

Better than streaming.

More than just Radio.

# socialradio

Traditional radio can't give your listeners any choices, simply because of the technology: *you only have one tower and one signal*. The Internet is all about listener choice and control, except traditional online radio is still stuck in that old fashioned, one-size-fits-all delivery model. When a listener streams your station today, is the only choice you are giving them "my way or the highway"?

Only giving your listeners two choices - ON or OFF - will always fail because listeners will eventually hear something they don't like.

When a listener hears content they don't like, **THEY LEAVE!**

**...and you loose!**



Social Radio takes what already makes local radio great, and delivers it to listeners online in a way that gives them more choice and control... while keeping your station SoundExchange compliant. How your listeners consume music and content has already changed. **Radio needs to catch up.**

**Social Radio lets your station tune to the listener, rather than making the listener tune to your station. Personalizing the music, content, and ads to the individual listener is the first part of a better way of programming and monetizing local Radio online:**

**Listener Choice:** Better experience for each listener. Better TSL from each listener.

The Social Radio player lets the listener select the station channel, what songcast or showcast is currently playing, and even which DJ they want to hear. Coming up next and related content give the listener flexibility to explore and adjust what they are hearing. Content rating allows the listener to tell you what they like and don't. The ability to skip songs, DJ breaks, or ads makes sure listeners don't tune away because something they don't want to listen to is playing.

**Engagement:** Radio creates powerful connections... now even beyond the broadcast.

Social Radio connects listeners to the station, to your talent, to your content and to each other. In-player commenting and conversation keeps your listeners with you vs. facebook. Because Social Radio isn't the broadcast, DJs can create unique music and content experiences listeners won't find anywhere else. Social Radio's songcast sharing allows the best content to spread virally, while always pulling listeners back to your station player.

**Programming Insights:** Stop guessing at usage!

Social Radio listening analytics can show you the activity and performance of every single listener and everything that listener hears, clicks, skips, comments, rates, and shares. How long they listened to each piece of content and where they tuned out. Now you can track TSL trends in real time along with popularity of music, DJs and more... across your whole audience in real time... **not just a sample.**

**Advertising Performance:** Earn more revenue per listener online than on your broadcast.

Social Radio advances ad targeting beyond geography, age and gender into qualitative and behavioral targeting, interactivity and pay per click. Your local advertisers and agencies are already buying these kinds of ads. The better targeting you can provide them the more money they will provide you. Social Radio makes it easy to build and manage campaigns and maximize ad placements so that your station makes the most money from every impression, interaction and click you deliver.