Radio Reimagined: Distributing Audio In The Digital Age

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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?
MAKIN’ PROFIT$$$
How did content delivery change over time?
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
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.

Source: eMarketer
Where **Rivet** sees Opportunities
Fed talks interest rates
New ‘smart oven’ cooks for you

Rivet

Radio

00:21

00:24

New ‘smart’ oven cooks for you
Do you want to learn more?
Thank You!
Session Title

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