



R

G

B

WHITE

RED

GREEN

AWR

MAGENTA

YELLOW

BLACK

C

M

Y

Adjust your Monitor's Brightness and Contrast

00

05

10

15

20

25

30

35

40

45

50

55

60

65

70

75

80

85

90

95

100

GAIN

BW

RGB

CMY



# Podcasting (Radio 2.0)



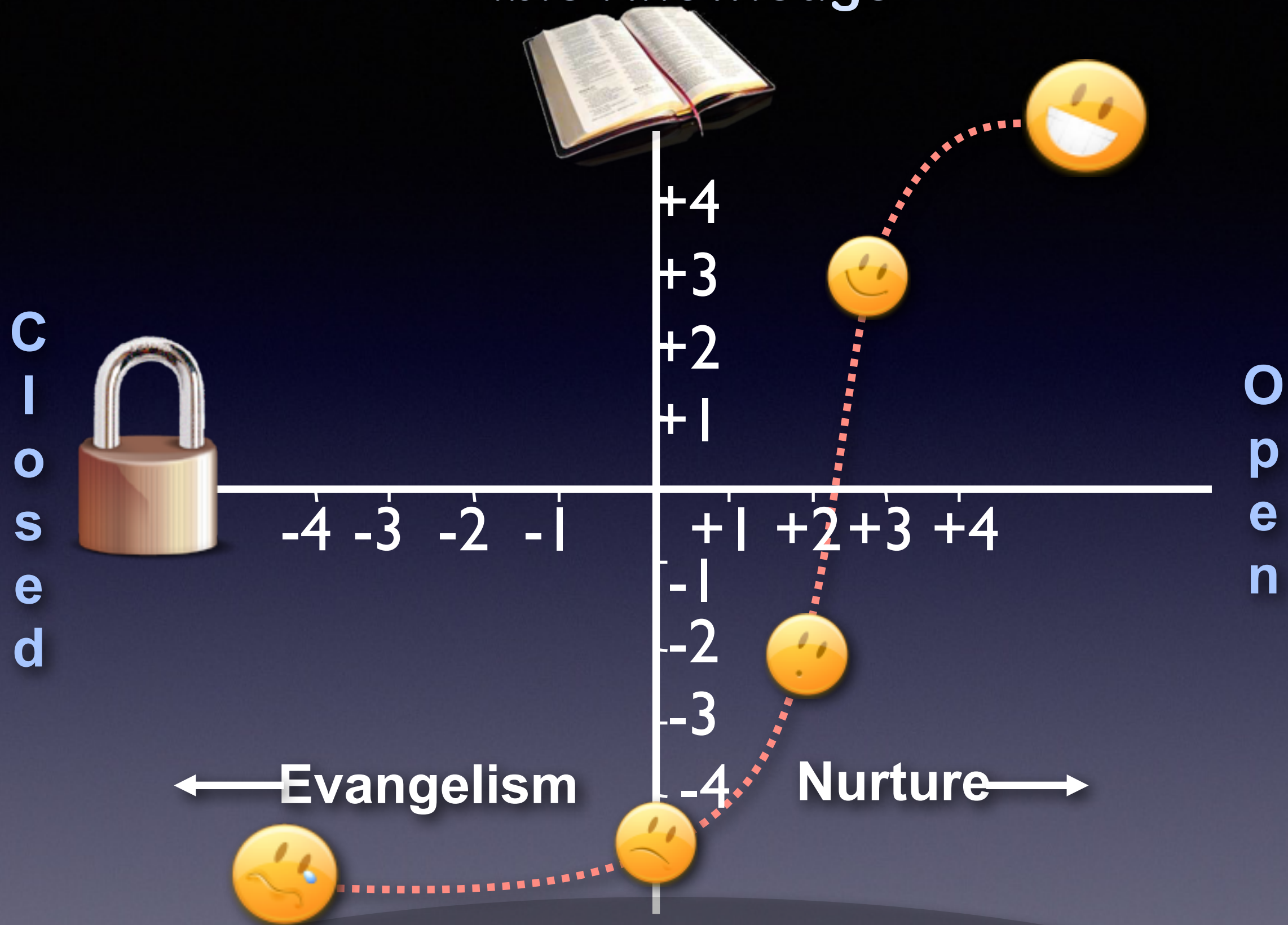
Presented by:  
Daryl Gungadoo  
Yves Senty

**GAiN**

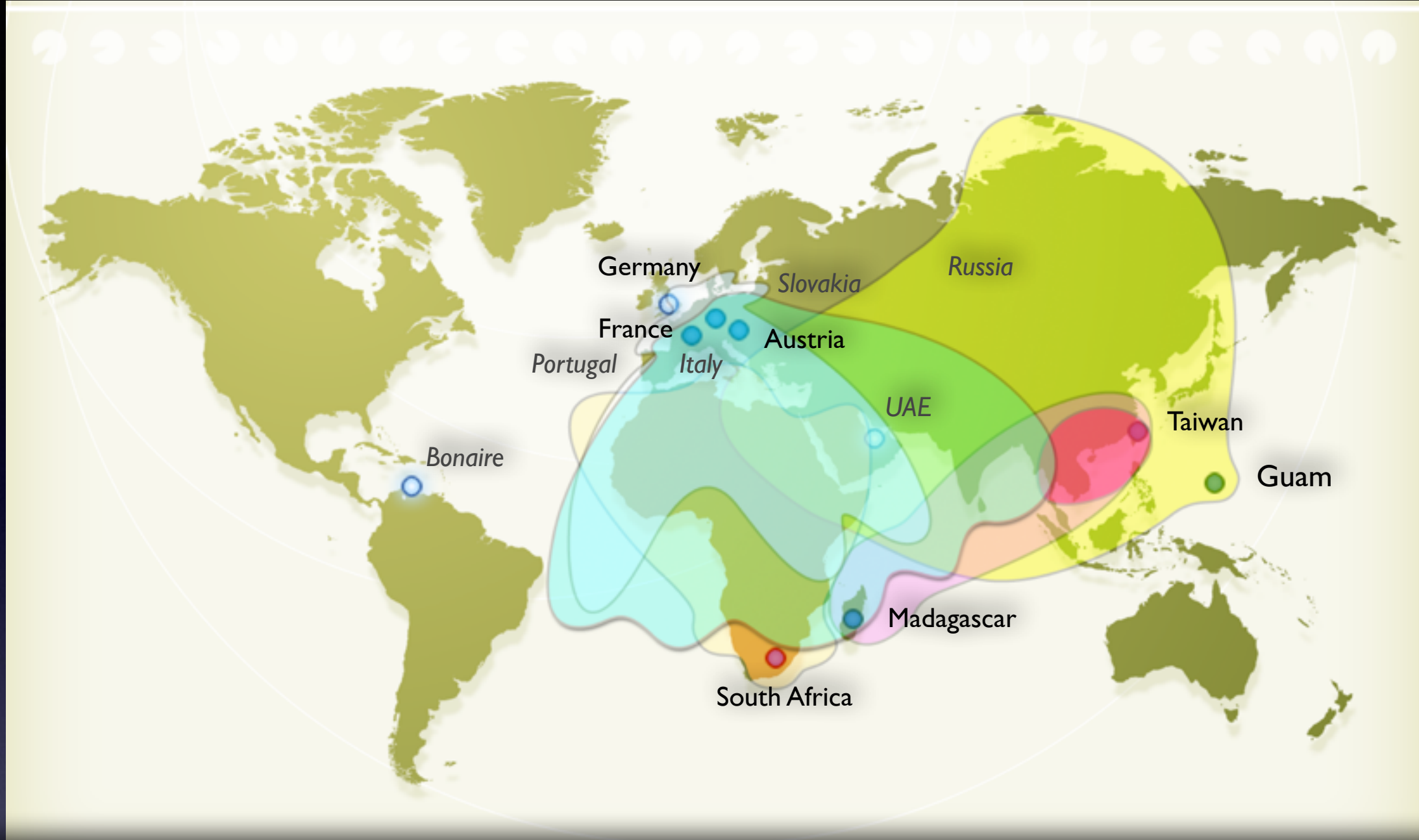




# Bible Knowledge







**ADVENTIST  
WORLD RADIO®**

**40<sup>TH</sup> 1971-2011  
ANNIVERSARY**

TRAVELING WHERE  
MISSIONARIES  
CANNOT GO





ADVENTIST  
WORLD RADIO®

40<sup>TH</sup> 1971-2011  
ANNIVERSARY

TRAVELING WHERE  
MISSIONARIES  
CANNOT GO



...



Driven by **Audience**

- Unreached / Location
- preferred medium
- Engage a “conversation”





**ADVENTIST  
WORLD RADIO®**

**40<sup>TH</sup>** 1971-2011  
**ANNIVERSARY**

TRAVELING WHERE  
MISSIONARIES  
CANNOT GO



**Audience**



# Consumer Trends

► **Millennials** are the **social generation**. They're the **founders** of the **social media movement** — constantly connected to their social circles via online and mobile. They prefer to **live** in dense, diverse urban villages where **social interaction** is just outside their front doors.



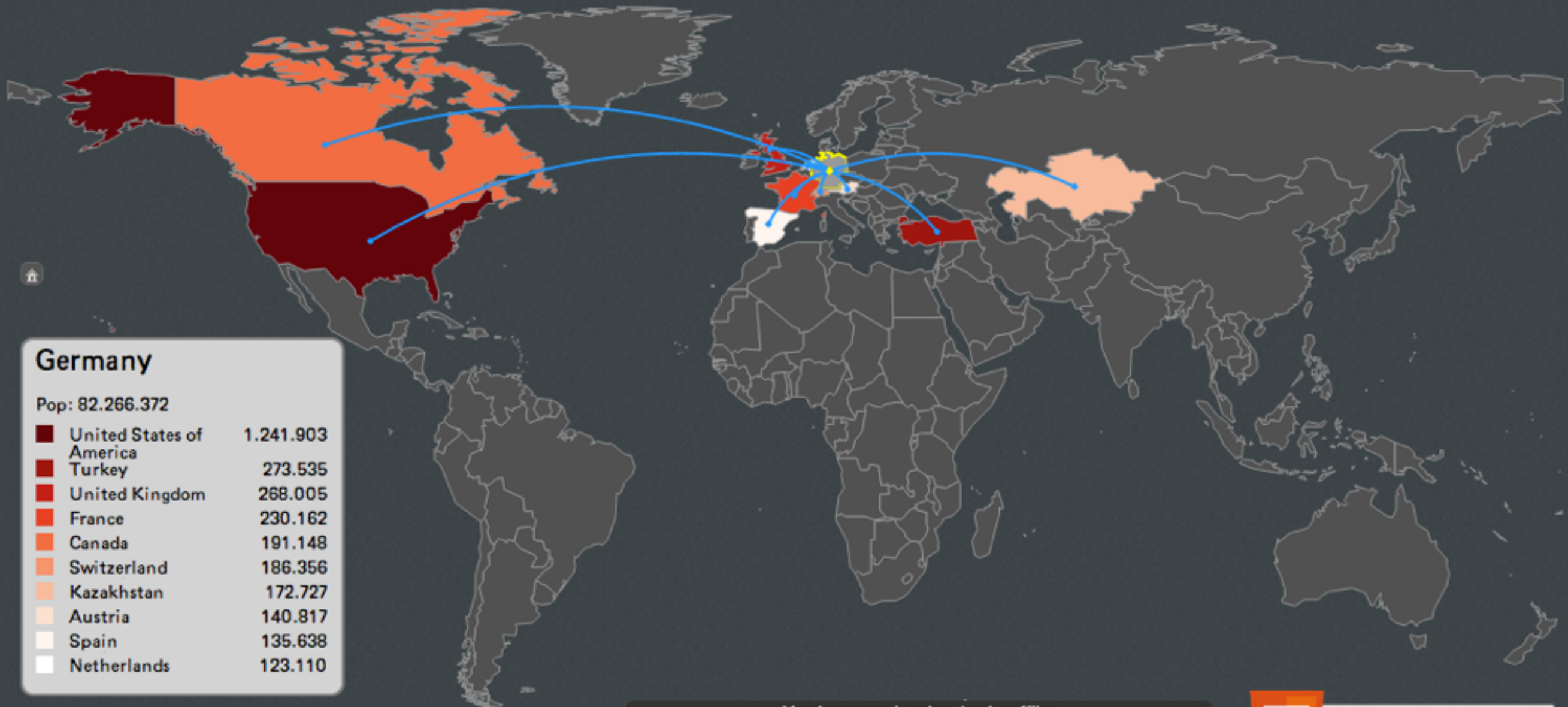


# Diaspora

Click on the map or pick a country here:

[Arrivals](#) → [Departures](#)

**MigrationsMap.net**  
Where are migrants coming from?  
Where have migrants left?



You're currently using the site offline.

Visualization by @madewulf based on the [Global Migrant Origin Database Version 4](#) (updated March 2007) - [Learn more](#) - [Code on github](#)







# Media Discovery







# Micro-Tedious







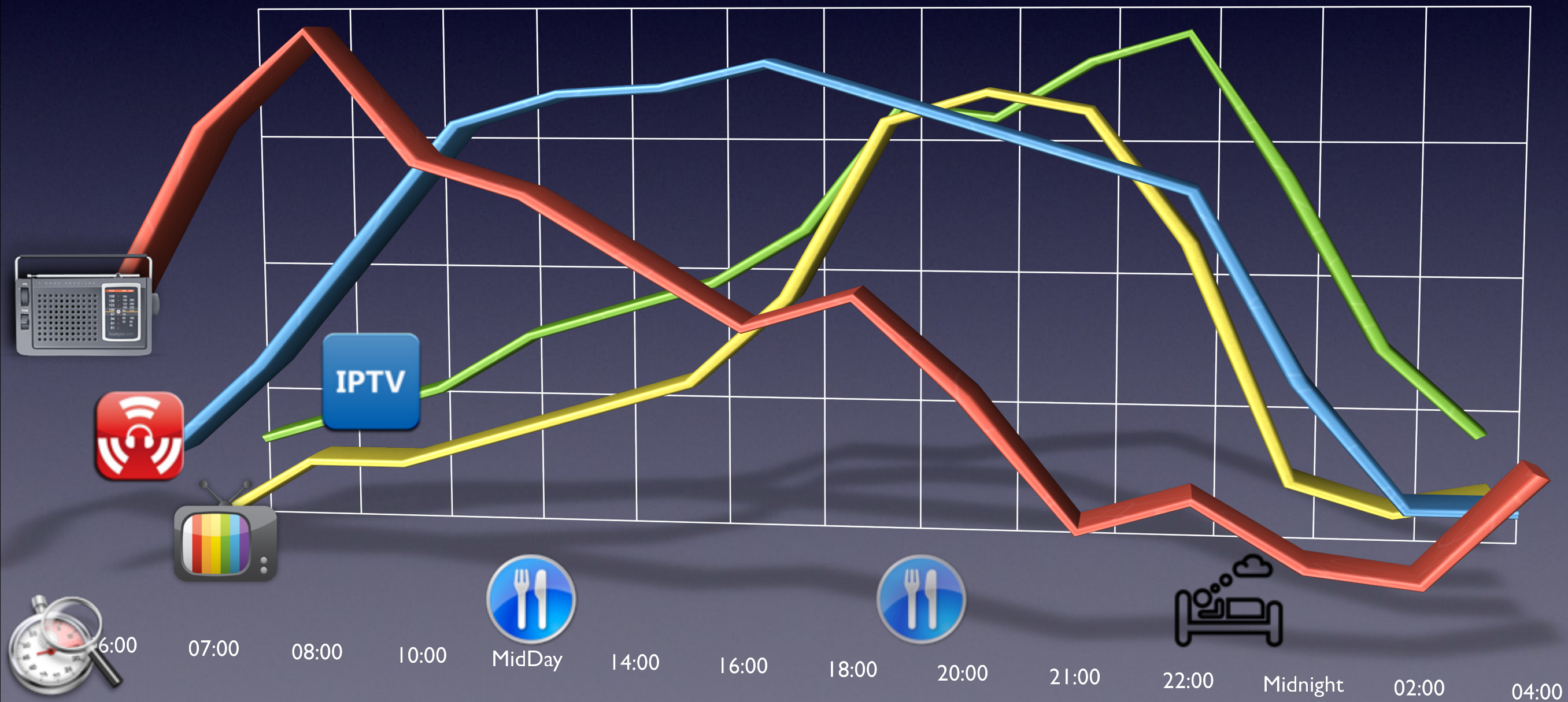


# Europe Media Consumption



Q4 2013

- Linear Radio 
- IP Radio 
- Linear TV 
- IP/OnDemand TV 







ANY

CONTENT  
WHERE  
TIME





x12






x181





•  Podcast •





AWR  
SWEDISH  
Svenska  
5,518

AWR  
GERMAN  
Deutsch  
10,157

AWR  
BULGARIAN  
български език  
17,958

AWR  
TURKISH  
Türkçe  
46,186

AWR  
FRENCH  
Français  
90,334

AWR  
SPANISH  
Español  
100,845

AWR  
ARABIC  
العربية  
176,180

$\Sigma = 5,714,747$

AWR  
MANDARIN CHINESE  
官话/官話  
3,124,733



# Podcast Logger Functionality

## Screen Views

- System Overview (displays “live” cumulative Downloads & Subscriptions counters)



### • Top 20

- Platforms
- Countries
- Languages

### • Downloads

- by Studio
- by Country
- by Language
- by Platforms
- by Country Groups
- by Language Groups

### • Subscription

- by Studio
- by Country
- by Language
- by Platforms
- by Country Groups
- by Language Groups

### • Map View

- by Downloads
- by Subscriptions

### • Trend Analysis (over month, qtr, year...)

- by Studio
- by Country
- by Language

Top 20 Platforms				Top 20 Countries				Top 20 Languages			
Logo	Platform	Count	Ratio	Flag	Country	Count	Ratio	Lang code	Studio/location	Count	Ratio
	NSPlayer/10.0.0.4	1,409,924	23 %		China	1,641,726	27 %	CMN	Mandarin	1,614,810	27 %
	Apple iPhone/iPad	969,632	16 %		United States	1,544,017	26 %	MLG	Malagasy	402,371	6 %
	Mozilla/4.0 compa	566,571	9 %		France	337,790	5 %	VIE	Vietnamese	289,795	4 %
	Mozilla/5.0 Windo	450,951	7 %		Vietnam	245,076	4 %	ARA	Arabic	232,505	3 %
	Mozilla/5.0 Gecko	360,294	6 %		Germany	190,527	3 %	IND	Indonesian	214,222	3 %
	MPlayer VERSION	348,899	5 %		United Arab Emirates	138,077	2 %	FRA	French / Francais	212,483	3 %
	Lavf52.111.0 -	245,550	4 %		Thailand	133,157	2 %	AMH	Amharic	165,842	2 %
	Windows Media Pla	178,212	3 %		Malaysia	111,929	1 %	MAS	Masai / Maasai	159,131	2 %
	Mozilla/5.0 compa	143,239	2 %		Saudi Arabia	100,419	1 %	ENG	English	155,911	2 %
	staeefright/1.2.1	114,595	1 %		Madagascar	92,130	1 %				

Studio code	Language	Dec 2013	Nov 2013	Oct 2013
AARAD_AWRX	Afar	330	2,932	6,147
ACHSS_AWRX	Acholi/Acoli	130	500	928
AMHAD_AWRX	Amharic	2,460	16,062	37,774
ARABE_AW1X	Arabic	2,423	11,123	16,333
ARABE_AW2X	Arabic	281	2,165	7,018
ARACO_AWRX	Arabic	755	8,106	22,947
ASMAZ_VOHX	Assamese	2	27	286
AZEBAP_AWRX	Azerbaijani	8	143	196
BEMKB_AWRX	Bemba	12	87	139

Flag	Country	Studio	Language	Dec 2013	Nov 2013
	Afghanistan	URDLA_AWRX	Urdu	0	14
	"	ARACO_AWRX	Arabic	0	2
	"	ENGPU_VOHX	English	0	2
	"	VIESD_VOHX	Vietnamese	0	0
	"	FASCO_AWRX	Farsi	0	0
	"	HINPU_VOHX	Hindi	0	0
	[Afghanistan] total	6 studios	6 languages	0	18
	Albania	INDJA_SSLX	Indonesian	0	3
	"	TURCO_AWRX	Turkey	0	6
	"	ARABE_AW1X	Arabic	0	11
	"	TELPV_VOHX	Telugu	1	1
	"	CMNHK_MOLX	Mandarin	0	4

Language	Studio	Flag	Country	Dec 2013	Nov 2013
Afar	AARAD_AWRX		United States	98	996
Afar	AARAD_AWRX		Saudi Arabia	84	635
Afar	AARAD_AWRX		Ethiopia	46	386
Afar	AARAD_AWRX		Israel	13	217
Afar	AARAD_AWRX		United Kingdom	18	71
Afar	AARAD_AWRX		Canada	0	52
Afar	AARAD_AWRX		Lebanon	8	23
Afar	AARAD_AWRX		France	2	48
Afar	AARAD_AWRX		Kuwait	8	34
Afar	AARAD_AWRX		Madagascar	0	117
Afar	AARAD_AWRX		United Arab Emirates	5	35



# - Extrapolation - from S3 Log Data Structure

9aa34797663c71c154022a890d6285e5263a4142e157ab32b58cac3fbdce1df0 awr.org [03/Nov/2012:22:01:38 +0000]

74.125.183.25 - 9E91AE2E228C3F12 REST.GET.OBJECT audio/podcasts/TURCO\_AWR.xml "GET /audio/podcasts/TURCO\_AWR.xml HTTP/1.1" 304 - - 68265 13 - "-" "FeedBurner/1.0 (<http://www.FeedBurner.com>)"

} GET .xml = Subscriber

9aa34797663c71c154022a890d6285e5263a4142e157ab32b58cac3fbdce1df0 awr.org [03/Nov/2012:22:15:42 +0000]

174.225.0.206 - 0B4C1A1744092BA9 REST.GET.OBJECT audio/asia/CSHPY/VOH/podcast/CSHPY\_VOHX\_20121103\_7.mp3 "GET /audio/asia/CSHPY/VOH/podcast/CSHPY\_VOHX\_20121103\_7.mp3 HTTP/1.1" 206 - 1642 13911209 60 59 - "-" "AppleCoreMedia/1.0.0.10A403 (iPhone; U; CPU OS 6\_0 like Mac OS X; en\_us)" -

} GET .mp3 = Download

Platform

TimeStamp & Date

Filename (First 3 letters is ISO 639-3 Language code)

MaxMind  
GeoIP



CountryCode  
Country Name



http://S3stat.awr.org

Login: Admin

Password: [ask]



# Demo

[Logout](#) [Change password](#)

Tuesday, March 18, 2014  
12:10:27 AM

Home

Downloads

Subscriptions

Map

Logs

Utility

Calculations valid from 31/Aug/2013 to:	04/Dec/2013
Downloads(excl. subscriptions):	5,898,158
New subscriptions from 31/Aug/2013(excl. downloads):	245,343

## Top 20 Platforms

Logo	Platform	Count	Ratio
------	----------	-------	-------

## Top 20 Countries

Flag	Country	Count	Ratio
------	---------	-------	-------

## Top 20 Languages

Lang	Studio/location	Count	Ratio
------	-----------------	-------	-------



Calculations valid from 31/Aug/2013 to:	04/Dec/2013
Downloads(excl. subscriptions):	5,898,158
New subscriptions from 31/Aug/2013(excl. downloads):	245,343

## Top 20 Platforms

Logo	Platform	Count	Ratio
	NSPlayer/10.0.0.4	1,409,924	23 %
	Apple iPhone/iPad	969,632	16 %
	Mozilla/4.0 compa	566,571	9 %
	Mozilla/5.0 Windo	450,951	7 %
	Mozilla/5.0 Gecko	360,294	6 %
	MPlayer VERSION	348,899	5 %
	Lavf52.111.0 -	245,550	4 %
	Windows Media Pla	178,212	3 %
	Mozilla/5.0 compa	143,239	2 %
	stagefright/1.2 L	114,595	1 %
	Android Player	85,066	1 %
	iTunes Media Play	80,196	1 %
	NSPlayer/10.0.0.3	80,013	1 %
	Mozilla/5.0 Linux	66,153	1 %
	Podcasts/1.2.3 -	39,907	0 %
	Mozilla/5.0 Windo	37,010	0 %
	stagefright/1.1 L	35,265	0 %
	Mozilla/5.0 Macin	31,475	0 %
	Twitterbot/1.0 -	28,861	0 %
	facebookexternalh	25,581	0 %

## Top 20 Countries

Flag	Country	Count	Ratio
	<a href="#">China</a>	1,641,726	27 %
	<a href="#">United States</a>	1,544,017	26 %
	<a href="#">France</a>	337,790	5 %
	<a href="#">Vietnam</a>	245,076	4 %
	<a href="#">Germany</a>	190,527	3 %
	<a href="#">United Arab Emirates</a>	138,077	2 %
	<a href="#">Thailand</a>	133,157	2 %
	<a href="#">Malaysia</a>	111,929	1 %
	<a href="#">Saudi Arabia</a>	100,419	1 %
	<a href="#">Madagascar</a>	92,130	1 %
	<a href="#">United Kingdom</a>	91,450	1 %
	<a href="#">India</a>	83,721	1 %
	<a href="#">Canada</a>	78,244	1 %
	<a href="#">Australia</a>	66,448	1 %
	<a href="#">Indonesia</a>	65,932	1 %
	<a href="#">Singapore</a>	52,873	0 %
	<a href="#">Japan</a>	50,686	0 %
	<a href="#">Sudan</a>	41,571	0 %
	<a href="#">Israel</a>	40,850	0 %
	<a href="#">Sweden</a>	36,031	0 %

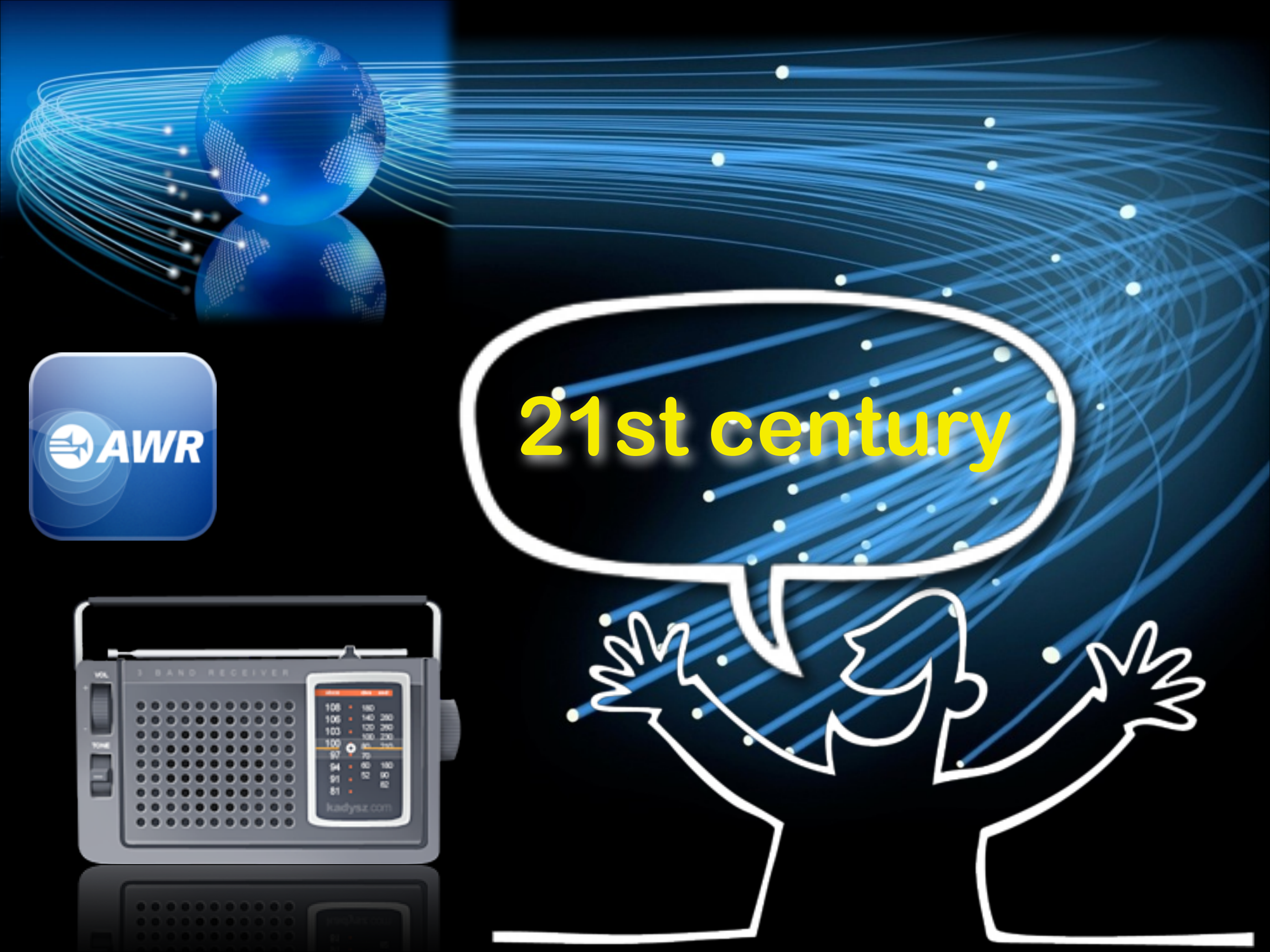
## Top 20 Languages

Lang code	Studio/location	Count	Ratio
CMN	Mandarin	1,614,810	27 %
MLG	Malagacy	402,371	6 %
VIE	Vietnamese	289,795	4 %
ARA	Arabic	232,505	3 %
IND	Indonesian	214,222	3 %
FRA	French / Francais	212,483	3 %
AMH	Amharic	165,842	2 %
MAS	Masai / Maasai	159,131	2 %
ENG	English	155,911	2 %
THA	Thai	140,721	2 %
AAR	Afar	127,975	2 %
UIG	Uighur / Uyghur	121,518	2 %
SPA	Spanish	112,427	1 %
CSH	Asho Chin / Chin	111,883	1 %
YUE	Cantonese	103,038	1 %
MYA	Myanmar	93,902	1 %
TIR	Tigrinya / Tigrigna	92,940	1 %
BEN	Bangla / Bengali	89,312	1 %
KXF	Karen / Manumanaw Karen	86,082	1 %
SWA	Kiswahili / Swahili	83,000	1 %





Yves Senty



21st century



MHz	kHz	MHz
108	• 180	
106	• 140 200	
103	• 120 260	
100	• 100 230	
97	• 80 200	
94	• 60 180	
91	• 50 90	
81	• 60	

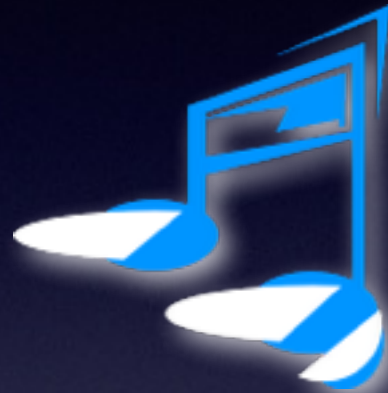
icadynsz.com



# Music & Radio



99%



>82%

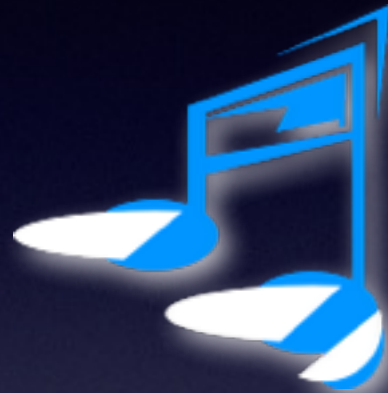


Average: 2h25

# Music & Radio



99%



>90%



Average: 2h30

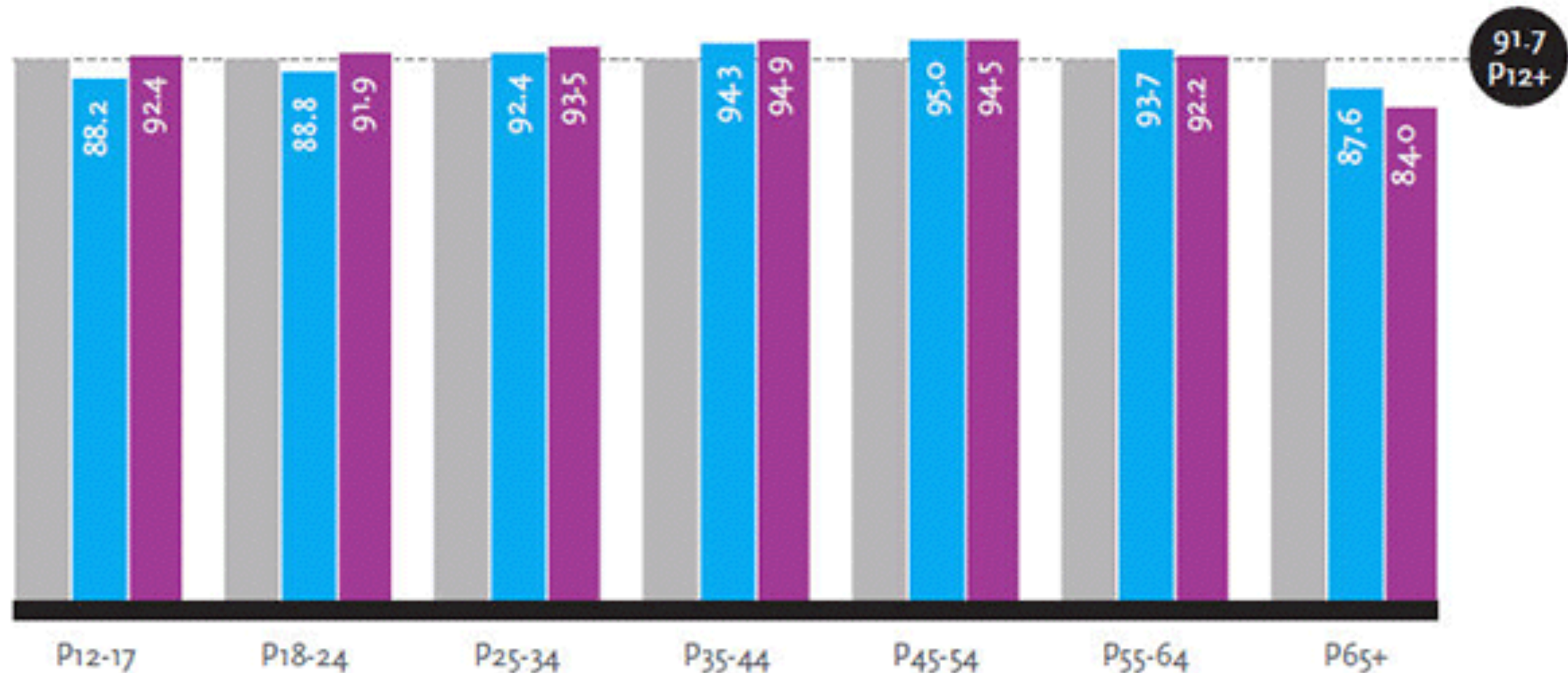


# 242 Million People Listen to the Radio Each Week in US

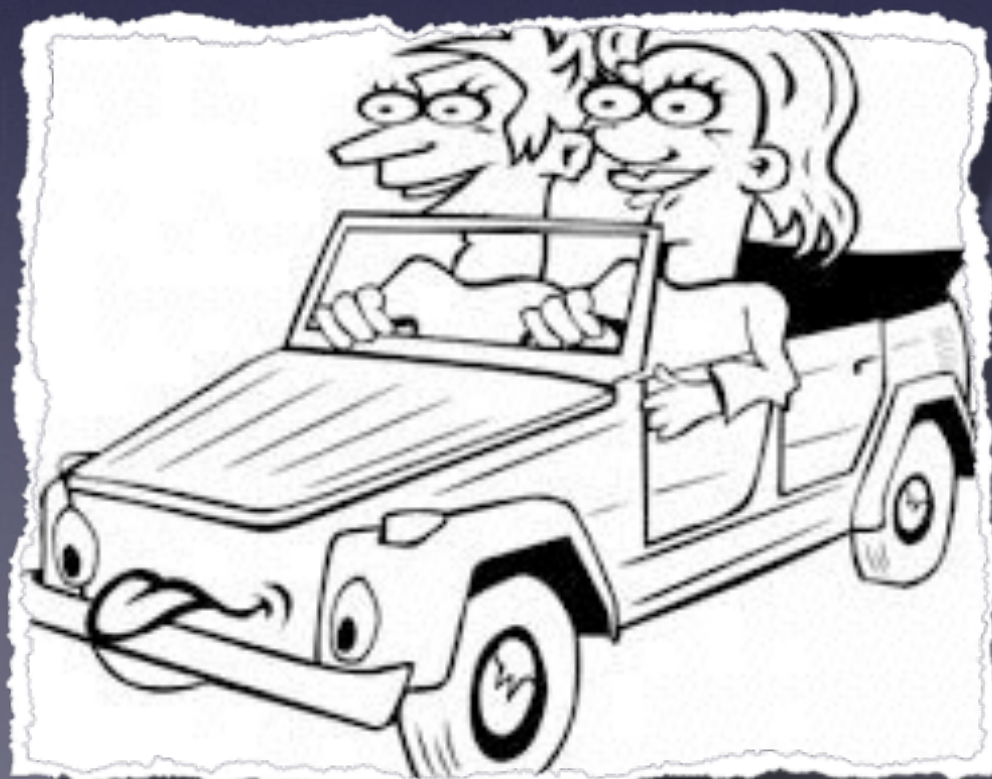
## RADIO REACHES 90%+ OF NEARLY EVERY DEMOGRAPHIC

WEEKLY CUME RATING  
LISTENERS 12+ (M-SU 6AM-MID)

● P12+ ● MEN ● WOMEN













French Statistics January 2014





**RADIO2.0**

Broadcast . Broadband . Mobile  
Intelligent . Social . Multiplatforms

# Radio 2.0

Radio in the  
21st Century





# Radio with IP interaction

## Internet Protocol

### Simulcasting



Web  Radio

Jukebox Services

Podcast



# Radio with IP interaction

## Streaming





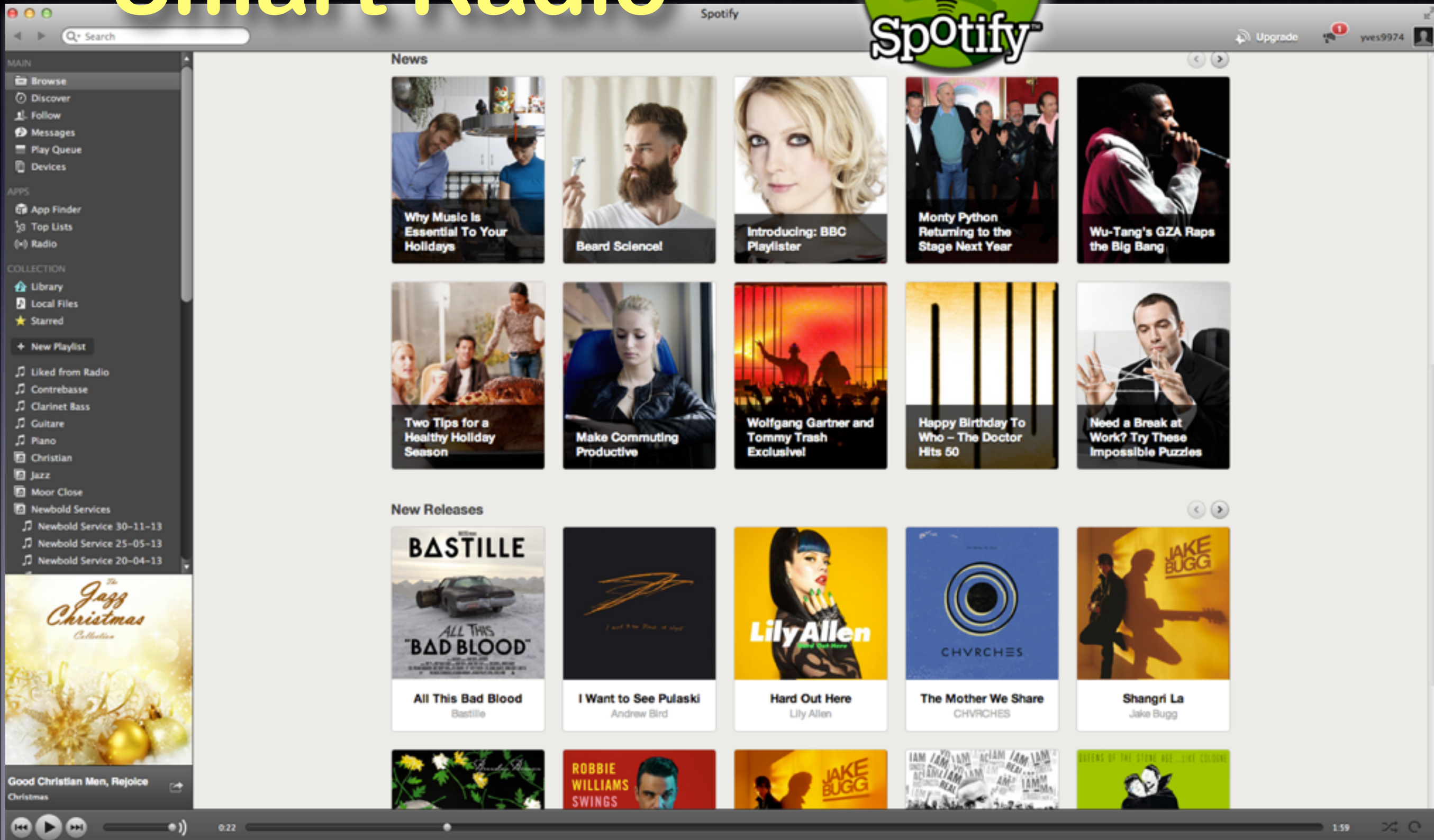
# Web Radio (Specific)





# Jukebox Services

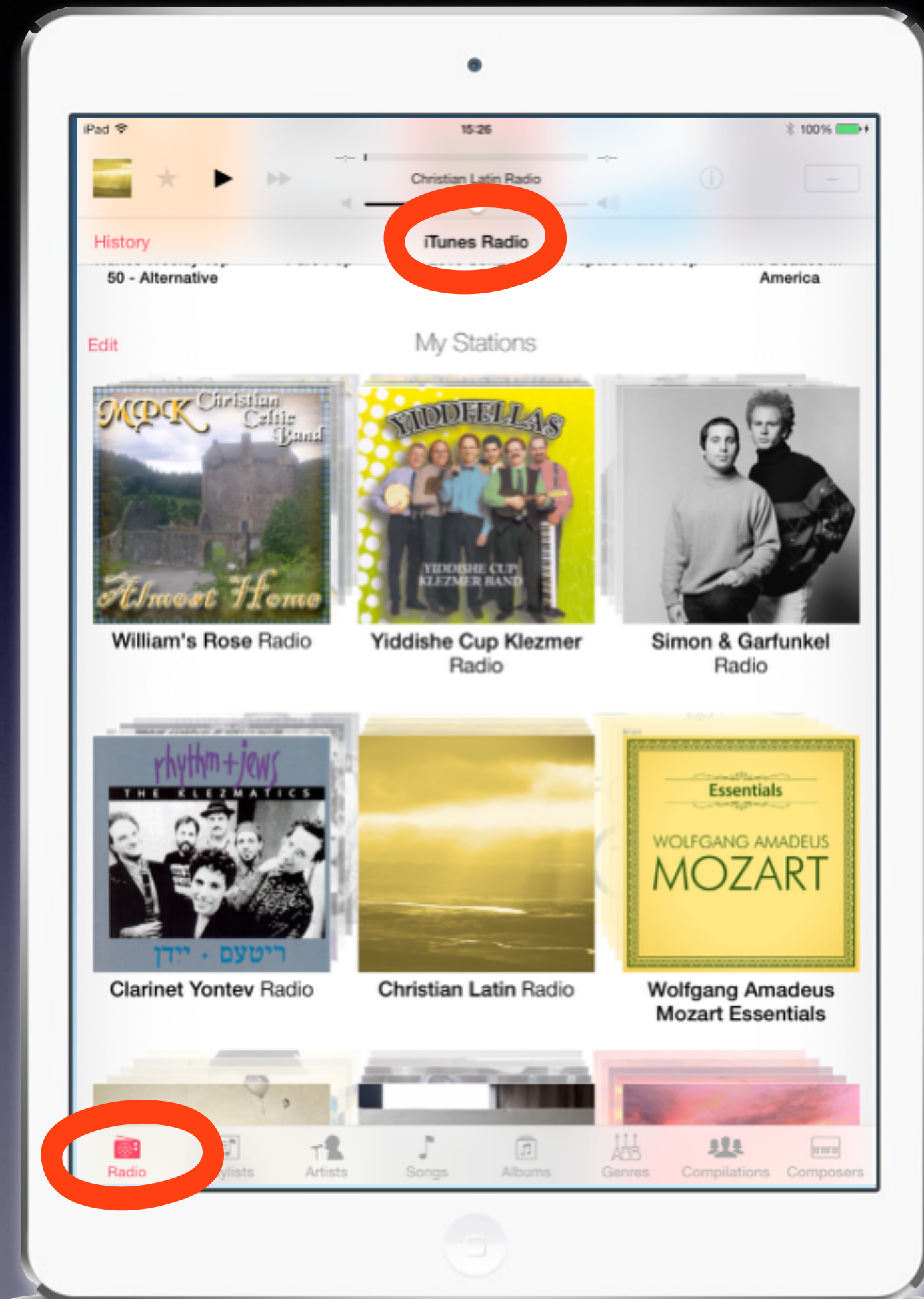
## Smart Radio





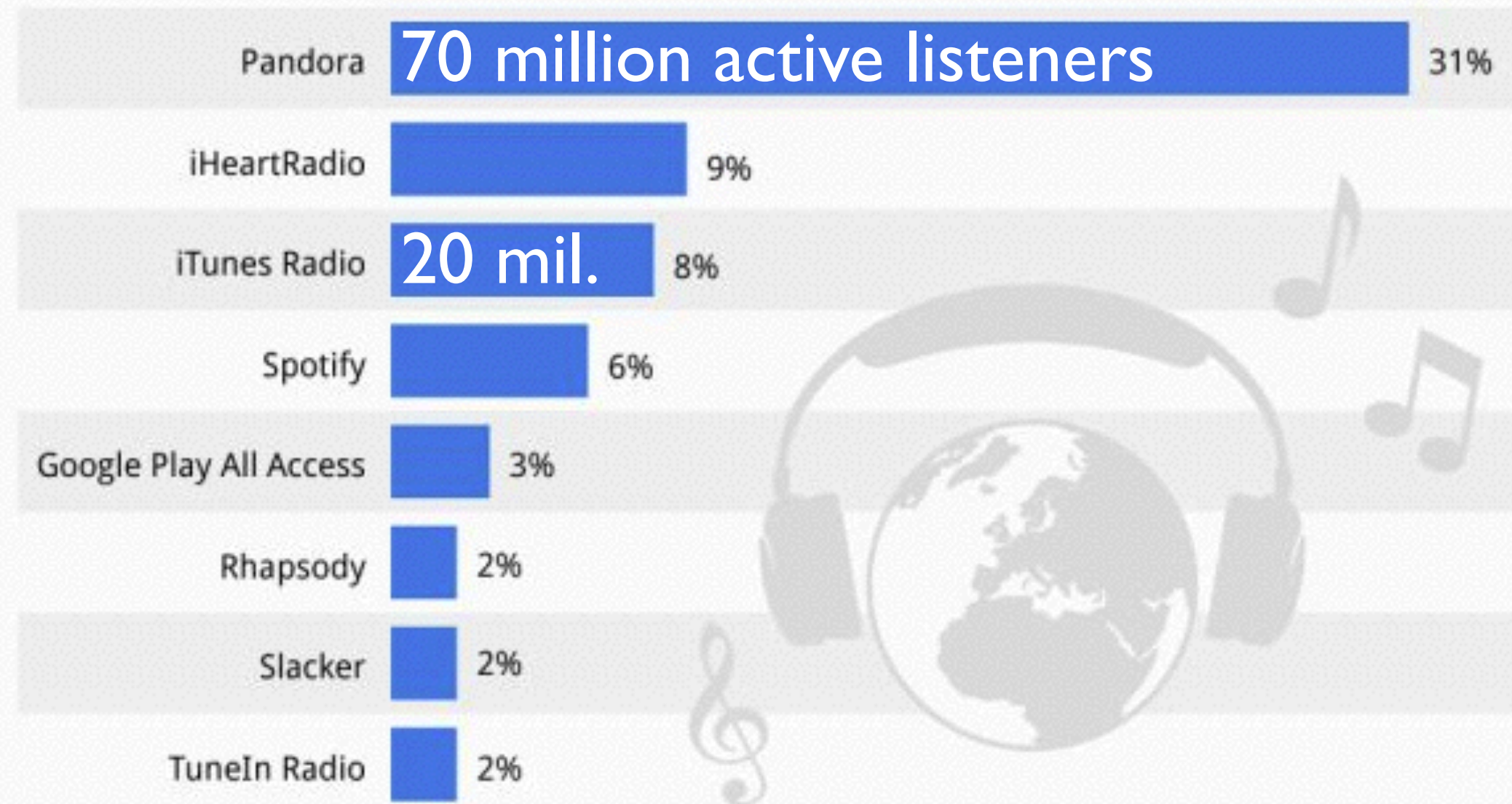
# Smart Radio

## Jukebox Services



# Pandora Maintains Lead In Crowded Audio Streaming Space

% of Americans aged 12+ who listened to the following services in the past month





# Radio 2.0

New writing for radio



New services



New interfaces



# Communicating with Multiple Terminals

“Everything will be AUDIO!”





2014 **GENEVA**

**INTERNATIONAL**  
**MOTOR SHOW**





# Radio in Cars

## Apple's CarPlay Hands-Free System





# The CarPlay lineup

Available in 2014



On futurs models



# Radio 2.0

Big challenge

&

Big

opportunity





# Multimedia Revolution Re...

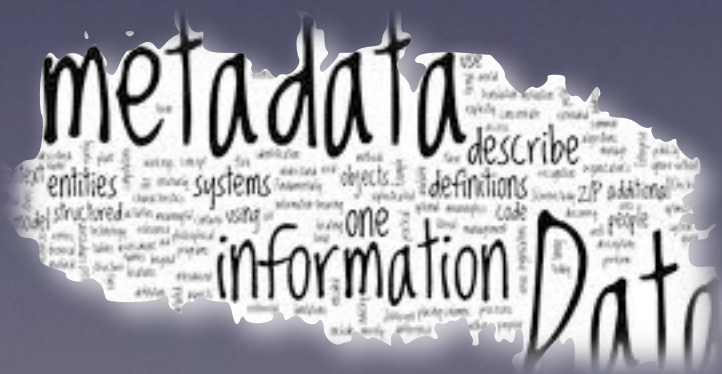
Imagine

Invent

Create

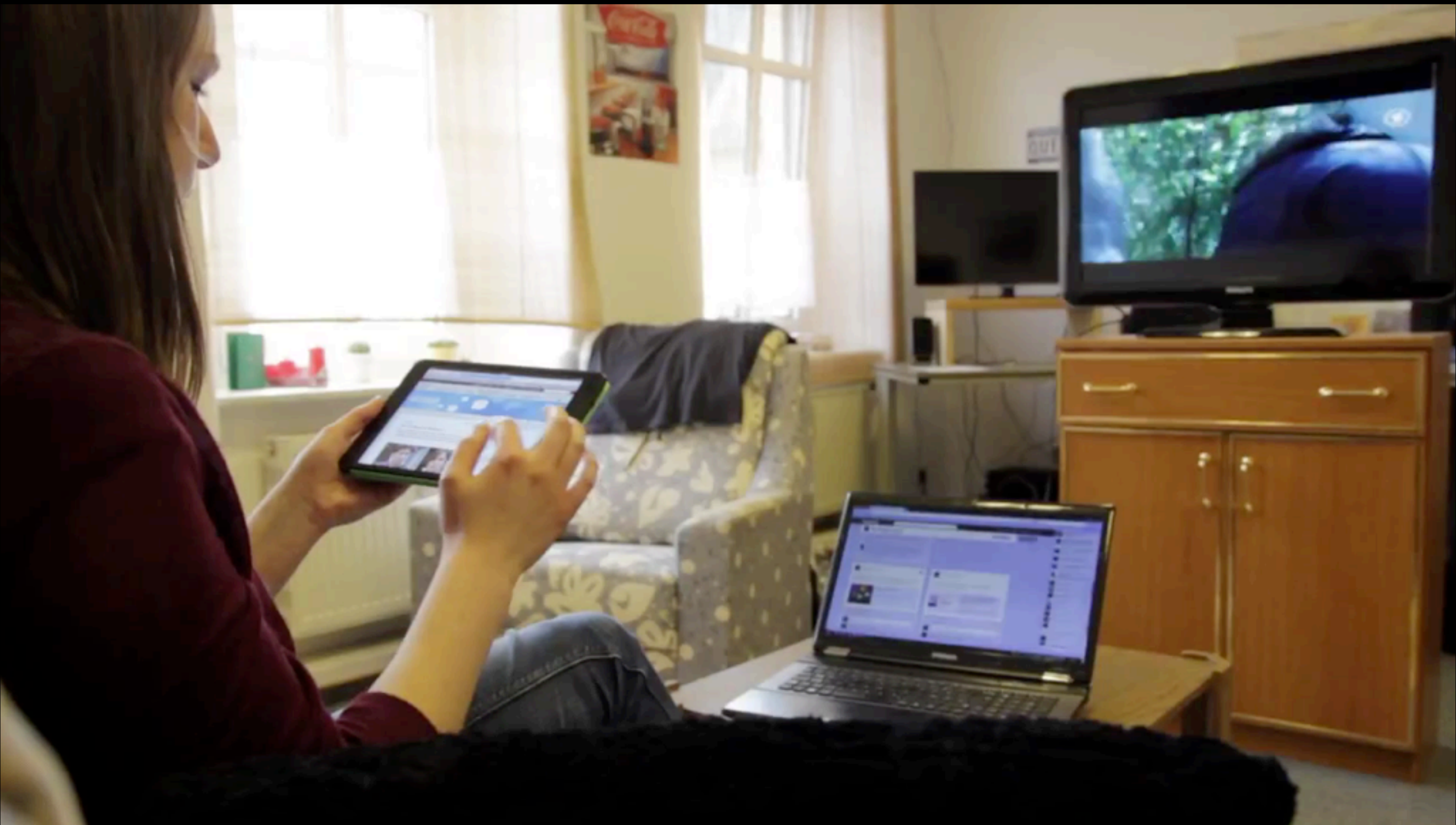
# Radio 2.0

Radio is no longer  
**temporal** because  
everything will be heard  
and listened again!

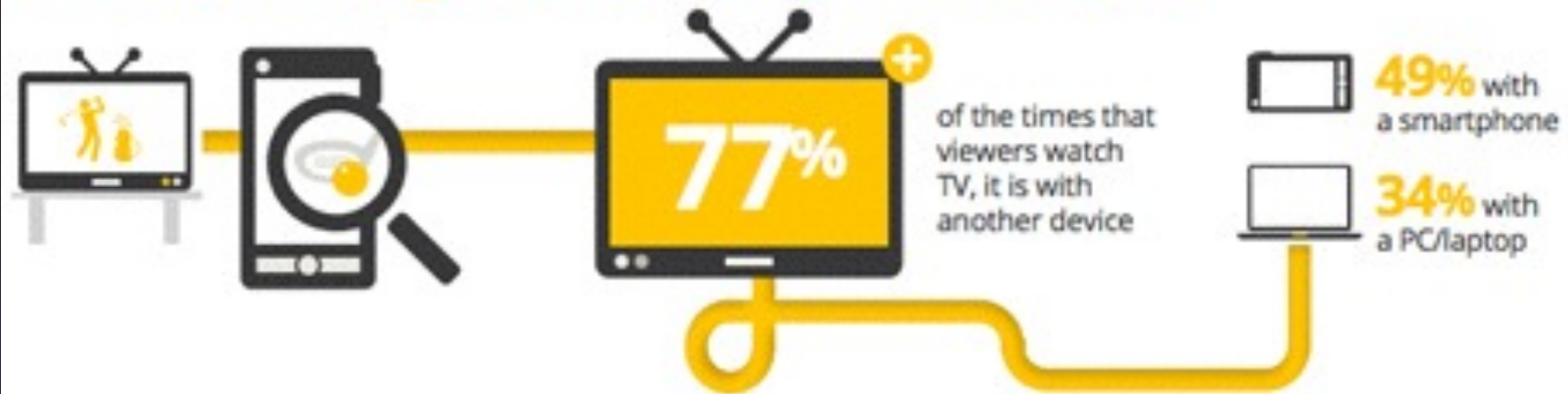




# Second Screen



## Television no longer commands our full attention

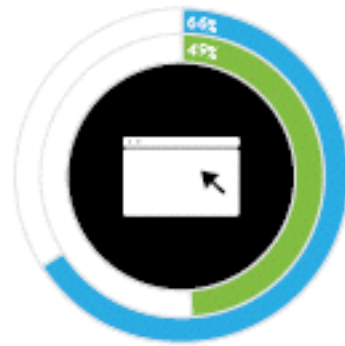




# CONNECTED DEVICE OWNERS USAGE WHILE WATCHING TV

● TABLET

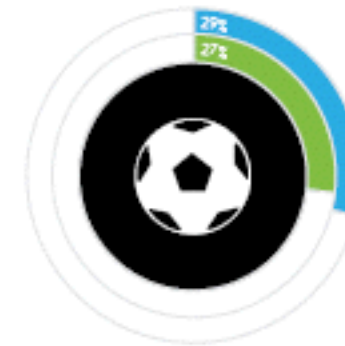
● SMARTPHONE



SURFED THE WEB



SHOPPING



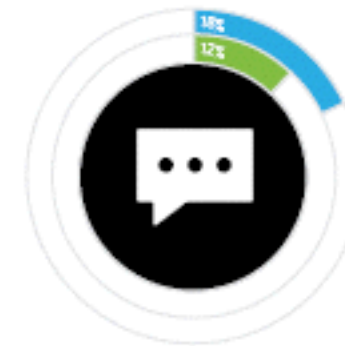
CHECKING SPORTS SCORES



LOOK UP INFO ON ACTORS,  
PLOT LINES, ATHLETES, ETC



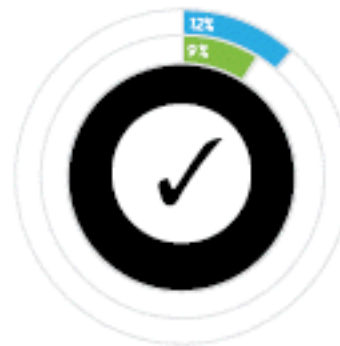
EMAIL/TEXT FRIENDS ABOUT THE  
PROGRAM



READ DISCUSSION ABOUT TV  
PROGRAM ON SOCIAL MEDIA  
SITES



BUY A PRODUCT/SERVICE BEING  
ADVERTISED



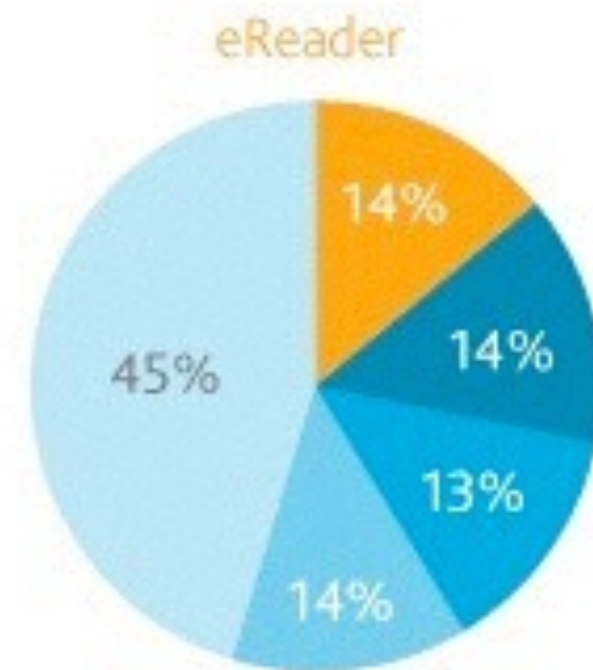
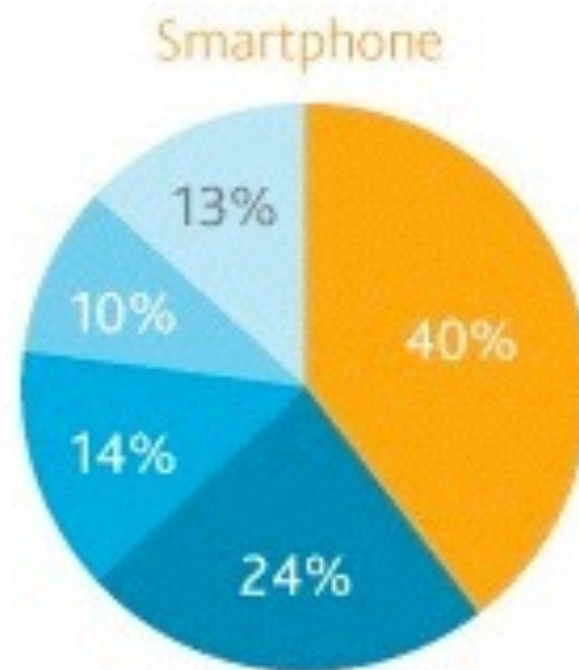
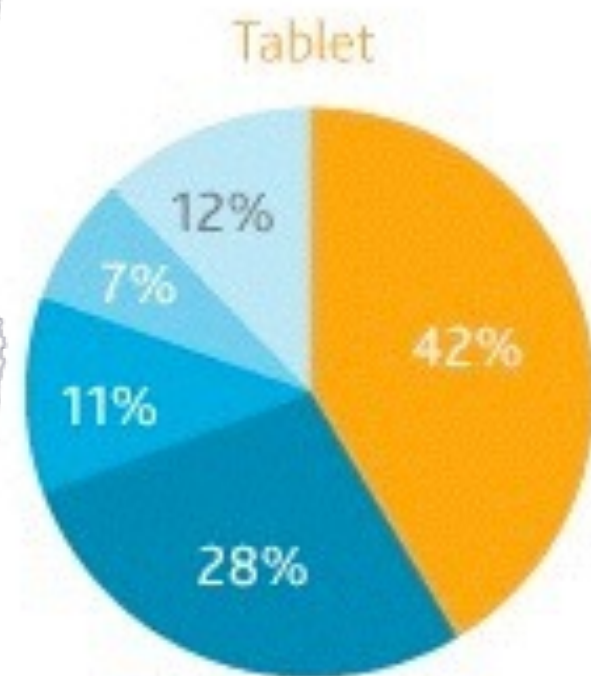
VOTE OR SEND COMMENTS TO A  
LIVE PROGRAM



WATCHED CERTAIN TV  
PROGRAM BECAUSE OF  
SOMETHING READ ON SOCIAL  
MEDIA

Source: Nielsen Digital Consumer Report

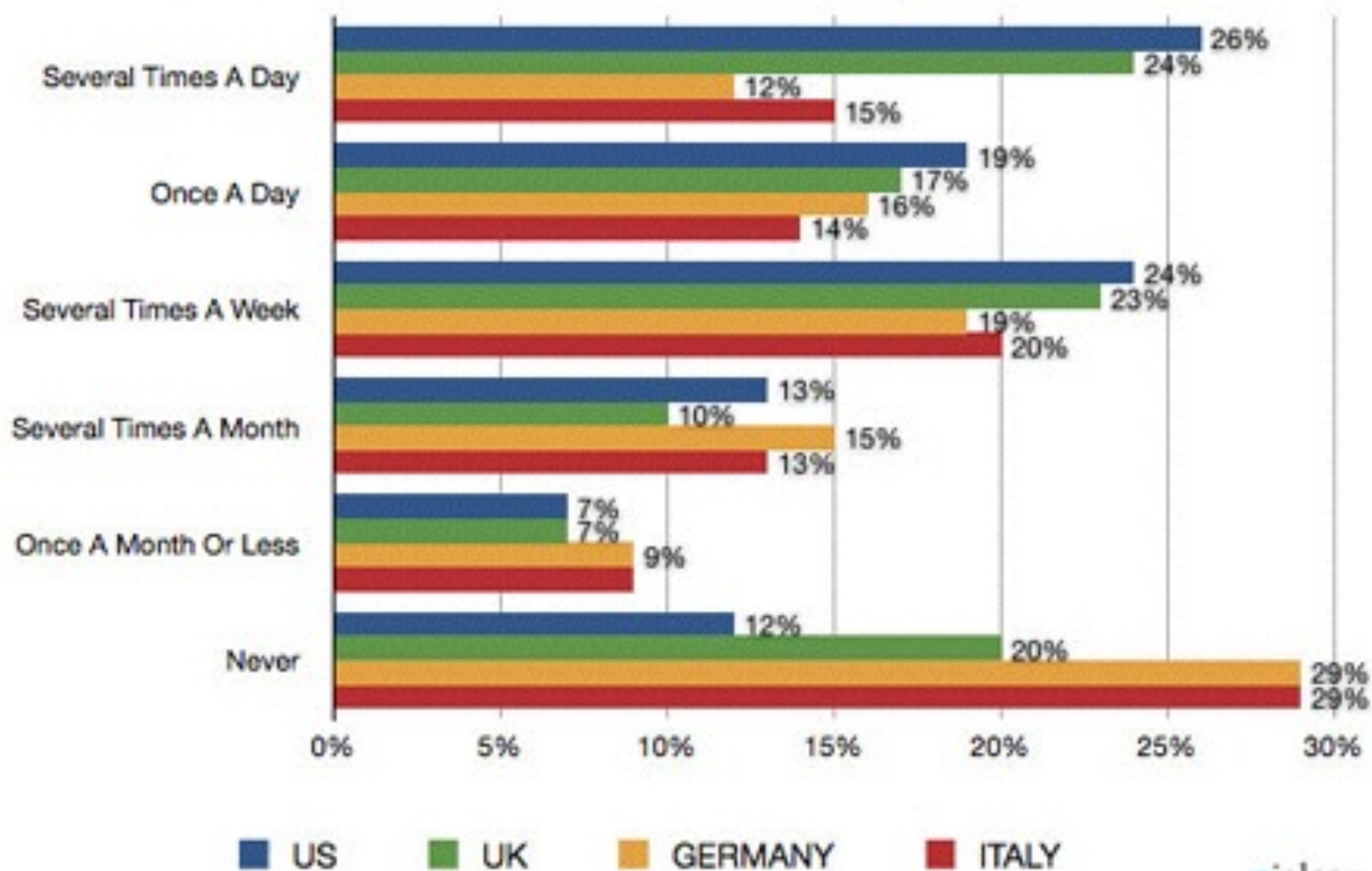
## Frequency of Simultaneous Usage While Watching TV



● Daily    ● Several times a week    ● Several times a month    ● Once a month or less    ● Never



## Simultaneous use of Tablet while watching TV



Second Screen  
Or First Screen  
in Radio!





# The Challenge is the content

## Strong competition between musical radios





# The Challenge is the content

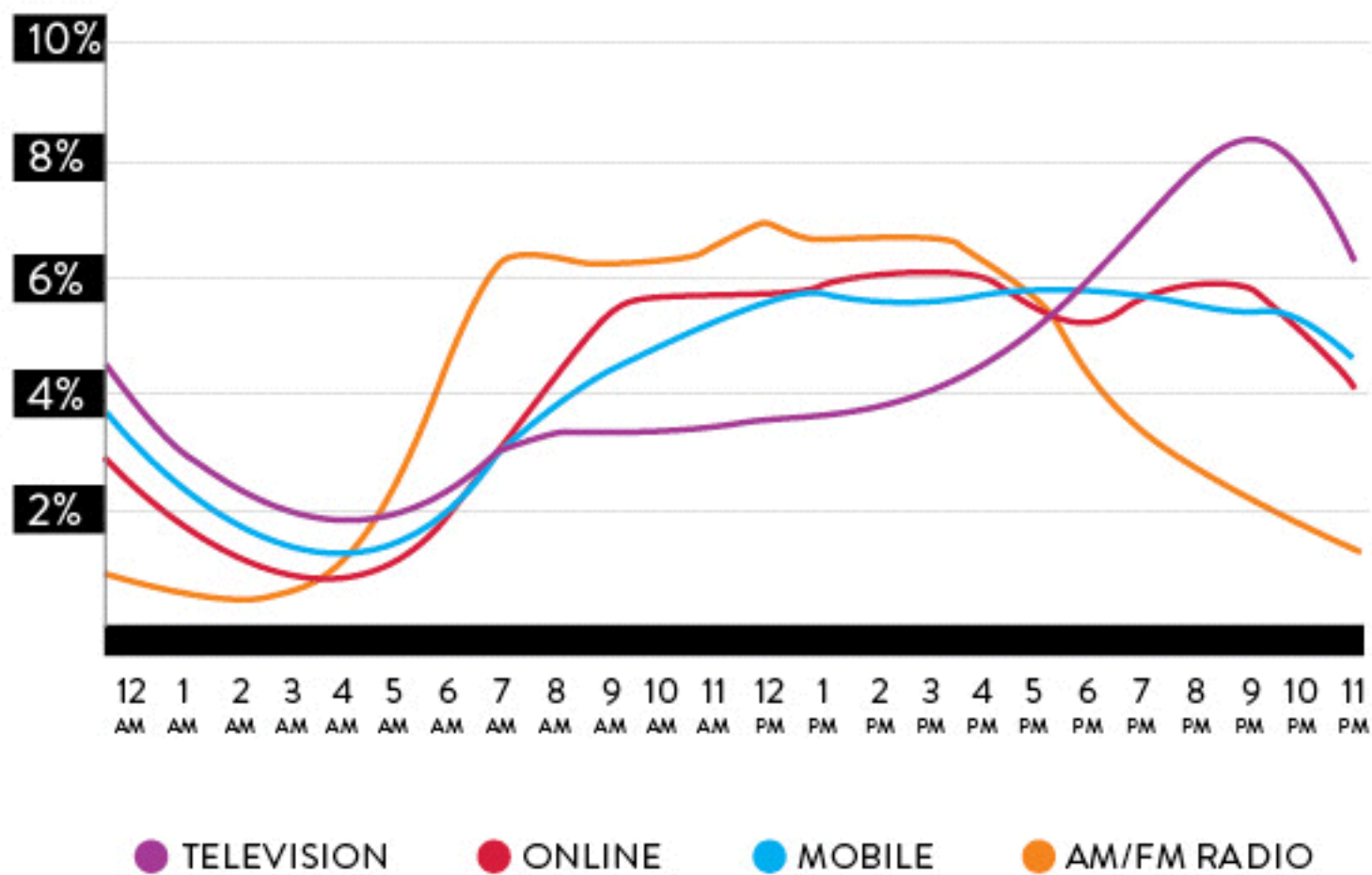
Local radio has to emphasize on  
**Local News, Forecast and Neighborhood...**





## WHEN WE ACCESS CONTENT ACROSS PLATFORMS

### PERCENT OF TIME SPENT BY PLATFORM BY HOUR



Based on Q2 2013

Source: Nielsen

**nielsen** AN UNCOMMON SENSE OF THE CONSUMER™



**BBC**  
RADIO





BBC Radio 1 Breakfast Show with Nick Grimshaw by BBC Radio 1

SUBSCRIBE TO RADIO 1



54:44:00





# Radio 2.0

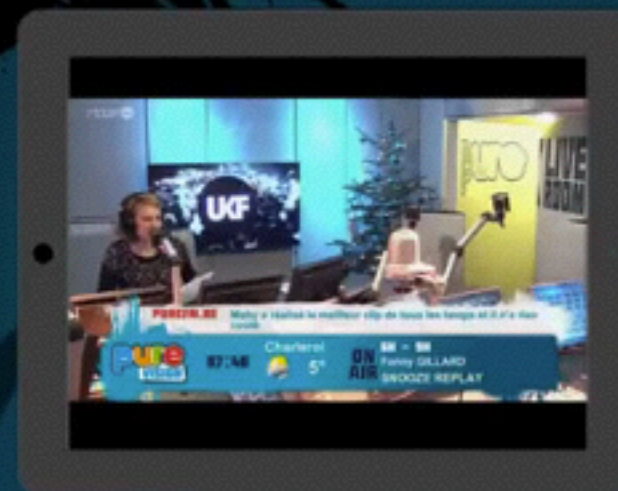
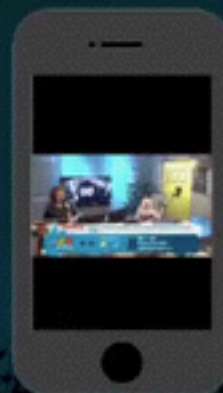
New interfaces





CATÉGORIE  
PRODUCTION

PureVision : la radio-augmentée de PureFM



Radio Television Belge Francophone



CATÉGORIE  
PRODUCTION

PureVision : la radio-augmentée de PureFM

pure  
VISION



6 Cameras

CATÉGORIE  
PRODUCTION

PureVision : la radio-augmentée de PureFM

pure  
VISION



Voice detection







**You**

**Tube**

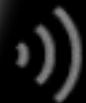
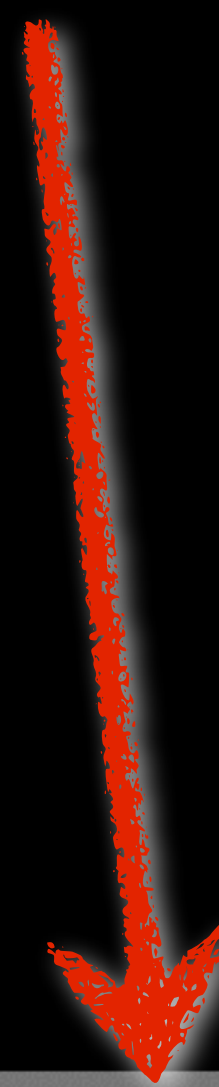




**AWVR**  
GERMAN

Deutsch

Brink Gottes Wunderwelt im Kosmos

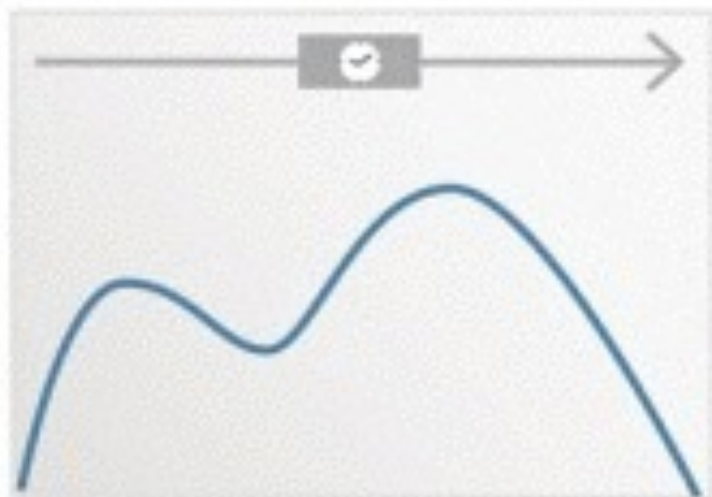


1:19 / 4:02





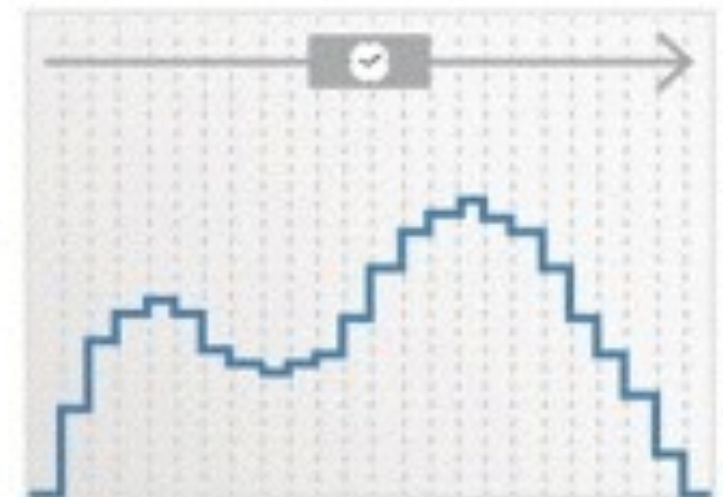
# HD Audio



Original analog recording



CD: 16bit/44.1kHz



High-Resolution Audio (e.g. 24bit/96kHz)



Musique

## Le Jardin des Délices à 360°



© Eve Ramboz d'après Jérôme Bosch

Deux subjectivités d'artistes, l'un du son l'autre de l'image, pour traduire l'émotion ressentie face au Jardin des Délices de Jérôme Bosch.

12 min

Cette oeuvre est une double invitation au voyage au coeur du triptyque *Le Jardin des Délices* de Jérôme Bosch.



nouvOson

Multichannel sound  
and binaural

# Binaural Audio Tests











What is your priority?

Because the winner will be: The radio listener!



**What's your goal?**

**A good dynamic Web site**

**A good bandwitch**

**A good App**

What's our goal?



And He said unto them, Go ye into all the world, and preach the gospel to the whole creation. Mark 16: 15