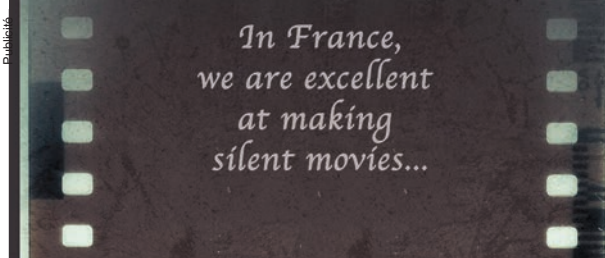


The RADIO Letter

03/15/2012 - #13



AND AMAZING JINGLES!

MARCH 15 2012

Radiodays Europe
15-16 march 2012, CCCB, Barcelona

03/15 #13



RMC all over

Presidential election in France, Olympic Games in London, Euro 2012... RMC Dream Team is covering all these events happening this year. In an exclusive interview for The Radio Letter, NextRadioTV Director & RMC General Manager Franck Lanoux, is talking backstage and station strategy.

TRL - What are your plans for the French Presidential election ?

Franck Lanoux - Well, it actually started months ago. We started this "Race for 2012" survey... in January 2011. Week after week since then, we measure the voting intentions and the evolution of the mood in France. We were the first ones to organize a face-to-face between Mrs. Le Pen and Mr. Mélanchon last year. Since then of course we increased the speed and began interviewing each and every candidate, including the President, who was in our studios this week. Around our show "Les Grandes Gueules",... (Read more p.5) ▶



Photo: M. L. / Contrasto - A. P. / Reuters - M. L. / Contrasto - A. P. / Reuters - M. L. / Contrasto - A. P. / Reuters

Trustable sources

▶ Will terrestrial digital radio become a private club ?

This is the question asked via the press campaign initiated by Les Indés Radios and the SIRTU (independent radios union). This campaign targets all the candidates to every election this year in France, meant to criticize the choices made by the French Radio Authority. "For the first time since 1981, radio freedom is at stake."

Radio Managers gather in this union are fighting for a diversified, free (as in free coffee) and free (as in free speech) radio industry. And shall we add "quickly , please !"

From weird sources

▶ A certain idea about France.

New book. New results.

An online study made by TNS-Sofres for RFI and Monte-Carlo Doualiya, (Germany, Brasil, Egypt, Spain, USA, France, India, Japan, Poland, UK.) shows that France's leadership is based on cliches (fashion, food) rather than on actual successful industries "Nuclear, medical research, Space conquest). FOR instance, 82% of Japanese people think that France is the leader in terms of food and wine. What is sure, unfortunately, is that France is not a leader in Digital Radio.

From totally untrustable sources

▶ AMARC Europe : 1st bulletin issued on March 1st.

The World Community Broadcasters (AMARC) published in March a new monthly bulletin named "AMARC Europe bulletin".

These 4 pages are supposed to inform non-profit medias about what AMARC is actually doing, and also about social initiatives in freedom of speech and communication rights.

In France, Radio Prévert, Radio Jet FM, Radio primitive or Radio Cigale are said to be AMARC members. The headquarters are supposed to be in Brussels... but as nobody in the industry really knows anything about this organization, The Radio Letter will investigate !

Hola Barcelona !



Anders Held from Sweden, one of the RadioDays Europe organizers

On March 15th & 16th, the capital of Catalonia becomes for two days the European capital of Radio.

The RadioDays 2012 team chose the heart of Mediterranean Sea to study the State of Today's Radio and prepare tomorrow's strategies.

Backstage look.

Meeting point of European Radio pros, this new RadioDays event will be quite a milestone. First of all, by the quality of conferences that will be hosted there, then through the presence of Radio VIPs. "It's the biggest RadioDays ever organized since its creation; and we are already fully booked three weeks before the event" is happily explaining Anders Held, the main organizer of this event. After Copenhagen in 2010 and 2011, did the choice of a new city trigger such an excitement ? "Barcelona was chosen because it's a connected and attractive city, and because we've got an amazing support from the Spanish radio pros. Now, every year, we'll organize in a different city. (Read more p.2)

Publicité



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How wonderful !

"And long is the road", shall we say. This issue (#13) with its international flavour is unique, translated and distributed to all the visitors of this great European event : "RadioDays Europe".

Long gone is the time of those NAB European Radio conference where American consultants and very established companies were coming in Europe to sell their stuff to us little Europeans...

This conference had its glorious times, and was quite an opportunity to gather and meet program specialists and strategists. But since then, RadioDays Europe have proven that Europeans were able to setup an even more powerful event.

An event where a real difference is made between companies presentations and value-added workshops selected with so much care by the Northern trio : Rolf, Anders and Christian.

Since the first edition, we all agreed. RadioDays Europe had become the event you wouldn't want to miss (as long as you spoke some English :-). (Is this the reason why so few French people pay a visit ?)

So we decided to release a special RadioDays issue of our Letter. An English edition made possible through the partnership with the Imaging Production studio 21JUN and his manager Eric Renard, as you can see. The whole letter has been translated by the team of Denis Florent. I want to thank both of you guys for your help in the growth of this Letter, as my Dad did in the old times with La Lettre de l'Audiovisuel.

I want to dedicate this issue to Maurice Chapot, who, whatever the difficulties, always kept a positive attitude, captivating everybody around him with it.

The road is long, but the adventure is so wonderful ! ▶

Philippe Chapot, The Radio Letter founder



Radio without borders

What do Diederick Huizinga, Alexandre Saboundjian, Ignacio Gomez and Ira Glass have in common ?

These are great radio connoisseurs. Being probably the best in their fields, they enjoy an excellent reputation around the world, and are internationally renowned for their savoir-faire.

But they do have something else in common : Huizinga, Saboundjian, Gomez, Glass, together with 700 more, will take part in the new RadioDays event, on March 15th-16th.

After Copenhagen these last two years, this event travels to Barcelona, making it the capital city of European Radio industry during 48 hours.

Right between Paris Le RADIO and Las Vegas NAB 2012, RadioDays Europe have chosen the famous Costa Brava to talk about Radio, strategies, experiences, and increase audience.

Through a solid partnership with RadioDays, the team of The Radio Letter is covering this pan-European conference by releasing this special issue, special in its content as much as in its appearance.

First of all, we decided to issue this English edition, renamed "The Radio Letter". All our articles are in English. It's the first time in our short History and I really hope this will happen again so that we could achieve a better international exposure for our French savoir-faire and companies.

Regarding content, some high-level radio executives have chosen The Radio Letter to express themselves. Franck Lanoux, RMC GM; Valerie Geller, one of the most influential women in the Radio industry, Jean-Philippe Denac, and the amazing entrepreneur Yannick André-Masse.

Through language barriers, this event proves again that radio is at its best when it's "without borders", when people can meet and compare their best practices.

It's always better when you can momentarily leave the studio. ▶

Frédéric Brulhatour, Chief Editor



Hola Barcelona



This year was fully booked three weeks before the start !

(continued from p.1) explains Anders Held..

Radio's thermometer

And Anders Held adds that "people know that the RadioDays present an excellent program, with high level spea-

kers. That's why people don't want to miss the event, as they know it's the major radio event of the year in Europe."

That European event will check the "temperature" of a whole industry.

Radio is facing challenges, although here in Europe, it's still powerful.

"RadioDays is the place for those who believe in that media and want to innovate" says Anders Held.

More than fifty extremely interesting keynotes for those who believe that programs, content and creativity still hold a major position inside the radio industry.

On the way to a 4th event ?

The 4th event is already in everybody's minds, if we believe what we can hear backstage...

Anders Held talks about "the necessity of a bigger venue to welcome every visitor" and explains he want to give more space to the technical aspects of the industry.

But RadioDays 2013 won't be happening in France, although it may happen in the future : "Why not ? France has a very dynamic radio industry, as do some others of the most beautiful European capitals". So... which city in 2013 ? Anders Held remains vague. "It will again be a big city, a welcoming city. A historical city... a very "radio" city !" Well kept secret...

Follow your guide !

In the middle of so many speeches scheduled during those RadioDays 2012, the team of "The Radio Letter" has chosen some workshops you should definitely not miss :

Thursday 15th :

- Reinventing AC Radio (9:35am)
- Social Media : what must radio stations do to survive ? (11am)
- Radio strategies for smartphones (2:15pm)
- The secret of powerful imaging (4:30pm)

Friday 16th :

- The secret sauce of breakfast radio (9am),
- Imaging end production: best practice (10:05am)
- Storytelling : reinventing radio (12:15)
- 3 cases, 3 countries (1:15pm)

Some "made in France" during RadioDays 2012

Several radio specialists from French networks will also share their experience in Barcelona.

Antoine Baduel, FG DJ radio CEO will host a keynote titled "Going for a digital future" at 12 on the

15th.

Joël Ronez, New-Media Director at Radio France will speak at 2:15 on the 15th. Arnaud Annebicque, Project Manager at Mediametrie will speak at 12:15 on the 16th. Jean Isnard, from Virgin Radio France, will speak at 1:15 on the 16th. ▶

RadioDays is the place for those who believe in that media and want to innovate



This year, the antenna of RadioDays will stand above Barcelona.



International news

Rouge FM: all lights are green



Philippe Martin is one of the guys who made it happen.

The #1 private station in Suisse Romande is doing it the right way. Not only did it aggregate a quality audience, but it really succeeded in creating a brand, with a huge base of followers.

No time for mistakes in Rouge FM: competition is fierce in Suisse Romande. Rouge FM remains far ahead its main competitor (One fm), thanks to a new audience record in 2011 average. Philippe Martin, PD, explains that with a reach of 130.000 daily listeners (mon-sun) and 140.000 (mon-fri), Rouge FM is the undisputable audience leader during the week and in week-ends. It's

a constant increase that helps us get further above our competition and remain leader on most targets (15+, 15/29, 15/35, 15/44, 20/40).

Rouge FM 3 weapons

With strong roots in the Romandie region, the station trusts three main strategies to gain audience : "our music programming - we care for it in thorough details, and with a lot of analysis tools; compelling contents for our target demo; strong promotion through the major national events."

That's why Rouge FM partners with all major acts concerts around Switzerland, partners with the Swiss Music Awards, and is a proud sponsor of the biggest Swiss festivals, including the Zurich StreetParade which gathers 800.000 people each year.

"Our primetime shows are 6-9am (Rouge Café) - with a 8-members team working on producing this morning show - and the 4-8pm ("240 minutes") - also prepared by a great team. Our 9am-4pm shifts are also successful, as much as our week-ends and our dance shows."

Radios, TV, social networks... and Rouge City

"Our contents are distributed on each platform of the group. Our fanbase is #2 in the country on Facebook." Then there's Rouge TV, and Yes FM (former Radio Lac), which has become something like Rouge FM' little sister. These two stations are completing eachother : "Rouge FM is targeting Young Adults, playing mostly today's Dance, R&B and Pop hits. Yes FM is playing more Pop, on a more Adult target, playing some of today's hits, but with a lot of gold songs. This gets us different types of listeners, which is always interesting for our saleshouse."



A former club become a big studio, called "Rouge City"

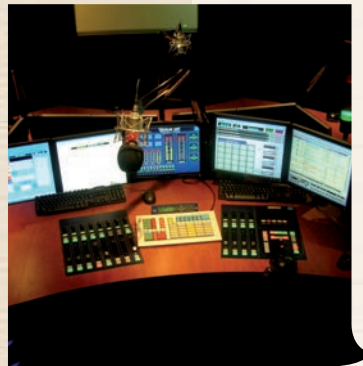
And in February, Unicast group bought the Lausanne "Cult Club", rebranded "Rouge City". It was totally redesigned from the ground up. The idea is to "develop our brand but also to control our own venue for our activities in music and entertainment business."

Ready for DAB+ :
With Digital Radio,
there's no more
"broadcast zone"

So it is now a multimedia venue with TV and audio equipment (6x4 meter full HD screen, full TV studio, sound system for concerts, TV and clubbing.) A room for showcases can welcome 50 to 500 persons.

Rouge FM ready for DAB+

The station says it's ahead of the competition and "totally ready" for DAB+ : "We have all the necessary automated servers, our brands are ready to be diversified in more channels, and we also control the right technologies to push contents on the DAB sets (web, image, audio & video)"



The ergonomic studio

The only remaining obstacle being ... fear, from the other Swiss stations. Philippe Martin explains : "With Digital Radio, there's no more "broadcast zone". Some stations prefer to keep both feet on the brakes and stay in the past (and potentially harm their own future), rather than accepting seeing other stations suddenly in their historical FM "broadcast zone".

Nevertheless, a first step will happen by the end of 2012, with the launching of a multiplex of all Swiss Romande private stations. Rouge FM is of course willing to be part of it. ▶

Good to know

Rouge FM already made a demonstration of this DAB+ technology during the Geneva International Car Fair in 2011. The station conducted successful DAB+ tests. Special programs were broadcast in cars, in partnership with Swisscom and some DAB-equipped cars.

Antenne nationale

RMC all over



(Continued from p.1) we're going to organize gatherings in 5 cities in France. First one in Nice. And, together with the Marianne magazine, we organize debates in big cities in France.

TRL - What will be the impact of those events in terms of audience ? Are you preparing joint programs together with BFM Business and BFM TV ?

Frank Lanoux - It's very difficult to decide of a precise objectif for the next book. What I would like is to set a new record with an annual average above 7.5% cume. Yes, we already have strong links with BFM. The 8:30am political interview is broadcast on both stations and we partner also on our ongoing survey "Race for 2012", and on the Sunday evening show. Election evenings will be partly joint because RMC will open its air to citizens who will want to comment the results, live.

TRL - Another huge event this year : the Olympics in London. How are you going to cover this worldwide event ?

Frank Lanoux - Regaing the Olympics, we always apply the same system : "RMC Integral". This means that right after the morning show, we go Olympics since 10am til 1am. Our listeners can't miss anything ! It's a UNIQUE radio show that we offer to our audience, it's like a service that we'll be the only ones to provide.

This means 15 daily hours of show, during 16 days. "Les Grandes Gueules", Éric Brunet & Brigitte Lahaie will be on vacation during those days... but football will be back on air in the beginning of August.

TRL - Do you expect new consultants on air ?

Frank Lanoux - Well... our Dream Team is already fantastic ! But it's possible that we'll even improve it ! We'll communicate around this in May.

TRL - Would you say that these two events (Elections and Olympics) will act as audience-boosters ?

Frank Lanoux - Well, there's quite a conjunction there ! We are a news-

talk station, and this kind of - joyful - event is a good thing. For us, it's another opportunity to show our difference, to convince new listeners to sample us and hear our different and independant we are.

TRL - So, these events will help you progress and earn more points against the full service networks ?

Frank Lanoux - Yes, but you should remember that we all share the same events, the same news. We have different audience figures... but we work around the same events. It's a great moment to compare ! Completion is a great value !

We all share the same events, the same news



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Regional/local on the air

Dici Radio wants to reach new heights



Dici Radio team, led by Jean-Marc Passeron

Switched on at 7:30pm on February 23rd in front of 1000 people in the South-West of France, Dici Radio will grow until its official launch in September. Jean-Marc Passeron leads that station promised to a bright future.

Passeron is quite famous in the Hautes-Alpes region. He was the founder of Alpes 1 radio (which belongs today to Espace Group), he then got elected as county representative, then was put in charge of the French candidacy for the 2018 Winter Olympics as General Manager. Passeron is passionate about mountain, is a great entrepreneur, and love it when it's time to reach new heights !

With his new radio station Dici Radio, he's going to try to reach again his usual audience peaks !

As he is quite expert in communication, he already successfully got people talking about his new station. On Feb 23rd, he lit the sky of the city of Gap in laser letters spelling "Dici Radio 90.2" and at the precise same moment switched on the FM transmitter, the website, the apps and the dynamic RDS signal.

Climbing towards proximity



Ils sont "Dici" et fiers de l'être

"D'ici" means "from here" in French.

"Dici is a niche station." explain Jean-Marc Passeron.

"We've been working on this project for 2 years and in an intensive way in the last 4 months".

The manager is extensively using social networks to promote his new station. "The idea is to make a real radio with local content". And some VIPs who agreed to take part in the project. TV journalist Gerard Holtz for a music feature, Canadian Fabienne

Our objective is to be integrated in 'Les Indes Radios'

"Our objective of course is for the station to be integrated in 'Les Indes Radios' to more easily balance our yearly budget." (Passeron is a former administrator of Les Indes Radios).

Without this income from national adverts, it would be difficult to reach breakeven on this countryside zone where competition is already fierce. ▶

Thibault for another feature about the greatest female voices, or Nathalie Vincent who will get "very close to listeners" as Jean-Marc Passeron promises.

Dici Radio has convinced some VIP.

500.000 euros budget, to start

Dici Radio was not yet on air when the team had successfully generated the first revenue of 200.000 euros in a matter of weeks. Surprising... but reassuring for the team !



Dici Radio by the numbers

- 1 license : 90.2 FM**
- 15 employees (incl. 10 fulltime)**
- 70 000 potential listeners**
- 1 200 songs in play-list**



Start from good bases



This is a music catalog that is not as famous as it should be. It gathers quite a lot of atmospheres and musical bases (nice and... free !) that would perfectly fit in radio stations productions studios. Let's visit RFI Instrumental.

One mandatory step : registration. After this is done (30 minutes tops) you can simply click through this elegant website and search for what could fit your precise music illustration need.

Only available online, RFI instrumental is a typical Illustration Music catalog.

RFI Music Publishing manager Stéphane Poulin explains : "those are 1500 tracks, including imaging elements, instrumentals sorted by genre and world regions.

RFI instrumental also provides tons of sound atmospheres coming from the archives of the radio.

This catalogue is mostly fit for media persons who need some music. "our users can freely use our catalog and download music according to his needs." explains Stephane Poulin.

Click and Download

RFI instrumental users are mostly radio stations, TVs, but also production companies. "The user who is creating some audiovisual product can find here a lot of suggestions". For example, are you searching for some background music for your weather bulletin ? Boom! 11 tracks are preselected. You can narrow this result by genre (zen, high-energy, groove, techno, etc.). You can then immediately download the track.

Same principle if you are searching for another type of background music. Funk, Tango, Xmas, Circus music, ... name it ! You download the files in MP3, 320kbps, but you can ask for different formats on demand.

Fresh and free

The model is simple : "RFI is acting as publisher and gathers rights when a broadcaster plays any of these tracks, upon declaration by this broadcaster

RFI instrumental will provide fresh content linked to what's happening in the news. "ready made imaging elements for the presidential election, the Euro 2012, the Olympics, the US elections", for instance.

This should really be of strong interest for producers.



5 reasons to use RFI Instrumental

01 - This platform is the only one to also deliver atmospheres, sounds, noises of the city, etc.

02 - It's also the only platform with illustrations of sport events, political events, etc.

03 - It's so easy... you can download wherever you are in the world, in any conditions, as long as you are online.

04 - The World Music collection is really rich, and organized very smartly by geographical origins.

05 - The collection of imaging elements is quite impressive, and very well detailed.

www.rfi-instrumental.com

Our users can freely use our catalog and download music according to his needs

No crisis for "Les Indés Radios"



Excellent sales results in 2011 at Les Indés Radios, under Jean-Eric Valli's management, following an already amazing 2010 year, while the general economical context was quite bad in media.

TF1 publicité is in charge of sales, on the French national level (Les Indés Radios) as on the Paris metro level (Les Indés Capitale). Net turnover : 79,4 million euro, which means a +4,1% increase in one year, while the growth of the whole radio market was only +1%.

And these great results are made while the national ads slots are not as long as they could be, simply to keep space for the local ads market. And despite of this self-inflicted limitation, Les Indés Radios obtained 12,4% national advertising market share.

A major income source.

National advertising income is split amongst stations based on their audience. This represents 50% of their total income. It's a real strong part of their economical model.

This success proves that major brands are trusting local stations to promote national brands..



Are your news of any interest ?

So you're extensively covering news of your region. East to West, South to North. That's a very demanding task. Now... listen to those news bulletins on your station and count how many really interesting topics were covered. You probably just slapped yourself in the face.

Open your favorite daily newspaper and count the number of topics you actually consider being interesting; those you'll read or even simply those you notice. Among 40 pages, how many articles do you notice ? And how many of those did you read from top to bottom ? What added value do you get from reading the news ?

Have you already thought about the way to stimulate a listener to listen to your news bulletin from the beginning 'til the end so that he could actually get something valuable from it ? Or worse : did you find a way to motivate your listener to even simply hear the first minutes of that news bulletin ?

Choosing the right topics is a very important step, more important even than the way those topics will be produced.

Choosing the right topics is the cornerstone of the birth of your bulletin. It's the starting point of the interest it will generate, and the audience it will gather.

A good journalist must be a good listener

What news to talk about ? What to reject ? What to prioritize ? How to organize these topics you decided to cover ? **These are the questions you should ask yourself every morning.**

Polish your text to trigger the emotion

As journalists, our biggest shortcoming is that we think that just because we cover some news, it will be of big interest for our readers, viewers, listeners. Let's get an example : how many readers do you think

already gave up reading **THIS article you are reading now**, simply because they found it not so interesting, or they didn't feel concerned ?

So, of course, you probably think that what you produce is amazingly conceived and executed, you are sure that your approach of the topics is the right one, straight to the fact. But is this enough to make sure your listener will actually... listen ? No ! Unfortunately not !

Influence your listeners to reach more audience

Influencing is **not to be understood** as "hypnotizing", but rather trigger their appetite, their curiosity, their interest, their desire, their willing to know more, their fears, their anger... You must answer a need that will fit the character and the mood of your listener.

To put it differently, you must create an emotion that will trigger a decision. This is one of the fundamentals of radio advertising : **no decision without emotion.**

That's why you **MUST** define an angle, work your script, polish your text to trigger the emotion that comes - in this case - right before the purchase.

To influence your listeners means to **shed the light on a topic** he will feel concerned about - that's what's called "**concerning news**". Because he will feel concerned, so he will listen to you or at least will want to.

Don't forget : if you work in a commercial station, **your salary comes with the task of gathering as many listeners as possible.**

You can't last long if you do the opposite. ▶ F.B.

Equinox in Barcelona

Although it's 100% French, Equinox webradio is installed in Barcelona, managed by three young communication specialists.

More than a simple radio program, Equinox wants to become the first French-language news portal about Barcelona.

From an apartment next to the famous Sagrada Familia basilica, Equinox Radio - first Spain based French webradio in history - will celebrate on March 31st its first anniversary.

Equinox, it means Nicolas, Aurore and Amélie, **young French entrepreneurs in Barcelona** working at Eleamedias, audio agency specializing in **tailor-made radio.**

"Our goal is to reach the 50.000 French speaking people living in Barcelona and Catalonia - those are mostly French citizens, but also Canadians and Belgians." explains Amélie.

Being in charge of news and contents, she feels glad that "since the start, people have expressed sympathy for the project."

Between Barcelona and Paris

Around the House Music genre, Equinox Radio has chosen a very multicultural format, linking trends from both sides of the Pyrenees. Station manager Nicolas Salvado explains that his webradio "blends the Barcelona party spirit with the Paris chic". This young webradio is increasing its audience base "up to 4.000 listeners/day with some impressive peaks in evenings and week-end" notices the station manager.

The objective is of course to "hold on" as Nicolas Salvado admits in a smile. 10.000 euro have already been spent in equipment and broadcasting solutions.

Covering the French lawmakers elections

As most of its content are targeting people in Spain who love France and speak French, Equinox Radio will make it big on June 10 and 17, during the French representatives elections.

The idea is to organize a debate between all the candidates of the 5th district (the "expat" district). "First of all, we are a citizen media" explains Aurélie. So "Equinox will be the only media to organize such an event between those candidates. It concerns a geographical area that includes Portugal, Spain, Andorra and Monaco." All candidates already expressed their support for this idea. That proves again that this webradio is the answer to a real need in expats lives.

That's an example that can be repeated around the globe.

To listen to Equinox :

www.equinoxradio.es

Radio pros will identify the voice of David Tartar in the imaging elements.

On Facebook, the webradio already convinced 700 fans and there are 3.000 people in the Equinox group.

House music London record label "Defected" has chosen Equinox to broadcast its weekly show "Defected in the House", every Saturday from 10pm to midnight.

And... since November, the same team started another webradio : Vintage Radio "Luxe and Lounge". You can listen on www.vintage-radio.es . ▶ F.B.

Denac still got it !



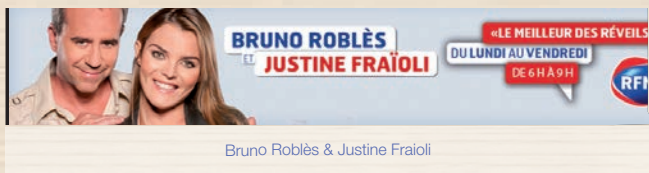
As low-profile as he is professional, Jean-Philippe Denac is the head of Programs of "Le Meilleur de La Musique" (RFM network) for two years already. This radio master-strategist is promising to his listeners some events & surprises until June.

Headphones on the head, but both feet in the ground... Jean-Philippe Denac easily admits it : "RFM benefits from a strong striking power".

The former RTL2 PD is straightforward about it : "my challenge is to get back the audience we lost these last years and conquer a new audience. It's still to early to measure the results. The strategy is being applied and tuned on the way, to offer a program better fit for our target." And he adds "I'm very confident !" RFM is under precise surgery, the type that can only be performed by such experts as Denac.

No voice-track - a pre-morning show

RFM's best asset is its morning show hosted by Bruno Robles and Justine Fraioli, who wake up France in their own special way ! "Humour,



Good mood, Services, and the best music ! And every evening at 7pm, Frederic Lopez hosts the best interviews. My guys really have what it takes !"

If every shift is strategically important, RFM's morning and primetime shows have been redesigned : "I am not using voice-tracking during night shifts anymore. I want more authenticity and spontaneity. And we created a Pre-Morning show from 4 to 6am. What's important is to design programs as a whole to keep them coherent between each shift and respect the chosen strategy." says the Program Director.

At the same time, Jean-Philippe doesn't forget both his priorities : "First one is music, and second one is to create powerful events, campaigns, to establish our station in our listener's mind."

Without giving more clues, the PD is promising "tons of events with planetary-level artists (SIC) and surprises until June" !

A radio close to its listeners

Angeli, Arribard, Aubert, Robles, Carl, Ledoux... RFM may broadcast "The Best Music" but it is also the home of some of the finest radio hosts in France. "Radio hosts who are sincere and passionate", as Jean-Philippe Denac is saying. "RFM always had amazing DJs, very pro and experimented, it's one of our strengths. But of course, part of my job is also to find the new generation of DJs... tomorrow's voices." like Caroline Sojac, who's hosting RFM nights.

Radio.. is like Cinema

Jean-Philippe Denac explains that "Radio inspires a community spirit. It's just like when you're watching a good ole' Louis de Funes movie on sunday night TV. Of course, you own the DVD, but you probably never watch it. When the movie gets broadcast, it's enhanced by the community spirit, and by surprise effect also. Radio is the same : we play songs that our listeners do have in their music library, but they get more pleasure hearing them on the radio."

Denac thinks music radios have a long future ahead of them in this digital age.

Until then ? "I want to stay here at RFM to accomplish my mission. I'm even ready to host a show from time to time if needed. I'm not scared of that." And this... is no cinema !

RFM always had amazing DJs, very pro and experimented, it's one of our strengths

5 steps in Denac's career

- #01 : Trigger : I meet Didier Sinclair on NRJ Montpellier in 1982
- #02 : Adventure : I start a pirate radio with my Dad in 1983
- #03 : Professionalism : first show on Fun Montpellier in 1985, NRJ Nîmes in 1986, Radio Service (Marseille), 1989.
- #04 : Access : First show on a nationwide network : RFM, Paris, summer 1997.
- #05 : Confirmation : I hosted a show in summer 2004 on RTL... And finally, being PD of this mythical network, RFM, since 2011.

Programming : 5 advices from Denac

After 30 years of radio practice, Jean-Philippe Denac may be low-profile, but he knows much more than radio fundamentals. RFM's PD gives us here 5 advice to capitalize audience around your music programming.

- #01 : A music programming that fits
- #02 : A powerful imaging kit
- #03 : Respect your clocks and sound codes
- #04 : A deep knowledge of your format, your target, your music and your team
- #05 : All the rest is about Feeling and Experience ! ▶ F.B.



VDL compete Arqiva and soon other monopolies



Yannick Andre-Masse, CEO of VDL

VDL, French company from Lyon, specialized in analogic radio broadcasting, is gaining more and more substantial market shares in Digital broadcasting and in DAB, DAB+ and DMB equipments. Interview with CEO Yannick André-Masse, to talk about Digital Broadcasting trials in 35 countries around the globe.

TRL - So what's the actual situation of Digital Radio in Europe and in the world ?

YAM - For one year now, we've seen an increase in number of projects in Asia and Europe, particularly in the following countries : Australia, South

Korea, Germany, Italy, Belgium. In Europe, DAB+ allowed a relaunching of Digital Radio in countries where there was a willing to increase the number of stations able to broadcast. In other countries, DAB+ technology allowed to launch new multiplexes. So we are glad to see that Digital Radio is growing in a lot of countries, as can be witnessed by the constant increase in Digital Sets sales.

TRL - In which countries are you active, and which country is your main source of income ?

YAM - Last year, Germany was our biggest Solutions and Equipments client for Europe, and South Korea in Asia, while UK is our best territory regarding our broadcasting service.

TRL - How did you make it in UK? How did you enter that market and break the former monopoly ?

YAM - Well, it has not been easy, as the historical operator didn't help, of course, especially as in this country it is mandatory to use high positions managed by this operator to be able to broadcast.

But, our clients really insisted for us to enter that market, and we have there amazing projects to come.

Businesswise, UK is very interesting as the first digital broadcasting licenses were signed in 2000 for a duration of 12 years... and we are in 2012 !

TRL - What advice would you give to Technical Directors about this Digital age ?

YAM - Well, based on the state of affairs in your own country, you must anticipate a lot the digital broadcasting to come. Digital Radio means a lot of changes regarding service zones which is a great opportunity to increase the reception zone. Then, the possibility to display pictures along the audio feed bring new possibilities that you must technically take into account.



TRL - Can you work in any territory ? And what's your added value ?

Our added value is centered around three points: Very good prices (we use our own equipment to broadcast) - Monitoring solutions - Superior Quality, much better than our competitors, thanks to our excellent integration of all the elements, and our already long expertise in Digital broadcast.

TRL - What are your short-terms plans and future plans ?

YAM - Short-term, UK is for us the Land of possibilities, to develop digital radio coverage. There's a growing market there. In the future, we think about developing other digital broadcasting networks in Western Europe..

TRL - After UK, which other monopoly are you going to put in danger ?

YAM - Our growth plan doesn't avoid any country ! Right now, we focus on Germany, Switzerland and Italy. These countries are ready to deploy Digital Radio in a wider scale. A lot of clients got in touch with us. Future seems really promising for us alternative broadcasters.

VDL will be present in Singapore on June 19-22, at the Broadcast Asia fair, booth 4S4-10.

The whole catalog will be presented, from T-DMB coders to monitoring and measurement systems, or the D-VAUDAX multiplexer. ▶

Our growth plan doesn't avoid any country !

Agenda

15
2012

- ▶ **Radiodays Europe** : 15-16 march - Barcelone (Spain)
- ▶ **Canadian Music Week** : 21-5 march - Toronton (Canada)
- ▶ **NAB 2012** : 16-19 april - Las Vegas (USA)
- ▶ **Worldwide Radio Summit** : 27-28 april - Hollywood (USA)
- ▶ **Broadcast Asia** : 19-22 june - Singapour
- ▶ **Local Rundfunk** : 10-11 july - Nuremberg (Germany)
- ▶ **The Conclave** : 18-20 july - Mineapolis (USA)
- ▶ **Swiss RadioDay** : 22 agust (Switzerland)
- ▶ **Radio Show** : 19-21 september - Dallas (USA)
- ▶ **Rex Expo** : 25-28 september - Kiev (Ukraine)
- ▶ **Mediatenge** : 24-26 october- Munich (Germany)



Trend

105 FM - ITALY March 1st fortnight

Artist	Title	Broadcasts*
HAL	WHY DO YOU COME HERE	18

EVROPA 2 - CZ

Artist	Title	Broadcasts*
KATY PERRY	PART OF ME	19

Energy Dance - GERMANY

Artist	Title	Broadcasts*
FLAVA & STEVENSON	RIO DE JANEIRO	56

KTU 103.5 NYC - USA

Artist	Title	Broadcasts*
K'NAAN	IS ANYBODY OUT THERE?	16

MAXIMA - SPAIN

Artist	Title	Broadcasts*
RADIO KILLER	DON'T LET THE MUSIC END	32

Ministry Of Sound - UK

Artist	Title	Broadcasts*
DEADMAU5	MATHS	20

Radio Fribourg - SWITZERLAND

Artist	Title	Broadcasts*
TAIO CRUZ	TROUBLEMAKER	13

Sunshine Live - GERMANY

Artist	Title	Broadcasts*
MURANO MEETS TOKA FEAT. DUMBSTRUKENACHTLEBEN		38

* number of broadcasts on the last 14 days

Thou shall read Geller before going on air



Valerie Geller : one of the most influential women in the radio world.

The famous American consultant Valerie Geller is for years now one of the 50 most influential women in the radio industry. She shares her expertise with the biggest stations around the world.

Portrait and exclusive interview.

1988. Long gone is the time when Valerie Geller was a reporter for KOST 103.5 FM in Los Angeles... Since then, the American woman has advised more than 500 stations in more than 30 countries across the globe.

Discovering talents, caring for programs, coaching on-air personalities, increasing audience... that's her job !

So Valerie Geller gathered the contents from her work as consultant for more than 500 TV and radio stations in this important book centered around 3 major ideas : tell the truth, make it matter, and never be boring.

"There's no such thing as a boring story... only boring storytellers... because nothing is boring in life." This book is suggesting practices that everybody can learn to increase audience around compelling contents.

A success in the radio industry

A second print of this new edition is already scheduled, confirming the success of this book. Valerie's new challenge is to translate this book in French : "because in France, radio is fantastic, thanks to the use and weight of words I really hope there'll be a French edition. A radio station in Quebec had some thoughts about it, but until now we are only exploring the idea."

In the meantime, Valerie Geller keeps on travelling around the world to help stations and programs to generate more audience, via coaching. "My work is to coach the on air personalities. I also host workshops called "Creating Powerful Radio".

"Beyond Powerful Radio" - A communicator's guide to the Internet age - by Valerie Geller
Second edition, Focal Press. Order from beyondpowerfulradio.com or amazon.com
Valérie Geller is also writing a monthly column on radio-info.com.

5 advices from Valerie to keep listeners listening :

- # 01 Ask yourself : why would they listen ?
- # 02 Always speak to ONE listener
- # 03 Tell the truth
- # 04 Make it matter
- # 05 Never be boring ▶ F.B.

And more than this : she's a writer !

Valerie Geller signed some books that are considered as industry references.

"Beyond Powerful Radio" is her most recent radio bible.

Geller adapted the book to the digital age. It's probably the best book ever written about best practices used by winning stations. 500 pages thick !

Become a radio "communicator"

"It's my fourth book. I sold more than 100.000 copies of the first one, translated in Hungarian, Bulgarian, Albanese. Some parts of it were translated in Danish, Swedish, Russian and Spanish." explains a proud Valerie Geller.

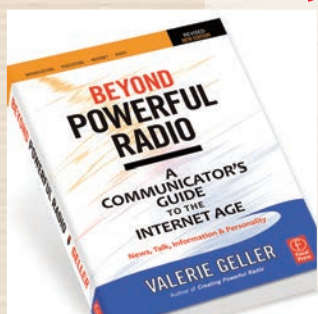
The fourth book is like a sequel to the previous ones, with 200 more pages of advice and ideas.

An internet age communicator's guide.

So, what's the objective of the book ?

"My dream is to put this book in the hands of all those who want to communicate by offering proven techniques to help everybody to reach the new level and thus become a powerful communicator."

I really hope there'll be a French edition



For newcomers as much as for pros, "Beyond Powerful Radio" has become some kind of Radio Bible

The Lab

WiFi replaced by ... DAB+ ?

The announcement is striking. The Venice 8.1 latest Frontier Silicon module does not include WiFi anymore. Strategic or costs reasons The Radio Letter asked some questions to Steve Evans, VP Marketing & Business Development of Frontier Silicon delivering almost 80% of the Digital Radio market today in Europe.

TRL - What are the new features on Venice 8.1 ?

Steve Evans - Venice 8.1 is really about producing a variant of our product that provides some significant additional value at a much reduced cost point. Therefore we have developed this product to provide the normal DAB/DAB+ reception, and also display DAB/DAB+ slideshow to take advantage of the additional content that is being broadcast alongside DAB/DAB+ in several countries including Germany, Switzerland, Australia and of course France. The module also contains the ability to playback music stored on a USB memory stick. Finally, like it's close cousin Venice 8.0, it offers the consumer a intuitive colour user interface via a touch screen.

LLP - It feels like you are publishing version more often than a software company, but we are talking hardware, right ?

Steve Evans - This module is based on our earlier Venice 8.0 module, and we have taken steps in both hardware and software to ensure that our customers can build colour radios that can retail for less than €100.

LLP - Some of the cost reductions include removing the WiFi that Venice 8.0 contains ?

Steve Evans - Our view is that because of the richness of content that DAB/DAB+ can deliver over broadcast products using Venice 8.1 will bring exciting radio products, even with no WiFi feature.

LLP - What is your vision or the market in Europe right now in term of Digital Radio ?

Steve Evans - With the growing momentum of the DAB/DAB+ market in Germany we are very optimistic about Digital Radio. Since the launch of the new services in Germany last year we have seen the steady increase in sales of digital radios in that market indicating to us that Digital Radio is a very attractive media for consumers. We are also excited by



Le module Venice 8.1 en action

the strong progress we are seeing in France with the success of the RNT Lyon initiative and the plans to repeat this innovation in other cities we expect that we will see consumers begin to demand products that can receive these new services. Worldwide we are seeing encouraging growth of DAB+ in Australia and we were pleased to be part of the launch in Hong Kong last year. All in all we are very positive about the prospects for Digital Radio.

All in all we are very positive about the prospects for Digital Radio

LLP - Could you give five reasons of "Why to use a Frontier Silicon module" ?

Steve Evans - 1. Frontier modules, chipsets and software are the most field proven DAB/DAB+/DMB-R products on the market today

2. The module software is well tried and offers customers a very reliable experience no matter how the broadcasters configure their services

3. The module hardware has been designed to provide the maximum sensitivity thereby ensuring that consumers can receive the most possible services in their location

4. Power consumption on the module is low ensuring the best possible battery life

5. As well as digital radio Frontier modules also support other important audio features, including iPhone docking. ▶

La Lettre Pro de la Radio

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The Apps

MyRadioGoGo



Saso Papp, founder and CEO of MyRadioGoGo

Saso Papp, a passionate radio guy since 23 years accepted to answer **The Radio Letter** questions right in the middle of RadioDays Europe preparations. **MyRadioGoGo** proposes customizable apps and players for your station.

LLP - When was founded MyRadioGoGo and by who ?

Saso Papp - MyRadioGoGo was founded by myself a real passionate radio guy who has been drawn

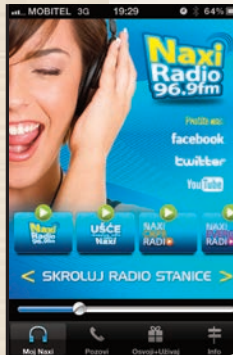
to that magical medium 23 years ago and have never stopped loving radio.

LLP - What is your added value compared to competition ?

MyRadioGoGo company has three main points of difference. First, our player for your radio station is totally customizable. We don't sell you a player that shows just your background and logo, we start from the scratch. You define almost every design aspect from the smallest detail. We have achieved unbelievable things and we are very proud. Not just because we can make your app look crazy nice and totally different from others but also because we can change almost every part of your app remotely.

Then, yes, we are able to change your app remotely without the need to upgrade. That means you can change one part of your app when you start your next big promotion or you can change your logo with christmas elements added. It's just crazy. We make a change to configuration files and all apps out there remotely change in the next few minutes. Imagine the power of that. Limitless possibilities. And that is only the beginning. In the next few months we will give that power in your hands. Your administrator will be able to change every small detail of your app with the web administration utility that we are developing just now. Last, when you plan a mobile radio app you really want to have a radio person to talk to not a software or just a marketing guy. You want to talk to someone who understands radio inside out, someone who understands you and your needs. We will absolutely be there for you if you need us and our opinions.

Do your homework. Don't use the first or the cheapest option.



LLP - What are the plans for the future of MyRadioGoGo ?

Saso Papp - The whole team is really motivated to build the best mobile apps for radio stations. We are dedicated to build the best solution. There are a lot of radio stations that jumped on the mobile train a year or two ago and they are right now searching for the new and best solution. And we want to be here for them. We can offer very simple basic app from 490 EUR for internet broadcasters or small terrestrial radio stations and go up to "pro app" for more advanced users. The best of all is you can decide to upgrade your account with us but you don't have to physically upgrade the app over App store or Android Market.

LLP - How would you convince a Radio station to go for a mobile app ?

Saso Papp - It's really simple. There are so many smart phones in use already that it would be crazy not to invest in your custom mobile app. It can connect you and your listeners even more. The radio is the most intimate medium. Use that power and with the mobile app put your brand even closer to your listener. Put your brand in their pockets.

LLP - Is mobile version of website (with HTML5) a threat for mobile apps supplier ?

Saso Papp - We believe that the combination of mobile app and html5 (for some content) is the best solution. But you can do so much more with the app that only html5 is not the right solution.

LLP - What advise would you give to a radio station in choosing an app supplier ?

Saso Papp - Do your homework. Don't use the first or the cheapest option. You have to provide content to your listeners and think about how you can engage them and interact with them. It's not just about playing your radio stream. It's so much more. We have a lot of ideas how you can implement your radio programs and how you can strengthen your brand in the mobile world.

Also we are already iPad 3 ready. With that new display resolution we are able to make more magic with more content on the screen at the same time. We are looking forward to making some great crisp looking HD apps with crazy detail.

We have worked very hard to be able to bring you our first Android player just in time to show it in RadioDays Europe in Barcelona. MyRadioGoGo Android player brings you the same great functionality and remote updating as in iOS player. We are also planning to make MyRadioGoGo app for Windows Mobile in the near future. ■

E-mail : saso@myradiogogo.com
 Web : <http://www.myradiogogo.com>



The app of Radio Center in Slovenia

Zoom Hard/Soft



Neogroupe improves your team's productivity



Philippe Halin, CEO of Neogroupe

If we achieve to better process the information flow between team members, we eventually improve the on air quality. Neogroupe understood that and provides applications for the radio producers out there from the USA to Russia.

Because they are based on intuitive features, the software applications from the French Neogroupe are seducing clients far beyond France.

More than half of its turnover is done outside of its motherland.



Contests and campaigns schedule in a glance

Neogroupe's solutions have become in a few years some kind of reference in the radio industry. "In France, big brands like Radio France, Sud Radio Group, Fun Radio or also Alouette are trusting us. You can also find us with Clear Channel in the USA, at CBS, Sirius XM, but also in Belgium (RTBF, NRJ...), in Switzerland (One FM, Rouge FM...) and even in Russia." This could be of some comfort for the potential new clients of this "French Touch".

the more calls you have to deal with, the tougher it is to manage your morning show

a dedicated solution. Philippe Halin and his team are all about "ergonomic and ease of use of our software", which includes carefully listening to their clients feedback. Philippe Halin swears that these feedbacks are excellent and that professionals would definitely "not come back to paper-based solutions".

No more "post-it", no more flyers.

Neogroupe's mission is to optimize the on-air efficiency, particularly during



NeoWinners is the DJ's interface

Tailor-made, if you want

If you get more than 10 calls per show, NeoScreener and NeoWinners are really helping the workflow between your phone assistants and your show host. These tools improve also the "backstage work" by providing such details as a profile of the next caller on air, or by showing you in a clear way the whole campaign schedule. You get two options : you can buy the applications or simply rent them. Depends on your stations size.

Neogroupe even produces tailor-made solutions.

"We bring help to those stations that don't find any software fit for their way of work, by creating applications based on their own savoir-faire and company values. Our developers are now working on interconnecting our applications with social networks (Facebook & Twitter) as we already do with SMS and emails"

2012 will be a key year regarding Neogroupe's international expansion. The company will present its catalogue at the NAB in Vegas in April, and then fly to Singapore during the Broadcast Asia fair, on 19-22 June.

NEOGROUPE

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They told us the web would kill radio... it's TV that is bleeding



Do you remember the good old days of those RAB presentations about radio ? Do you remember what WE used to say about "the advantages of radio vs other media" ? Let me refresh your memory : radio was free, radio was mobile, and you could do something else while listening to radio. Three MAJOR USP !

Well, guess what ? It's still true !

And now we know that in this world going more and more mobile, radio is even more fit than ever !

Science fiction writers - and journalists - had dreams about a "mobile TV". The thing is... mobility is not part of the TV experience. History happening is even showing us the exact opposite : home TV sets are getting bigger and bigger, and TV is more than ever a sedentary experience.

Mobile content is getting richer everyday, but it's not "TV". It's catch-up video (killing TV), live radio (can't watch TV at the same time), music (sorry, still can't watch TV at the same time), articles from the web (oops, no TV experience possible at the same time !), ebooks (mmm... can't really watch TV on the same handset where I fullscreen-read a book from, can I ?). Etc.

While radio... well... you got it. Just like before, you can ACTUALLY do something else while listening. You can still browse the web and listen to radio at the same time. You can drive and listen to radio. You can read an ebook and listen to your fav classical music station. You can even - you perv ! - watch a football game on that huge living-room home-theater of yours WHILE listening to radio !

Radio, today just like yesterday and tomorrow, is a companion for each moment of your life. TV was never that, and neither will ever be. Period.



President Obama: 'I don't watch network news or cable news': mbist.ro/wUNh3k

Barack Obama's recent statement on ESPN about the news TV industry is as straightforward as can be. In a world where the news reach you before you decide so, it's very logical that you don't spend time

anymore stuck in front of a screen waiting for not-so-breaking-anymore news.

It's also logical that with every streaming opportunity available to you (thank you Netflix, thank you AppleTV, thank you Mega...OOPS!), you don't wait anymore for broadcast TV to play a movie to be able to enjoy it. Financially, that doesn't kill TV, but DVD & Bluray rentals & sales.

But behaviorwise, that has taught the audience that there's absolutely no need to wait. Just click (your credit card

is already in the system) and 10 seconds later, enjoy the program / movie / show.

While radio...

Well, let's make a test. Grab your iPad and open TuneIn Radio app. Then, switch to the New York Times app.

Hear what happens ? You are multitasking ! Which, by all means, is something that you instinctively know you CANNOT do on the iPad. iOS is not really a multitasking OS. But with sound - live radio in this case - it's different. Apple knows that YOU CAN DO SOMETHING ELSE WHILE LISTENING TO RADIO and so lets you do it, even in its very strict OS.

Hear what happens ?
You are multitasking !

See ? That's my point. Radio is not an object, it's not a physical receiver with batteries. Radio is defined by THE WAY YOU USE IT : if a device plays sound LIVE from a REMOTE place, wirelessly, is free, and doesn't need you to be stuck in front of it to use it... then IT IS RADIO !

That's precisely why we should NEVER get scared about radio's future. Companies building and selling FM transmitters can be scared. (Duuuh!) Companies building and selling analog mixers got scared (and were right to be). But content providers ? Show producers ? Voice artists ? Talk talents ? Music programmers ? Not one radio industry magician should be worrying about the evolution of "the way our signal is transmitted".

Did radio pros worry when radio became stereo ? Well, maybe they did, for strange psychological reasons, but it probably didn't last long !

Stop worrying, stop listening to radio self-declared gurus who never approached a studio and are explaining to you how you should consider your own future, and watch your kids instead : watch how they consume music, watch how they interact with their iPad, watch how they refuse being stuck (waiting, watching).

And learn to adapt your offer to their life. Then you'll prevail. ▶



Denis Florent is the CEO of RADIOFORMAT
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Imaging

Brandy against imaging thirst



Diederik Decraene put all his trust in his team

Since 1997, the Brussels-based studio is producing imaging kits for the most prestigious stations in the world.

One major reason for this success is the team in Brandy : people who grew inside Radio.

"Our consultants, producers, composers, all worked in Radio...so we easily understand the needs of our clients."

tand the needs of our clients."

This is how Brandy manager Diederik Decraene explains success.

The studio produced such tailor-made imaging elements as those of Q-music, VRT Radio 1, VRT Radio 2, MNM, VivaCité, Pure FM, Metropo-lys, Contact, HitWest, One FM, Heart, NRJ, Souvenirs Garantits, Boom FM and many other ones in Europe, North and Latin America, Canada, Asia or Africa.

Brandy is to Imaging what Chanel is to Couture : rock-solid class.

One of their last products is the kit for Radio 2 (30 % Market Share in Belgium). More than 100 cuts. They also recently shipped Power-intros to various stations in Indonesia, Africa, and Switzerland.

Belgian chocolate is inspiring !

"We are glad to be able to do the things we like : to help radio stations reach success !" This is the philosophy guiding Brandy's 9 employees. "We always start from scratch - with the help of some Brussel coffee and some good Belgian chocolate" explains Diederik with a smile.

"We don't want to simply provide some music, but mostly to deliver useful tools that are as much liked by the management as by the radio personalities."

Brandy's clients are very demanding, whether they are leaders or challengers on their market.

"We are not into making jingles to only fit the taste of the PD" Brandy is speaking the Radio language. There's not even a sales dept in the house ! No salesman." To put it in another way : straight to the content !

Differences and trends to take into account.

Adapting to the station format is basic, but Brandy also takes into account the country specificities. "In UK or Germany, for instance, Jingles are considered as 'mini-songs'. They share the same structure as songs. The jingle must be noticed. It must make the brand be heard in all its glory !

In othe countries, imaging elements must transparently blend into the program. That's mostly the case in PPM-ruled countries. There, you don't need the listener to

In UK or Germany, for instance, Jingles are considered as 'mini-songs'



Brandy helps in making your station successful



The "Brandy Building", Brussels.

know which stations he's listening to."

Power Intros are trendy again. "Yes, we refreshed the concept for Q-music. We noticed a worldwide interest for this type of tool." Even classic/gold stations seems to fall for it !

On the other hand, thick 5-voice choirs are less and less chosen by clients. "Everything must be more and more transparent, more European".

Sound and Image to promote the radio

Brandy also produces logos, graphics, designs for radio stations. "When a radio wants a TV ad, they can use us for the soundtrack, but also for the graphic design. This way we do a 360°. We became the audio and visual Branding Company.

As example, the recent Q-Music TV Ad (Maximum Hit Music) is fresh, surprising, and strong. "Audio has to be edited just like for radio. The sound must be similar to the radio sound. And the ad must carefully bear the brand."

Brandy is now right working for several clients but.. hush hush !

"What I can tell you is that we are putting the final touches to a new Hot AC kit for a European station.

And in the coming months, we'll work on a tailor made project for a Classic station. This beginning of 2012 is robably one of the busiest in Brandy history."

5 advice from Diederik Decraene to get the best imaging kit

- #01 "First, define your strategy and your station's ojectives. And how will the imaging be used ? What for ? Only then can you define your sound, substantially and musically.
- #02 Choose an imaging style that really sets a difference from your competition. A unique sound.
- #03 Talk with the station's Production manager about Jingles usage. Where do you want to use this one ? in which position ?
- #04 Get sure that your imaging can be sung by your listeners.
- #05 Keep your imaging kit coherent, consistent, on air (jingles, programs" an off air (website...)



Four questions to...



Bruno Courtois, Radio Notre Dame director: "In some countries, when I grab a cab, people recognize me, I feel like a TV star !".

Bruno Courtois, Radio Notre Dame director

Last year, Radio Notre Dame turned 30. It's gathering every day more than 100.000 listeners in Paris metro area. And many more through the programs it is offering (for free) around France and the world. Today, this Parisian radio founded by the Diocese of Paris, entirely belongs to its listeners, as more than 80% of the budget comes from their donations !

It's a very efficient model : the station is always in the middle of new projects, and we just moved to new offices/studio, 600 sq.m in the heart of Paris.

TRL - Can we consider Radio Notre Dame as a community radio ?

Bruno Courtois - Absolutely not ! Just look at our audience : only half of our listeners go to church. More than 20% of our listeners are not Christians, or even don't have any religion. And only one among five Catholic church-goers listen to us in the Paris metro area. So you can't say our profile is this of a community station. Yes, we are a Christian station, but our main characteristic is to be a radio with a difference, offering "something else" to listeners. That's how we recruited many more listeners than only Catholic church-goers.

TRL - What does it mean "radio with a difference", when your name is Radio Notre Dame ?

Bruno Courtois - Well, first of all, it means having this precise "signature", that gives a meaning to our program. For our 30-year anniversary, last year, we wanted to find a baseline claiming that we cultivate our difference, something that would have clearly stated that listening to our news bulletin is not the same as listening to France Info. Our previous slogan was "A Christian voice in the world". After having worked with our agency - Le Nouveau Béliier - we came up with our new claim : "Life gets a meaning".

It's perfect. That's exactly what it's all about : to mean something, and more than this, to give a meaning.

And that's what all our programmers are doing, in every shift, in every aspect. For example by talking a lot of listeners live on air. Just like other stations, we program some shows where listeners go live on air via telephone, more than four hours per day. But again, we try to do it differently. Every evening, for instance, everybody can be on air, no filter whatsoever... but we call it "A priest answers"... and that's actually what happens ! a priest answers ! (smile)

More than 20%
of our listeners are not
Christians, or even
don't have any religion

TRL - You have only three licenses in France, but still you can be heard everywhere, and around the world. Are you providing free programs to other stations ?

Bruno Courtois - Yes, entirely free. This is a choice we made in 1996, when we created the COFRAC together with five other stations. We are delivering five complete program grids. First, the general Catholic program of Radio Notre Dame itself, where we try to sound modern, active. Then a web radio called "Faith and Reason", where we go deeper in topics. Together with Gilles Cantagerl, we created a second web radio about religious music in December 2011. Our fourth program is the one broadcast on "France Christian Radios", it's a COFRAC program available for free to any radio in France. And our fifth program is the international COFRAC program, sent to the whole world by satellite.

It's very important for us to be able to help those who would want to setup a Christian radio anywhere in France or in the world but wouldn't have the financial means to produce enough programs. I enjoy doing this ! I often go and meet my colleagues from other Christian stations in the world. And that's amazing : we cover the whole the French-speaking Africa, with huge audience results ! In some countries, when I grab a cab, people recognize me, I feel like a TV star ! (laughters)

All of this must be quite expensive. You are the biggest "non-profit" station in France, with a lot of employees. What's your economic model ?

Bruno Courtois - Yes, we have 35 full-time employees and some 35 others part-time. And approximately a hundred people who help us, without salary. It's true that our programs are expensive. In the old time, we were living only from Paris Diocese fundings, more than 1,5 million euro each year. That model could not have any future. So we changed it. Now, our listeners donations are 80% of our income, the remaining 20% being covered by advertising and partnerships.

It's been more than 8 years that we "institutionalized" our calls for donations, and donations have doubled ! Today, this means more than 2 million euro per year. Our listeners are involving a lot in our programs and they get sure we know that ! If our shows get less interesting... our donations get smaller ! Even moving to Montparnasse has been entirely funded by our listeners. If you explain to them what you want to do with their money, if they get convinced, then they help !

Donations are mostly small, like 80 euro per listener per year... We would like to get more, by simply asking 1 euro per day : I think it's possible, because the State pays you back 2/3rd of your donation (you can withdraw it from your tax). And that's very important, as we have a lot to do : I want to start a web radio targeted to young people, another one dedicated to prayer, and I want to keep on helping our colleagues, being a helping hand for radios that suffer. For all of that, we must now recruit new listeners, among Catholic church-goers... but not only !

By Jean-Charles Verhaeghe, MYConseils.fr for The Radio Letter

Figures

New behaviors, new ways



Arnaud Annebicque works on tomorrow's audience measurement.

Behaviors and ways to listen to radio are changing. These evolutions bring together new ways to measure audience. Mediametrie talks to us about actual examples.

Since September 2011, Mediametrie tries to adapt to the new French way of life by improving the reachability of surveyed people for its main "126.000 Radio" study.

Now, Mediametrie calls respondents also on their mobile phone... and Mediametrie is working on an automatic radio audience measurement system.

New ways of listening still have not killed the usual portable radio set, but rather added themselves. People listen via their computer, their telephone, their TV set, their headset or their tablet. Mediametrie explains that these new behaviors gather 9% of the total radio listenership. Catch-up listenership is also increasing and reaches now 1% of the global audience.

To experiment today for a better analyze tomorrow

"We are really onto experimental works" explains Arnaud Annebicque, Radio Project Manager at Mediametrie, who is explaining that "Mediametrie is really anticipating the future. We must innovate to adapt ourselves to the continuously evolving French radio market". Teams at Mediametrie are now working "on a test protocol together with the radio operators. Then... we'll start a real-size experimentation."

Fingerprinting vs Watermarking

To measure audience in a more accurate way than the usual declarative method, operators can choose between two technologies :

Fingerprinting (or Audio Matching) - used in Switzerland and soon in Netherland - records samples of the sound environment of the person bearing the meter. These samples are then compared to the programs actually broadcast by the stations.

Watermarking - used in Norway, Island and Denmark - is based on the embedding of a code - that humans can't hear - into the radio signal.

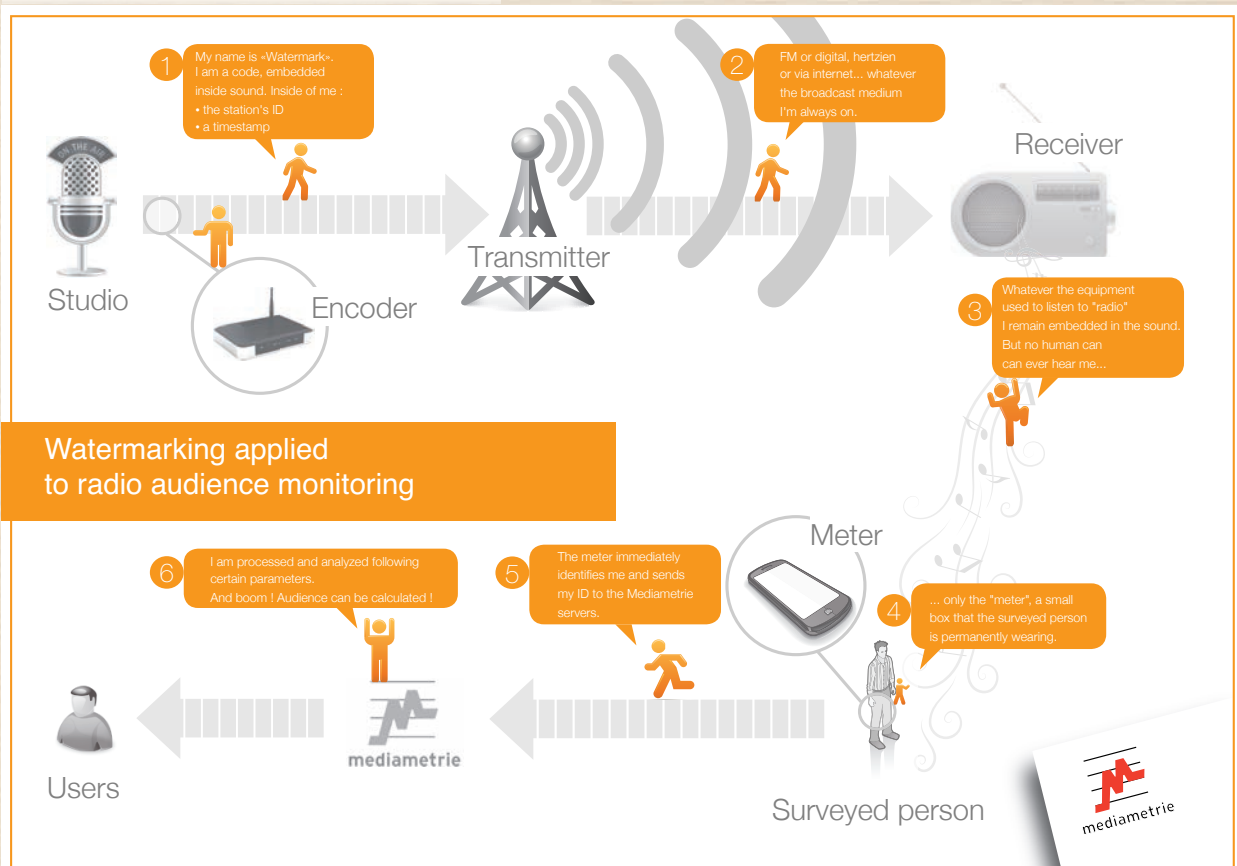
The meter is the new listener's companion

"So, the surveyed person gets this personal meter that is "hearing" the codes we embedded into the radio program, later analyzed as audience data." explain Arnaud Annebicque. Mediametrie chose this technology. But Arnaud Annebicque confirms that Mediametrie "won't give up the classic 126.000 Radio study, that is based on a solid sample and covers all types of live radio listenership." (declarative method). Adding an automatic method to the preexisting declarative system, Mediametrie wishes to obtain "more thorough and precise studies" as it is now happening in Sweden.

Arnaud Annebicques adds that "All markets are different. Methods must adapt to the market, and not the other way around."

This surely sounds like a guarantee of safety to every radio pro. ▶

The meter is the new listener's companion



Internet is accelerating Legal concordance and convergence in Europe

It's been written a lot about how much the Internet was changing our daily life, trade, communication, etc. But the consequences of Internet usage in the Media laws are less famous.

Recent decisions by the CJEU (Court of Justice of the European Union) show that as all members of E.U. are facing similar problems about Intellectual Property Rights on the Internet, the only possible legal solutions will have to be standardized at the European level.

In terms of brands, for example, we were used - in France for instance - to the courts being very protective against usage of a brand by a competitor. But the decision of CJCE on 2010, March 23rd in the case involving *Interflora vs Marks&Spencer*, authorized the use of the brand "Interflora" by its competitor as keyword in Google Adwords service, to link to M&S own online flowers service.

The Court considered that usage of a protected brand by its competitor is not "by itself" against the law if its purpose is not to divert consumers to its sole profit, and if it allows to provide to consumers a fair and honest choice, letting the national judge decide whether all those conditions are met in cases that are submitted.

Some decisions will be expected this year, in UK.

In the fight against piracy, the role played by technical intermediaries has been subject to different decisions, in a very passionate environment.

ISPs and hosts are usually charged with "a technical role" (ie. "passive" regarding contents) is based on the joint effect of the directives 2000/31/CE from 2000 June 8th "on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market ('Directive on electronic commerce')", 2001/29/CE "on the harmonisation of certain aspects of copyright and related rights in the information society", and 2004/48/CE "on the enforcement of intellectual property rights", which are all quite old in the Digital time scale.

In more than 10 years, Internet usage has totally changed, especially due to the importance of Search Engines and Social Networks.

The recurring question asked to national judges about the potential technical counter-measures he can force the "intermediary" to implement to protect and/or avoid violations of the Intellectual Property Rights on the web has been answered by the CJCE in *L'OREAL vs EBAY* (2011, July 11th) or *SCARLET* (2011, Nov. 24th - an ISP in Belgium) in a way that seems to indicate that the national judge won't be able to force to the "technical" intermediaries to implement a "filtering", ie. a permanent and preventive surveillance solution aiming at avoiding the unauthorized circulation of protected works, but lets the judge the possibility to order precise and targeted blocking proceedings against websites that will have been identified beforehand as having perpetrated or wittingly allowed piracy.



The only possible legal solutions will have to be standardized at the European level.

We particularly notice the "Pirate Bay" case, whose founders have been sentenced for piracy by the Swedish courts, which has resulted in blocking measures ordered against the website in Belgium, Denmark, Finland, Ireland, Italy and Sweden; and a similar decision is expected in UK.

The main issue remains the delicate conciliation between the fundamental principles of freedom of speech, freedom of access and of use of the Internet, and the protection of Intellectual Property Rights. This triggers passionate disputations. The actions perpetrated by the ANONYMOUS group show that it has now become a main society issue, now globalized.

The dispute is raging in the USA, after the banning and closure measures taken against MegaUpload site, but Europe is not left far behind as the Pirate Bay case shows. One can ask if solutions should not be broader than European, to be treated (but... by which court ?) to such an international and global level as the level already reached by the Internet itself.



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