

RADIO'S PLACE IN THE DIGITAL FUTURE

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MAGIC OF RADIO

Radio is well loved

Massive consumption

Deep connection with audiences

Talented teams

Huge audience understanding

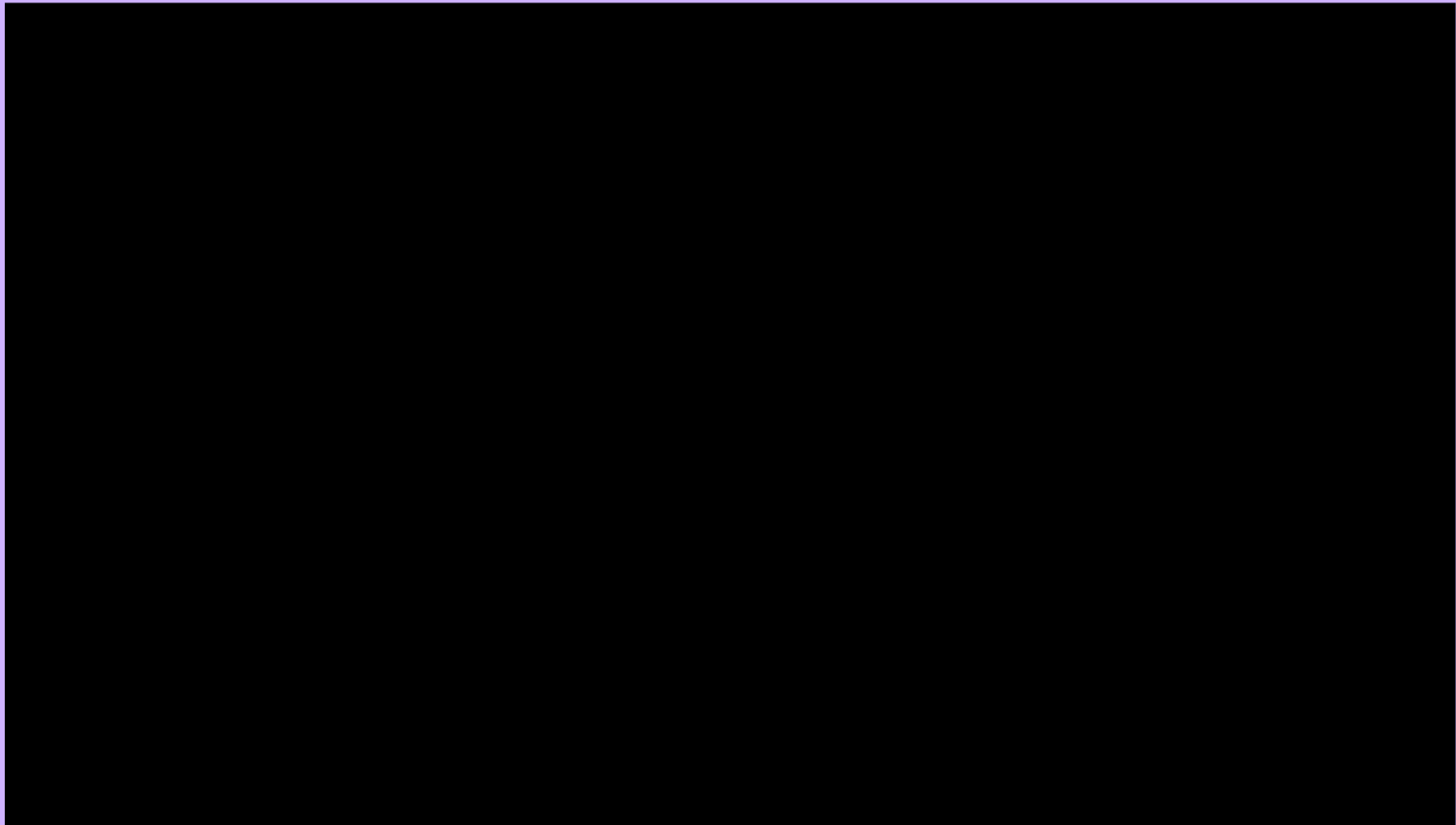
Commercially friendly

WIRELESS / NEWSCORP

In the UK, Wireless is developing its core radio brands and using it's skilled teams to introduce new ones.



TIMES
RADIO



TALK TV

Talk TV is taking their national Talk Radio station and combining it with a primetime TV offering, delivering radio, television and social to audiences and advertisers.







BAUER

Internationally Bauer, who bought Communicorp here, are taking their learnings from international groups they've acquired and bringing them to new territories.

SUBSCRIPTION RADIO

Go Premium for £3.99 a month

One subscription, 84 stations



No commitment. Cancel anytime

Start a 30 day free trial & subscribe

Find out more

- ✓ No ad breaks
- ✓ Skip tracks live, 6 per hour
- ✓ 80 exclusive radio stations
- ✓ Exclusive on-demand shows and specials
- ✓ Applies to Planet Rock, Kerrang! Radio, Scala Radio & Jazz FM

RadioPlay Premium for 29 kr om måneden

Ét abonnement, 31 stationer



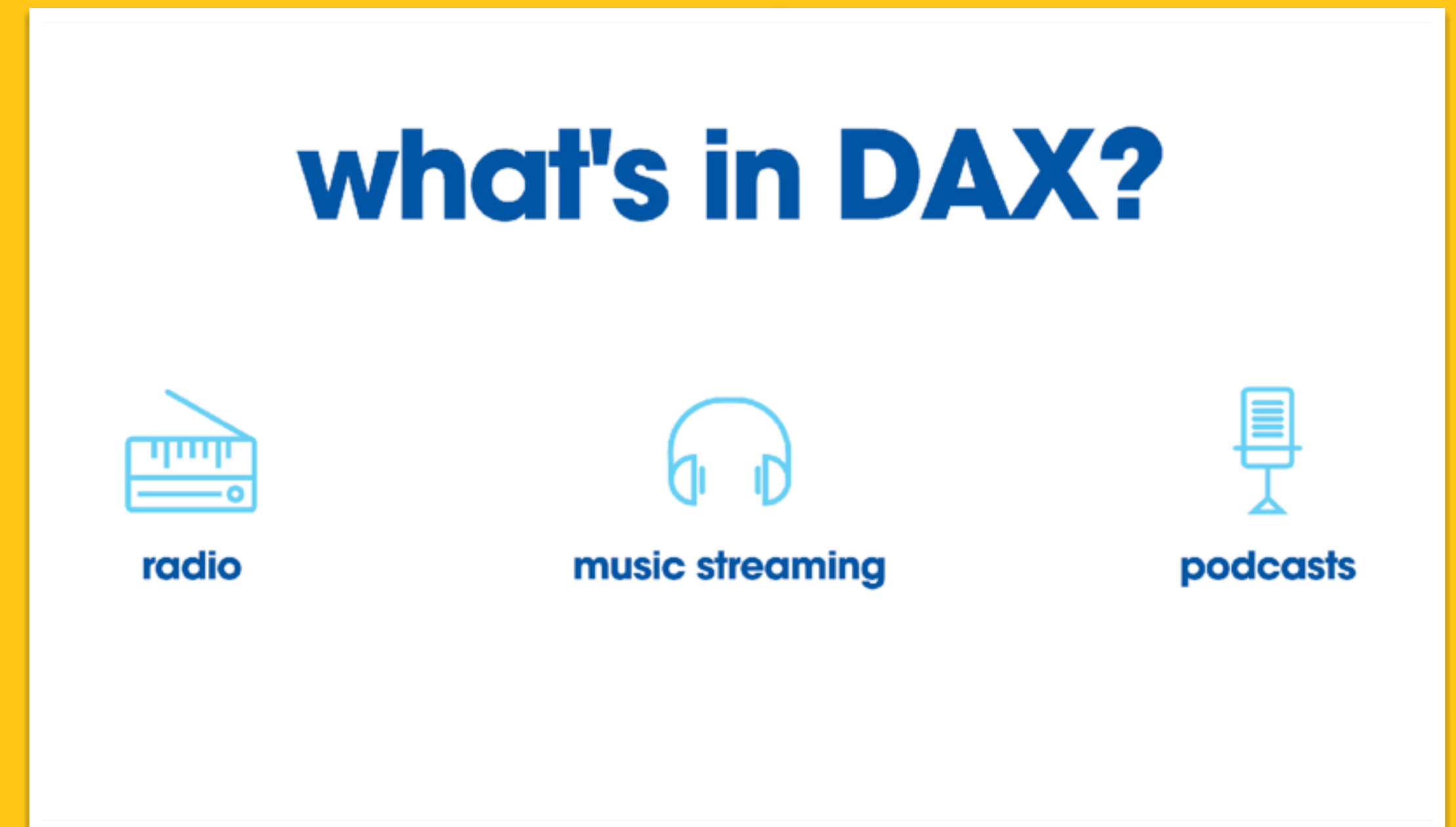
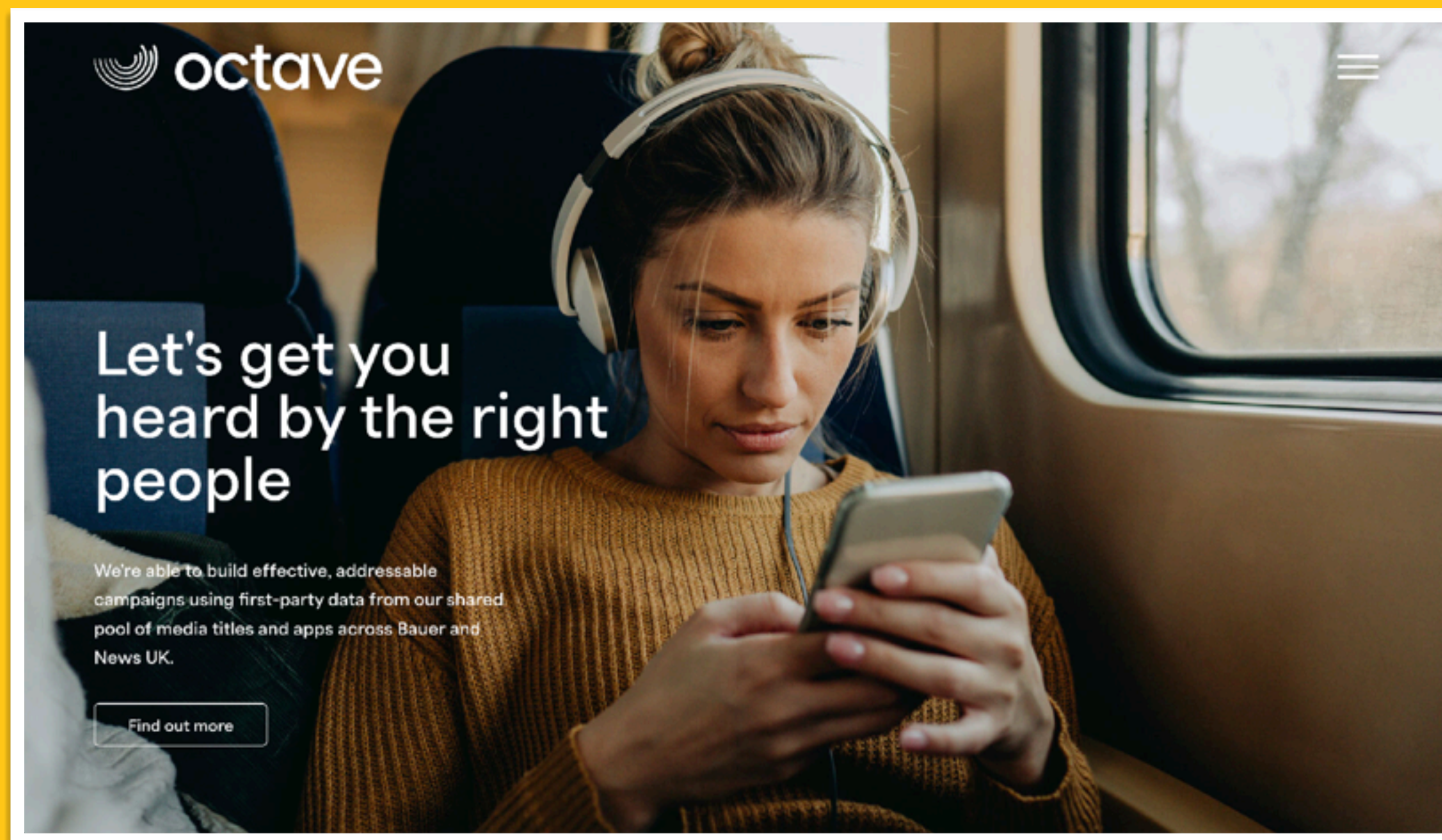
Ingen binding. Afmeld når som helst

Prøv 30 dage gratis og abonner

- ✓ NOVA, Radio Soft, The Voice, Radio 100, Pop FM & myROCK uden reklamer
- ✓ 80'er Hits, 90'er Hits, Radio Vinyl, Radio Klassisk, mix7 + 20 andre radiostationer uden reklamer
- ✓ HD lydkvalitet

PROGRAMMATIC AUDIO

In the UK, Bauer and Wireless combine their digital inventory to sell to advertisers under the Octave banner and Global have their DAX network



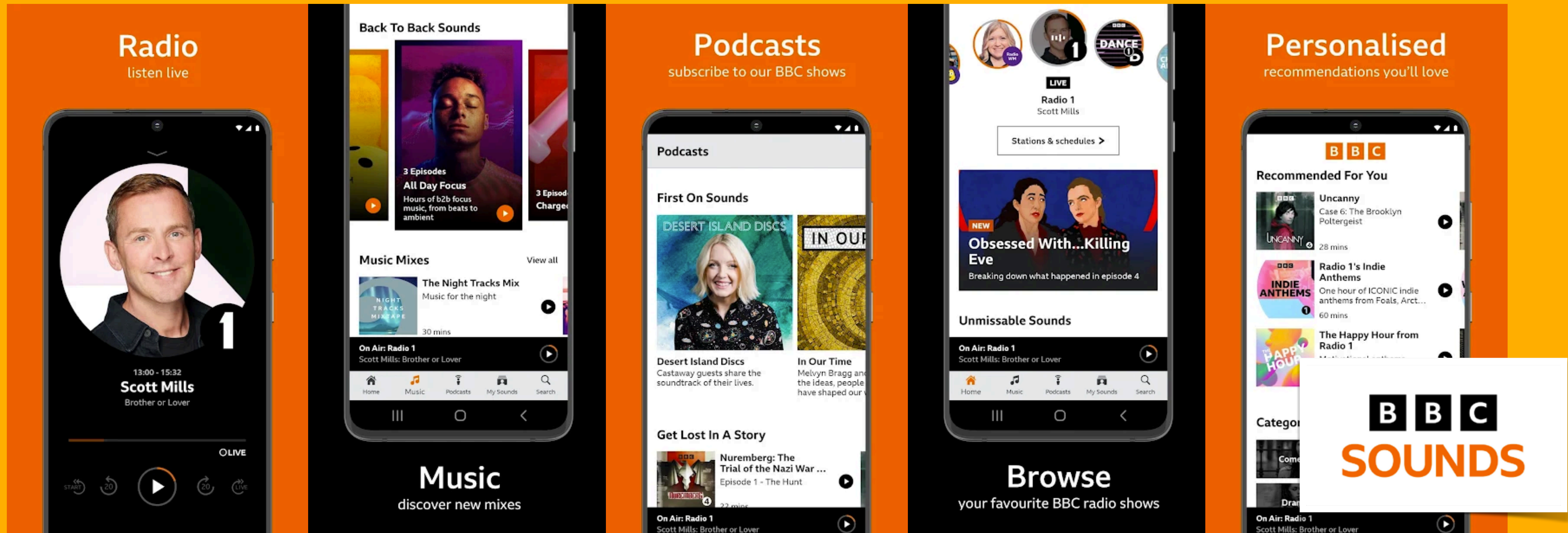
PROGRAMMATIC AUDIO

Empowering new operators too...



BBC

In audio, the BBC Sounds app is the second most popular audio app after Spotify, delivering Music, Podcasts and Radio



BBC

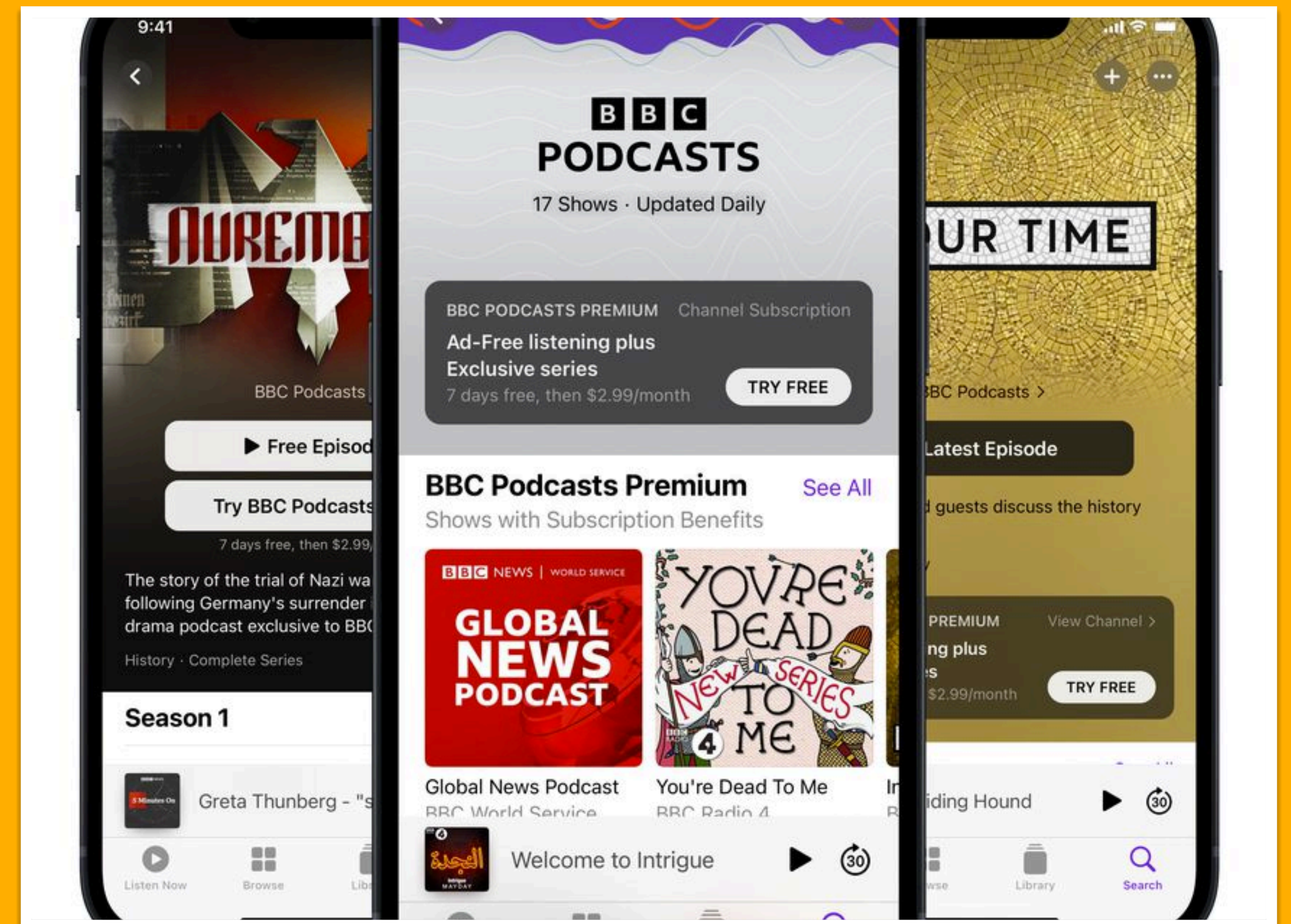
THINGS
FELL
APART





Advertising outside of the UK

Subscription offering in the US



AMERICA

In the US, the two biggest radio players have become the dominant players in digital audio.

IHEART MEDIA

iHeart Media - which is over 1,000 radio stations - is now a key digital audio player, acquiring:



IHEART MEDIA

Also doing content deals...

UCP and iHeartMedia Ink First Look Deal

WHAT: UCP, a division of NBCUniversal, has inked a first-look deal with iHeartMedia, giving the studio a first right at adapting iHeartRadio content. Under the deal, the studio's new podcast network will develop and co-produce original audio content for iHeartRadio.

iHeartRadio joins UCP's roster of content partners, announced deals with Gary Dauberman ("The Umbrella Academy"), Rossum ("Angelyne"), and Steve McQueen ("The Last Days of Ptolemy Grey"). Other overall deals with Sera Gamble ("The Mindy Project"), New Cherry Flavor ("The Mindy Project"), Sam Esmail ("The Mindy Project"), and Macmanus ("Dr. Death").

WHO: UCP, a division of NBCUniversal, is the studio behind scripted fare including "The Umbrella Academy" (Netflix), "The Umbrella Academy" (Amazon), "Dirty John" (USA Network), "Brand New Cherry Flavor" (USA Network), "Brand New Cherry Flavor" (USA Network), "Brand New Cherry Flavor" (USA Network), to name a few. On the unscripted side, UCP has produced "A Wilderness of Ghosts" and the upcoming "A Wilderness of Ghosts".

Later this year, the studio will launch its own podcast network, UCP Audio.

HOME / BUSINESS / BREAKING NEWS

Bloomberg Strikes Exclusive Podcast Deal With iHeartMedia, Plans To Co-Produce A Dozen New Series

By [Peter White](#)

May 17, 2021 7:00am



Sports Illustrated And iHeart Ink Multiyear Audio Content Deal.

Jul 26, 2021 Updated Jul 26, 2021



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ht new original po

DraftKings and iHeart Ink 'A Multifaceted' Strategic Deal

By [RBR-TVBR](#) - November 3, 2021



DraftKings is now the exclusive podcast partner for **iHeartMedia's** broadcast and digital content on social platforms.

It's thanks to a new agreement between DraftKings and iHeartMedia to co-create original content with iHeartMedia.

The agreement also means DraftKings will have preferred access to iHeartMedia's exclusive personalities.

Furthermore, DraftKings and iHeartMedia will collaborate on creating new content.

SIRIUS XM

SiriusXM - once just a satellite radio company - now they own:

A successful streaming service - Pandora

Podcast networks including Stitcher

Rep other podcast operators like Crooked Media

IN IRELAND - BAUER

Bauer, as Communicorp, acquire OTB, now with broadcast output on Newstalk

Their own audio app in Go Loud, and ad network with audioXI

Integrated with podcast and radio content

Live events with their talent

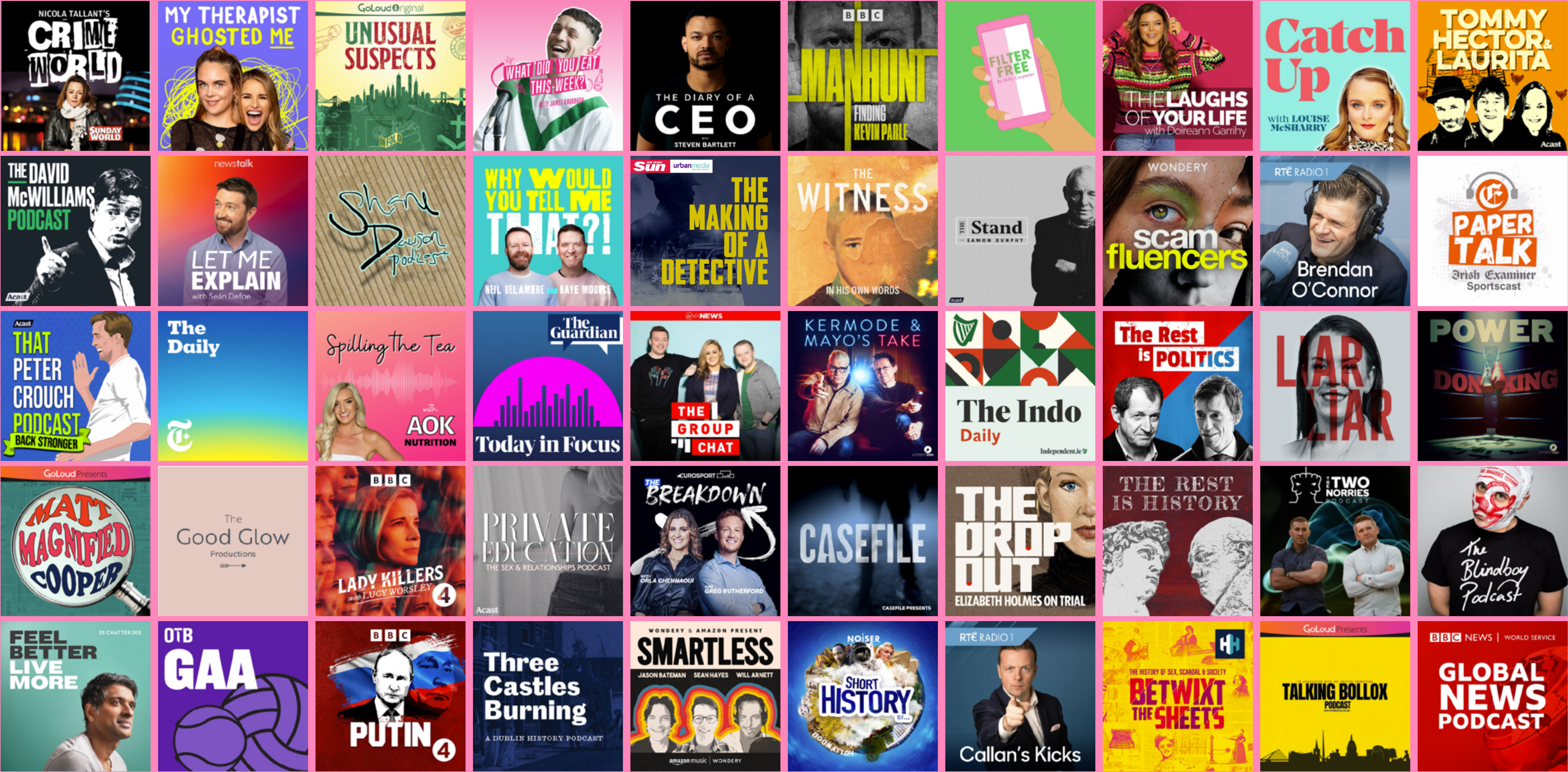
IN IRELAND - WIRELESS

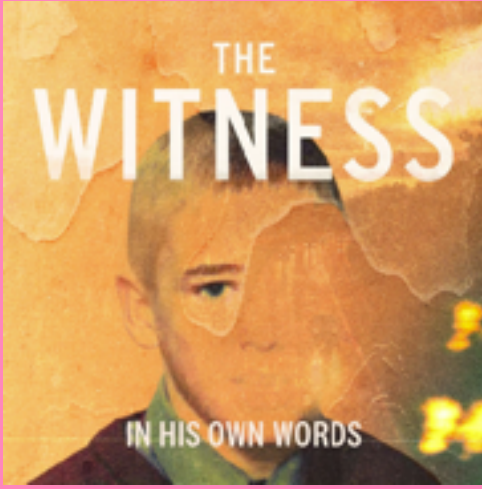
Podcast output with radio
brands and newspaper
titles



Streaming output from the group









THINGS TO THINK ABOUT

Rise of programmatic audio advertising

Cross-platform integrations for scale

Benefiting from the talent-audience relationship

Skilled local operators that can deliver impact

MATT DEEGAN

Weekly audio trends newsletter:
onaudio.mattdeegan.com

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