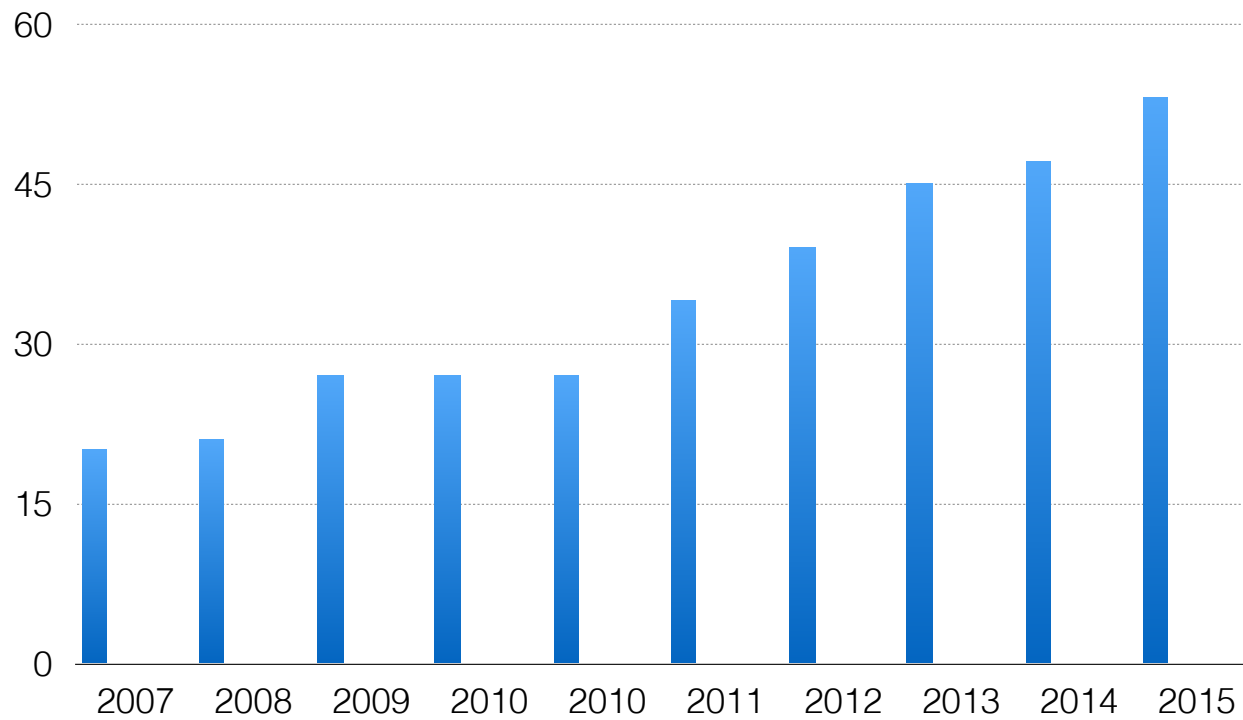
Not just headline, producer name and description! Anything that defines the story:

- Length
- Host name
- Producer Name
- Names of People Interviewed
- Location of Story
- Topic Keywords

Your data should be voluminous and consistent!

The opportunity for news producers

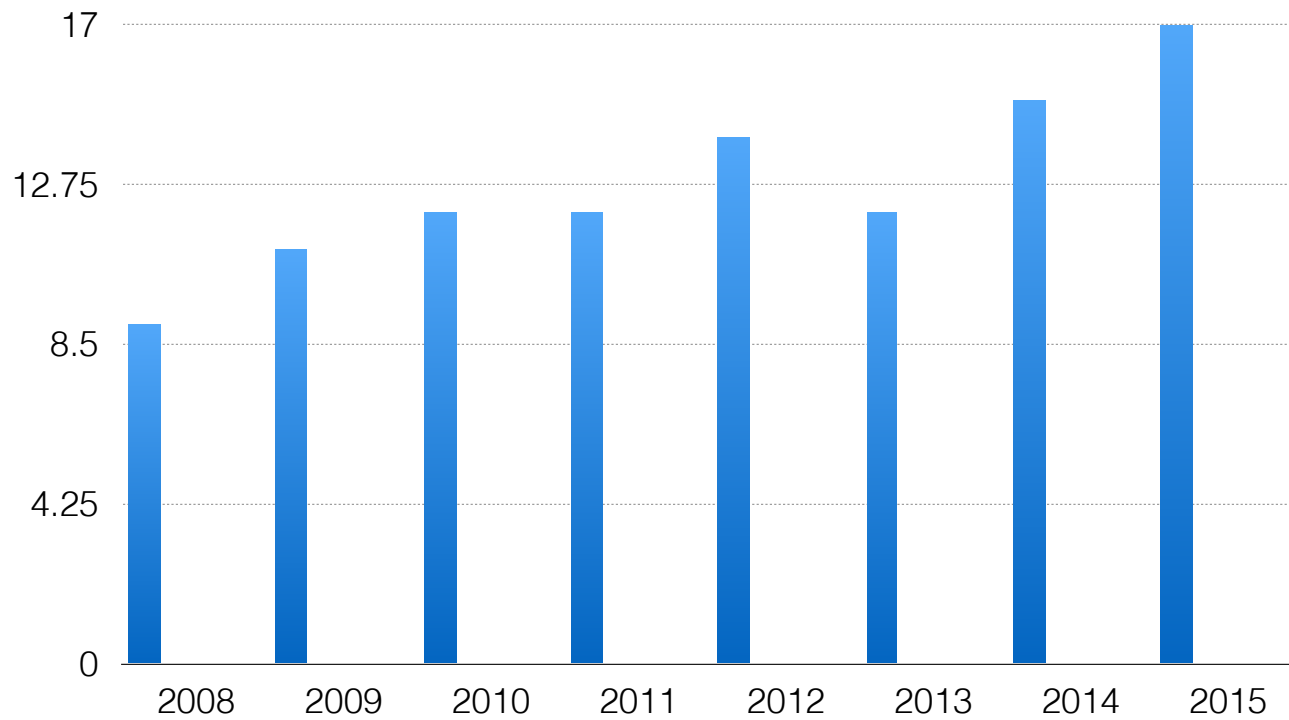
Nationally, globally, radio listening is growing fast.



Monthly online radio listeners have doubled since 2010

Source: Edison Research

Podcast listening is also growing.



Americans who have listened to a podcast in the past month nearly doubled since 2008

Source: Edison Research

Most markets have one, or two strong audio producers.



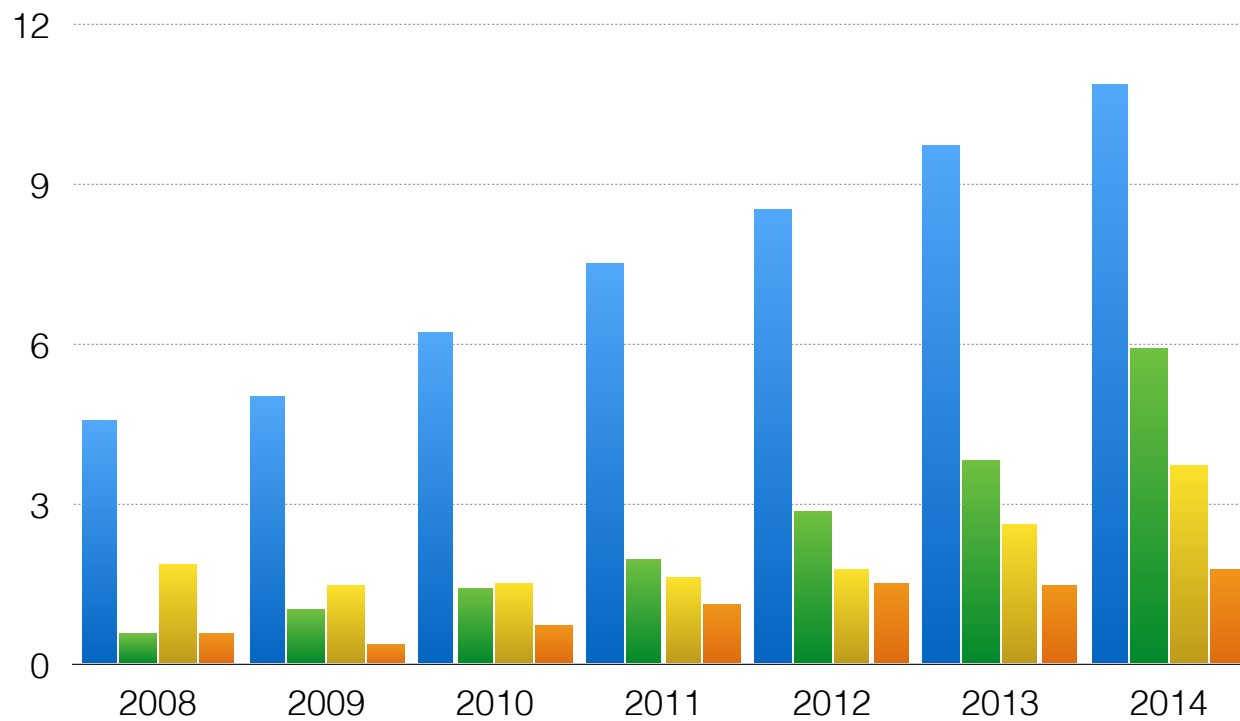
They should be challenged because there's room for more.

Setup costs are low.



And – you don't
have to look good
for radio ;)

Advertisers are looking for more compelling channels.



And they're looking hard at audio. Banner ads still dominate display, but video ads are catching up.

■ Banner Ads
■ Video Ads
■ Rich Media
■ Sponsorship

Source: eMarketer

Where **Rivet** sees
Opportunities

HOME
MENU

SETUP

P 



Business

0:46

Fed talks interest rates

1 hour ago by Rivet | Source: Associated Press



MODE

AUDIO
VIDEO

NAV

PHONE





New 'smart oven'
cooks for you

00:21 00:34



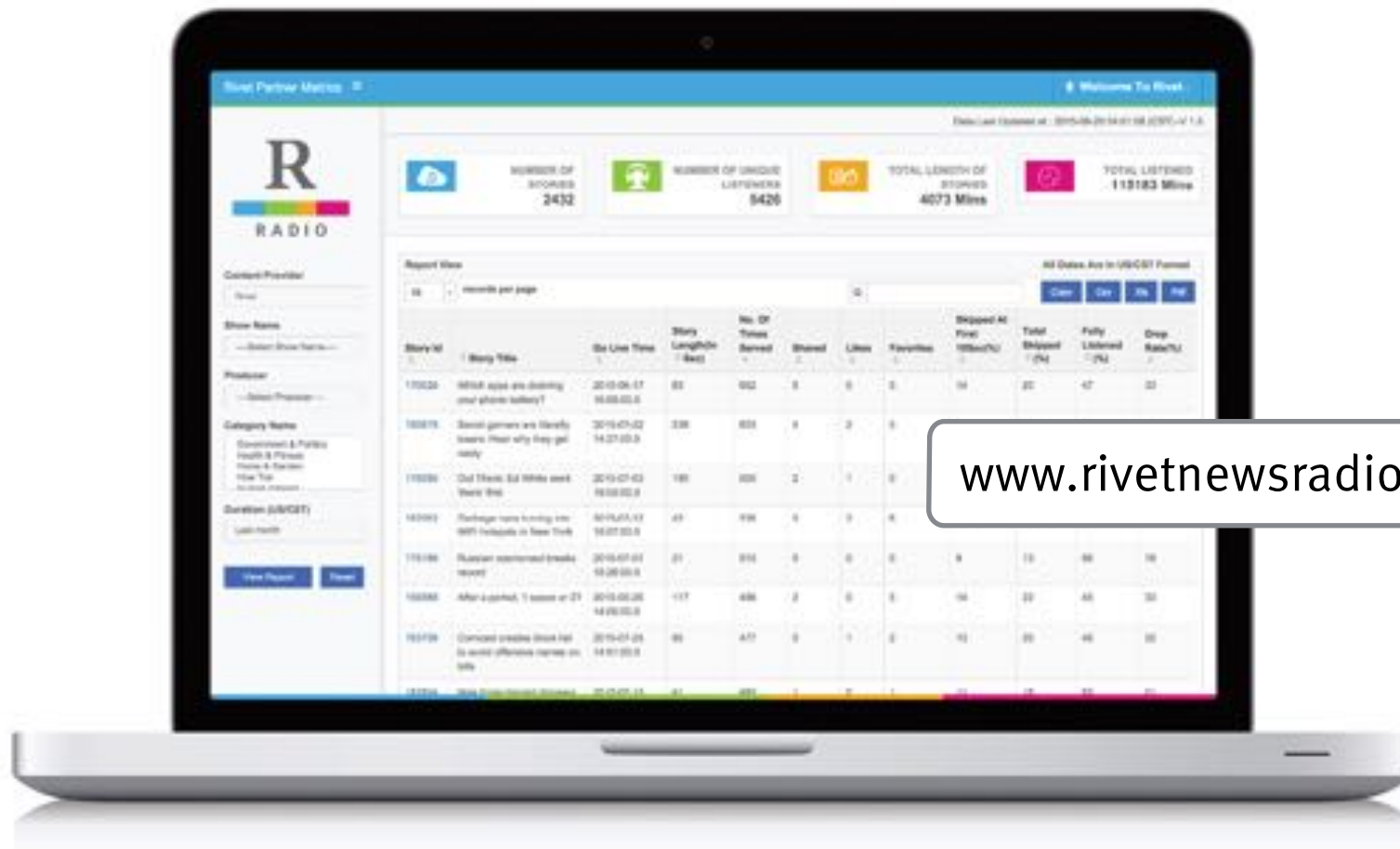
Rivet
RADIO

00:21

New 'smart oven' cooks for you

00:34

Do you want to
learn more?



www.rivetnewsradio.com/upload





Thank You!



Session Title

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