



Radio...

Moving from analog to digital



- Radio: Single medium
 - Audio
- Digital: Multiple Media
 - Video
 - Photos
 - Text
 - Gaming
 - ...audio

- Radio: Broadcast
 - One to many
 - Many to one
- Digital: You name it
 - One to many
 - One to one
 - Many to one
 - Many to many

- Radio: “You find us”
 - Chronological stream
 - Via radio’s
 - Single-experience
- Digital: “We’ll find you”
 - On demand
 - Via any IP-enabled device
 - Can share and re-experience many times

- Radio: Audio spots/Live events
 - Spots
 - “NTR” (Sponsorship/events)
- Digital: The sky’s the limit
 - Classifieds
 - Search
 - Sponsorships
 - Inventory (video, audio, display, etc.)
 - Coupons
 - Etc.