

Radio in digital environment: the Backstageradio experience

Dominik Born
Samuel Vuillermoz





solutions for leading media

TELVETIA S.A.
SRG SSR



Schweizerische Interpretengesellschaft



Mxlab is a research and Development Company, founded 2009 year by Telvetia ... an affiliated firm of the Swiss National Broadcasting company and the copyright collectives SUISA and SIG ...



backstageradio.ch

Since sept. 2009

S: So, what's backstageradio?

Backstageradio is an IP and DAB+ radio program



- 100 DJs a day < Back Channel
- 2% Market Share
- <10 000€/y cost

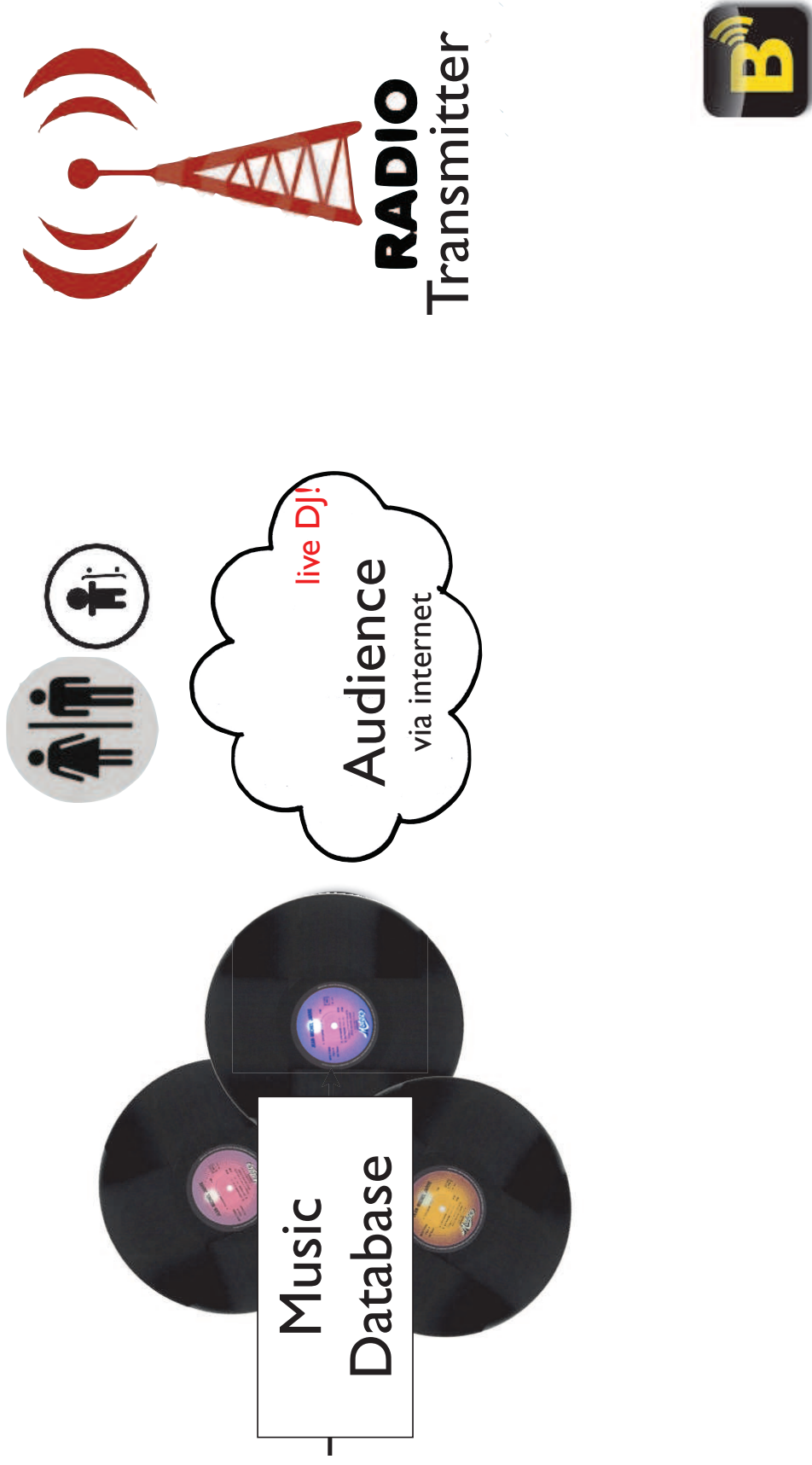


Backstageradio is a DAB+ and Webstream only Radio program
Backstageradio plays all genres of modern music Songwriting, HipHop, Jazz, Electro, Techno, Metal everything except schlager ... classic and Swiss folkmusic ...

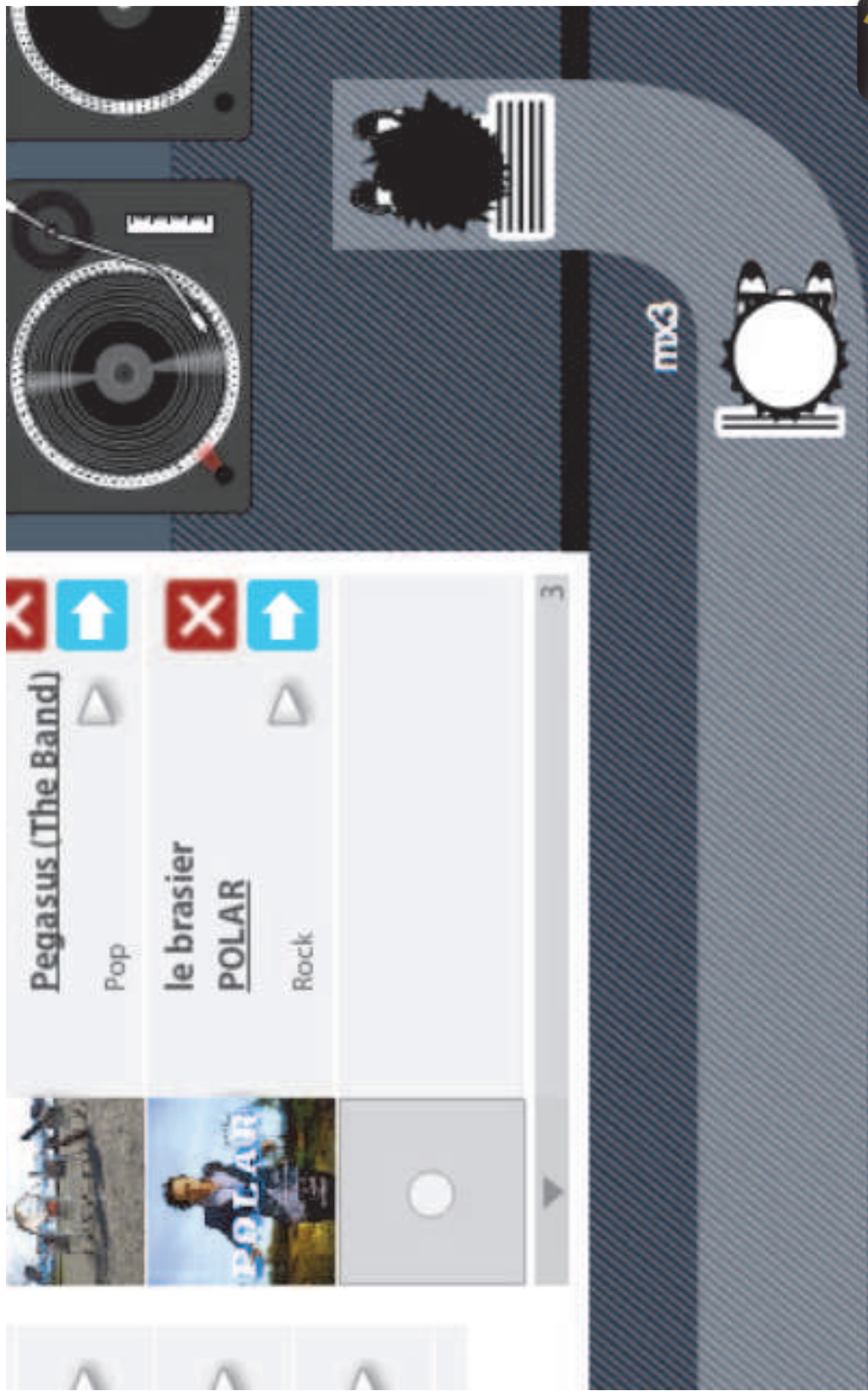
Everyone is a DJ



S: not only God... On our Radio really everyone can be the DJ if he connected to the internet. But how does it work?



As simple as that! A huge amount of songs are available to play on AIR
Listeners enter the virtual studio, become Live DJ for a while and pick a song to play now on
the radio!



now here is the interface..... DJs are waiting in queue, can chat together, if it's crowded, they can... You can.. only play 2 songs... by drag and drop



studio to go ... runs on iphone and also android...

2 % market share



On the 3 main Cities of German speaking part of Switzerland, Backstageradio reaches more than 12 000 listeners daily for 600 000 Digital Radio Devices, in this Area. How did we manage that?

100% Swiss Music



We decided to concentrate our program on our country and young and productive people: the young ones, because most of them are playing in a band, and as all bands, love to be played on the radio. That's we collaborate with mx3, the Swiss Music Platform...

... What's mx3.ch? ...

mx3 is the Swiss music internet portal since sept. 2006

A Community for musicians, professionals, fans, labels, clubs, festivals, associations and radios

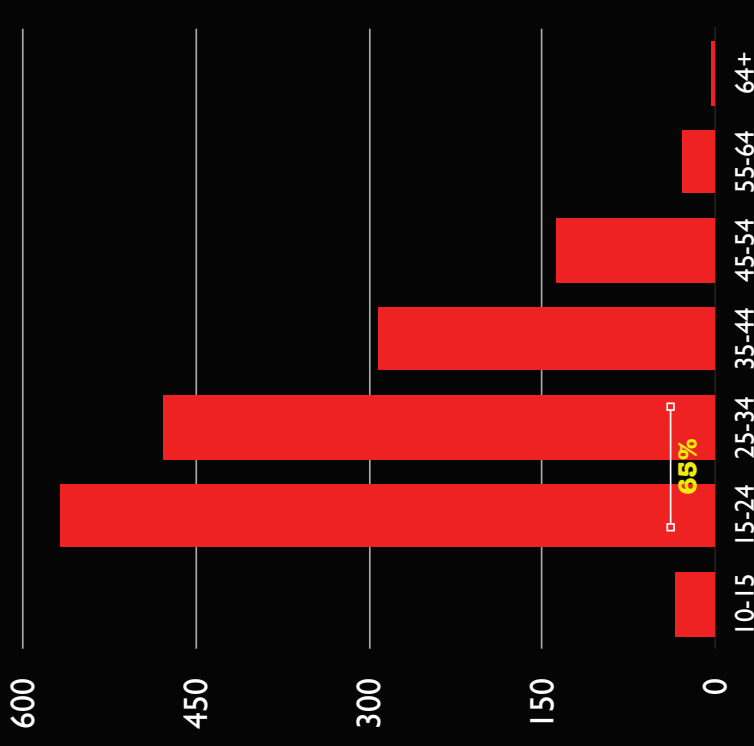
Every day the music programming pools of the five national **radio** stations and four **TV** channels surf on **mx3** to find new singles and tomorrow's talents



... mx3.ch = young & active...

+15'000 bands
+50'000 singles

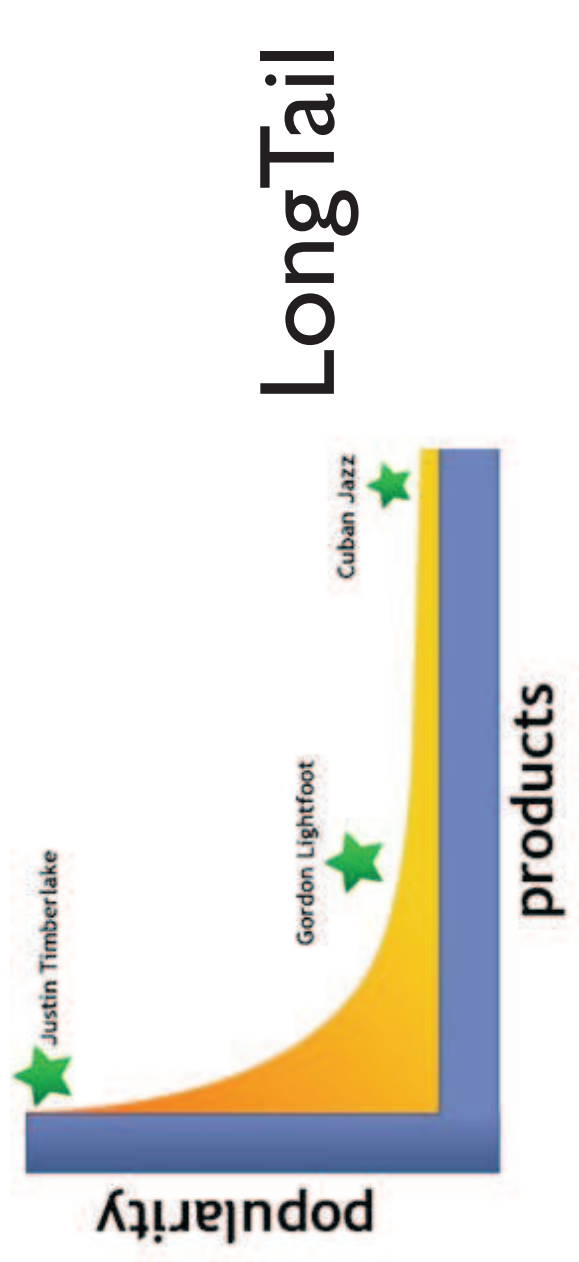
one new song every
30 min.
10 new bands a day!



60 000 unique visitors aged

<35 a month

(study among 1'545 users)



Mainstream ← Backstageradio → SuperNiche



You probably know this chart, about Head and Long Tail...

On concentrating on Swiss music we placed BSR in between Mainstream and SuperNiche: in a Comfortable NICHE!



D: ... easy radio website ...

whats new is that the users can suggest songs for the program ... and also share their music to the community ... on facebook... and ask them to play the song at backstage radio ...

- bringing and discovering new music
 - playing the music
 - influencing the rotations*
 - deciding the top 10 downloads
- UGUCCP**
- making 95% of the job!**
- * User Generated and
User Controlled
Content Program :-)



As lazy members of the Music pool we would say: we do quite nothing
BECAUSE the users themselves are:...

In a web 2.0 speech ... backstageradio is a: UGUCCP... User Generated and User Controlled
Content Program



* User Generated Buzz

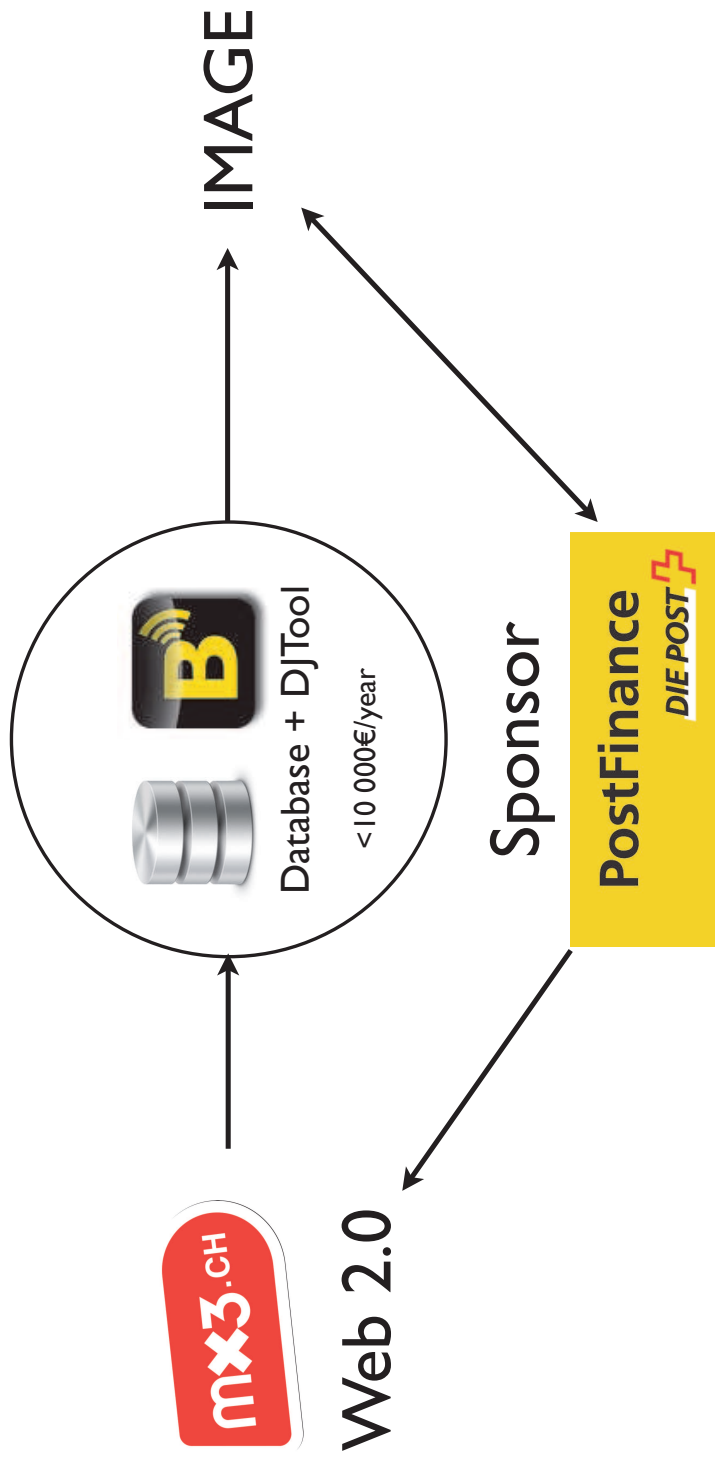


This our Mascotte Robert, not the Donkey.... the Carott!
Because they want to be aired on radio or to win the 1000CHF for most played song
the mx3 bands create the buzz THEMSELVES. we call it UGB: User Generated Buzz

< 10 000€ a year

now let's talk about money....





for 10 000€ running cost a year, including webstreaming, you can run a music database, with our DJ Tool....

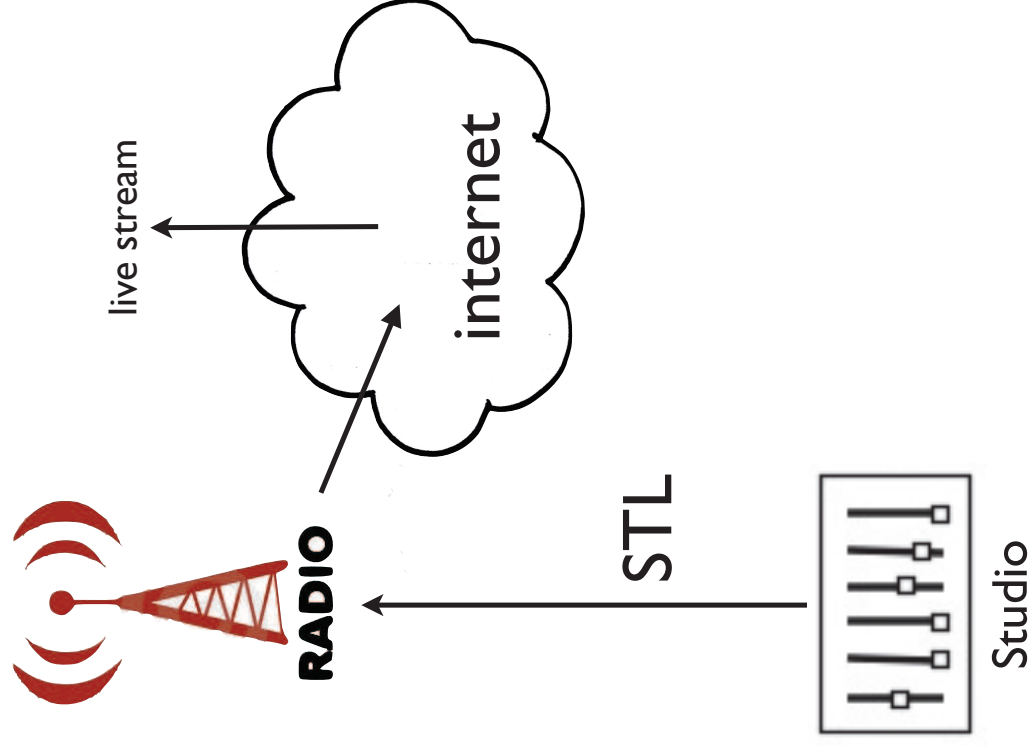
If you want to play in the same kind of NICHE as we do, you can plug you radio on a web 2.0 music platform such as mx3, and for example find a kind sponsor to pay for the access? Why should a sponsor do that? For IMAGE!

Do it yourself Radio

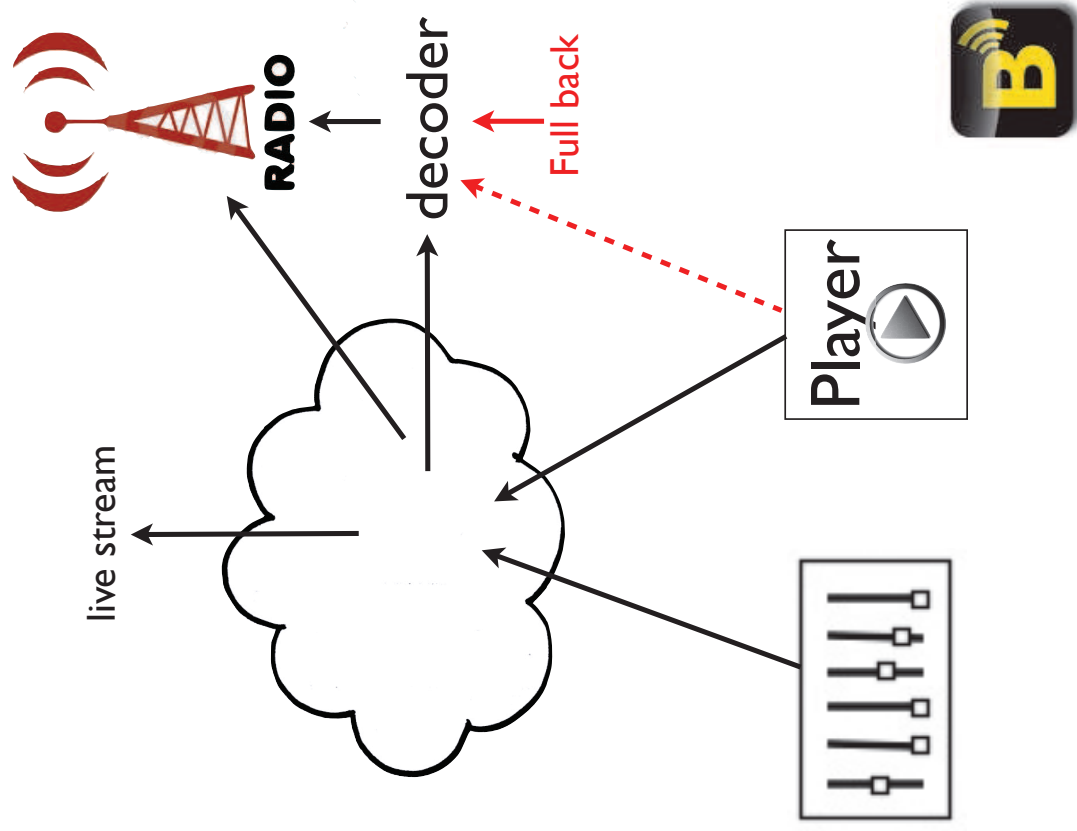
reduce costs also for the technical part



Classic



Backstageradio



Classic Radio. STL Studio Transmitter Link

BSR: You don't need any impressive infrastructure.... You just need a safe/fix internet connection

We do audio/radio over IP
it's a new way to distribute



our full back mp3 stick



DAB well it's fine but people want something more than Technique ... : more than DAB it must be the PLUS!



A plus are associated datas. We display the next gig date of the band now playing on the radio directly on the Radio DLS. Bands feed themselves with content (web 2.0) we still do nothing...



We promote the station and also Digitalradio on the big 4 Swiss OpenAirs ..our partner postfinance placed backstageradio at their lounge ... and the visitor can be the dj for the lounge ...

Screens and Lanyard with information about the station and Digitalradio

mx3.ch

PostFinance
DIE POST

backstageradio.ch

Werde DJ und unterstütze aktiv die Schweizer Musikszene.

Mit dem Terminal in der Lounge oder der Android-/iApp („Backstageradio“) bestimmst Du, was in der PostFinance Lounge und im Radio zu hören ist.



Hol Dir jetzt Dein Internetradio mit CHF 50.- Rabatt in jeder meelectronics Filiale.

Gutschein gültig bis 26.09.2011



7 613249 027948

m electronics
MAGGROS



the infosheet comes with a coupon for a 50 Swiss Francs discount ... that we deal with a reseller (it costs us nothing) ...



folders distributed to young clients. over 1 million in 3 language



5'000 Compilations ... with Swiss music and always informations about DAB+ and the most of it was paid by postfinance ... because they start to love the project ...



as an example of easy way of production ... record / stream direct from sonar festival at Barcelona with ONE Laptop and a normal Internetline !





... we also create gigs ... 4 Bands and every band plays 40 minutes or with the Swiss television 8 Bands and every band plays 15 minutes ... and in the changing break ...



the audience at the venue and outside control the music break ... with terminals and also with the mobilephone



and outside ... for the smokers ... we provide them with the live signal ...
over DAB radios ... so there is some experience with digital radios ...



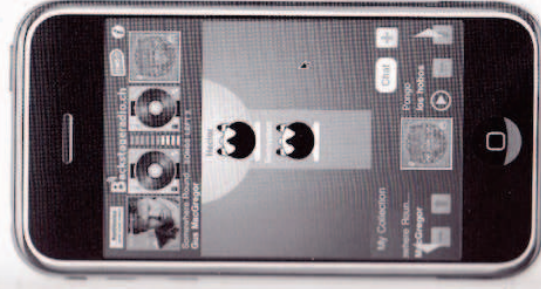
what we also did to push digital radio ... we had also had enough devices ... to place them at a metro-station and the people only need to take it ;) ... and the first contacts were kids ...



Backstageradio.ch

Un modèle web exportable

PROGRAMMATION MUSICALE THÉMATIQUE ET ENTIÈREMENT CONTRÔLÉE PAR LES AUDITEURS, DIFFUSION SUR LE NET ET LE DAB+, COÛTS DE PRODUCTION IMBATTABLES. ET SI LES MARQUES SE METTAIENT À LA WEB RADIO ?



Un modèle exportable ?

Responsable de Backstageradio et de mixlab, Samuel Vuillemin convient que ce laboratoire attire pour l'instant un public «d'adopteurs». D'où l'idée de proposer un prix au groupe le plus sollicité par les internautes. «On implique ainsi les musiciens et leurs réseaux dans une fonction de push, ce qui



génère de facto de la fréquentation. Le choix de s'ouvrir à différents types de musique est également une source de contacts à ne pas négliger.» Et pour faire patienter tous ces amoureux de la musique, made in Swiss, Samuel Vuillemin souhaite développer une approche participative sur le site. «Pendant que les internautes attendent le pouvoir mixer en live, ils devraient

forme musicale mix3.ch, s'offrir une place sur le bouquet DAB+, et bénéficier de la technologie de mixlab (une spin-off appartenant à 51% à Telvetia [SSR], 24,5% à la Suisse et 24,5% au Schweizer Interpreten Stiftung). Un bras commercial qui développe de nouveaux outils technologiques (DJ-cool, plate-forme, widgets, agrégateurs, etc.) qui sont eux commercialisables et commercialisés. Qu'en



est-il de l'audience ? On comptabilise jusqu'à 2000 auditeurs quotidiens sur le site et plus de 10.000 sur les fréquences DAB+ à Bâle, Berne et Zurich.

Quel est son business modèle ?

En tant qu'entité associative, Backstageradio n'a pas besoin d'être rentable. Sa principale mission est de promouvoir la musique suisse. Son coût de production est d'environ 10.000 francs par an, et grâce au parrainage de PostFinance, elle a pu accéder au contenu de la plate-

En cette période où la technologie permet de s'approprier les médias, l'expérience de Backstageradio.ch ouvre encore de nouvelles perspectives. Contrairement aux nombreuses web radios qui autorisent les auditeurs à voter et à paramétrer la rotation des titres en fonction des goûts moyens du public, cette radio participative, basée à Berne, offre à



CominMag.ch
Feb 2011

In the Marketing business press: «unbeatable running costs. and if the brands created their webradio?!»

Conclusion

- fill the gaps in the multiplexes
- target group: not only the old ones
- re-open radio waves



So our solution is a good one to fill the gaps remaining in the mux
Do not only target the old listeners. **Digital frequencies are a place for freaks!**
Discussion: prices: Mathias Coinchon EBU open source solutions more and more efficient for transmission
Lyon DAB Test mai 2011---> 400 €/month ... normal 600€



solutions for leading media

samuel@mxlab.ch

born@mxlab.ch

➔ **blog: www.mxlab.ch**



thank you for your attention