

ftm Radio Page - October 3, 2014

Social not on the side for radio “a place of interaction”

The web has taken over radio. Or maybe radio has taken over the web. It's all quite social and very digital. At the recent Social Media Week in Rome fans of radio and radio on the web made their pitch for a new framework to define it all. “Radio is no longer just FM with official websites a showcase,” said Radio Italia commercial director Marco Pontini, “but a place of interaction and involvement; not a watertight compartment or only the result of a single theme,” quoted by wired.it (September 26).

The presentations were organized by the Social Radio Lab, almost a year old project founded by Stefano Chiarazzo of Osservatorio Social Vip in collaboration with Sapienza University of Rome and several big Italian broadcasters. The Social Radio Lab monitors about two-dozen Italian radio stations for their new media approach. In their monitoring report, Radio Italia, Radio DeeJay and RTL 102.5 showed the most Facebook fans. Rome station Radio Globo had the most YouTube views, more than 25 million. All monitored stations have websites and Facebook pages, most all have mobile apps and Twitter accounts. About three-quarters have YouTube channels and more than half use Instagram and Google Plus. That's a lot of connecting. ([See more about social media here](#))

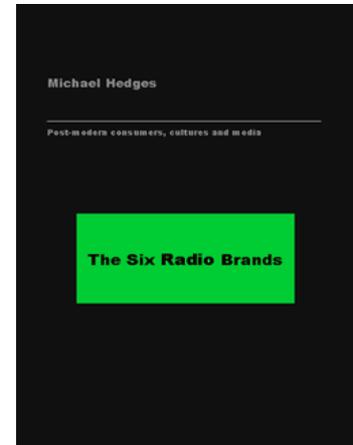
“Over the last twenty years there have been at least three times when everybody gave up on radio,” noted Sapienza communications lecturer Paola Panarese. “All those events, including iPod, had strong repercussions but didn't destroy anything. Radio has held up better than other media, especially print.” ([See more about media in Italy here](#))

The Social Radio Lab must not be confused with the recently founded Social Media Lab at the Massachusetts Institute of Technology (MIT) with a generous grant of US\$ 10 million from Facebook.

Little love for digital radio *Maybe the next chief will push harder*

These are certainly exciting days for media regulators. And that excitement has been both thrilling and raw every day of this century. So it was hardly unexpected for UK media, telecom and all points in between regulator OFCOM chief executive Ed Richards to announce this week his departure. He's been with OFCOM since it was created, combining platform-specific agencies, and seated in the corner office since 2006.

Overseeing it all has been “a privilege,” he said in a statement (October 2), “during such an exciting and dynamic period in the evolution of the UK's communications sector.” In 2012 he put forward his name to lead the BBC and was passed over for an insider who lasted but 54 troubled days. Blessings counted, Mr. Richards will



The Six Radio Brands is about the uniquely European development of radio brands. Competition among broadcasters - and certainly between the public and commercial sectors - gives radio in Europe a rich dynamic. As consumers become more media-literate and demand more attachment broadcasters find target markets illusive. Regulators, advertisers and broadcasters take turns trying to influence radio brands. Culture and technology makes an impact. More and more, the greatest influence comes from consumers. **The Six Radio Brands** describes advantages and pit-falls of brand strategies, with illustrations from current radio practice.

100 pages. 2004

Available at no charge to ftm Members, €49 for others. [Email for more information](#)

continue to supervise OFCOM, more or less, until a successor is found, approved and hired.

Of late the work of OFCOM has been centered on wireless broadband spectrum, mobile phone numbering and customers complaining about phone and internet contracts... about as exciting as watching golf on TV.

Slipping off the OFCOM radar is digital radio, specifically setting a hard date to shutdown the FM transmitters. OFCOM's annual report on digital radio, released in late September, cast further question on digital inevitability, noting a sharp fall-off in DAB radio sales and digital platform listening "broadly stable" over the last year. In 2009, when DAB receiver sales peaked, a UK radio executive called for OFCOM to "force" that digital switch, just like TV. "There's no point in doing something the audience regards as a disaster," said Mr. Richards. ([See more about digital radio here](#))

Last year OFCOM's digital radio report pushed FM switch-off into the next decade.

[Radio Page week ending September 26, 2014](#)

radio in France, Médiamétrie, radio audience, radio in Cyprus, digital transition, radio licenses, CRTA

[Radio Page week ending September 19, 2014](#)

radio in Switzerland, audience measurement, Radiocontrol, Radio Energy, Radio Basilisk, radio in the Netherlands, NPO, Radio 5, medium wave, radio in Greece, FM, abandoned frequencies, ERT

[Radio Page week ending September 12, 2014](#)

radio in Latvia, radio audience, Latvijas Radio, Radio Skonto, Russian language

[Radio Page week ending September 5, 2014](#)

radio in France, talk radio, Europe 1, France Inter, RTL, RMC

[Radio Page week ending August 22, 2014](#)

radio in the Czech Republic, radio license, BBC, Lagardere, Ceske Rozhlas, radio in Russia, Shukhov Tower

[Radio Page week ending August 15, 2014](#)

radio in Ireland, Communicorp, Newstalk, RTE

[Radio Page week ending August 8, 2014](#)

radio in the UK, Rajar, BBC, commercial radio, digital radio, DAB, Global Radio, Bauer Media, Radio 2, Heart, radio in Denmark, digital transition, DAB, TNS Gallup, show hosts

[Radio Page week ending August 1, 2014](#)

radio in Denmark, digital radio, online radio, DR, commercial radio

[Radio Page week ending July 25, 2014](#)

radio in France, Médiamétrie, radio audience, Europe 1, RTL, France Inter, NRJ, Radio France, Fun Radio, Paris audience, Radio Classique, Radio Latina, Oui FM

[Radio Page week ending July 18, 2014](#)

radio in Germany, ag.ma, MA 2014 Radio II, Antenne Bayern, Radio NRW, WDR, SWR, Radio Paloma, YouFM, 1Live, radio in Russia, Ekho Moscvy, Gazprom Media, radio in Portugal, R/Com, Media Capital, Radio Comercial, RFM, RTP, radio in Spain, pirate stations, AERC

[Radio Page week ending July 11, 2014](#)

radio in Germany, FM transmission, Uplink, BR Klassik, license fee, public radio, radio in the UK, digital radio

[Radio Page week ending July 4, 2014](#)

radio in France, digital radio, digital platforms, radio receivers

[Radio Page week ending June 27, 2014](#)

radio advertising, Cannes Lions, radio in Liechtenstein, Radio L

[Radio Page week ending June 20, 2014](#)

radio in India, Cannes Lions, radio advertising

[Radio Page week ending June 13, 2014](#)

radio in the UK, BBC Radio, public broadcasting, radio in the Netherlands, World Cup, web radio, radio in Germany, digital radio, BR Puls

[Radio Page week ending June 6, 2014](#)

radio in Poland, digital radio, KRRiT, radio in Switzerland, digital multiplex, radio in Germany, radio advertising

Recently added radio audience figures and resources

- [France - National Radio Summer Audience \(September 2014\)](#)
national channels, summer period 2010-2014 trend
- [Estonia - Major Media - Broadcasting \(radio and television\) \(September 2014\)](#)
public and private, ownership, management, platforms, national audience trend
- [Latvia - National Radio Audience \(September 2014\)](#)
national channels, audience share, trend
- [Spain - National Radio Audience \(August 2014\)](#)
national channels, reach share, trend
- [Spain - Major Media - Radio \(August 2014\)](#)
public and private broadcasting companies, channels, management, platforms, audience estimates
- [Switzerland - Radio listening by region \(January 2014\)](#)
public and private sectors, penetration, time spent listening
- [Switzerland - French region Radio Audience \(January 2014\)](#)
share, trend
- [Switzerland - Swiss-German region Radio Audience \(January 2014\)](#)
share, trend
- [Switzerland - Italian region Radio Audience \(January 2014\)](#)
share, trend

- **UK - National Radio Audience (July 2014)**
market share, trend, sectors
- **UK - London Radio Audience (July 2014)**
market share, trend
- **UK - National Radio Audience (July 2014)**
BBC/commercial 'gap'
- **France - Greater Paris Radio Audience (July 2014)**
national and local channels, market share, trend
- **France - National Radio Audience (July 2014)**
national channels, sectors, market share, reach/TSL
- **Germany - Radio Audience (July 2014)**
leading stations, audience trend, daily reach
- **Portugal - National Radio Audience (July 2014)**
leading stations, audience share, trend
- **Greece - Major Media - Radio Broadcasting (June 2014)**
public and private broadcasting, owners, executives, market share
- **Portugal - Major Media - Radio (May 2014)**
public and private broadcasting companies, channels, management, platforms, audience estimates
- **Italy - Major Media - Radio Broadcasting (March 2014)**
public and private broadcasting companies, channels, audience reach/share, management

More Resources

Also see **ftm Knowledge**

Europe's Radio - Western Europe

Opportunity meets tradition in Western Europe's radio broadcasting. Change has come fast and yet oh, so slowly. This **ftm Knowledge** file contains material and resources on public and private radio broadcasting in Austria, Belgium, France, Germany, Liechtenstein, Netherlands and Switzerland. 244 pages. Resources. PDF (September 2013)

Europe's Radio – Eastern Europe

Eastern Europe's radio writes new rules. In fact, most everything about radio in this region is new... and changes often. The **ftm Knowledge** file reports on Belarus, Bulgaria, Czech Republic, Hungary, Moldova, Poland, Romania, Russia, Slovakia and Ukraine. 159 pages PDF (April 2013)

Europe's Radio – Northern Europe

Northern Europe's radio has a very digital sound. And change is in the air. Economic challenges abound for both public and commercial broadcasters. The **ftm Knowledge** file reports on Denmark, Estonia, Finland, Iceland, Ireland, Latvia, Lithuania, Norway, Sweden and the UK. 144 pages PDF includes Resources (November 2012)

Digital Radio - Possibilities and Probabilities

Digital radio has many platforms. From broadcast platforms to internet radio and rapidly emerging smartphone platforms, listeners and broadcasters have choices galore and decisions to make. Some regulators have made up their minds, others not, some hedging their bets. This ftm Knowledge file details the possibilities for digital broadcasting and the probabilities for success. Includes Resources 149 pages PDF (August 2012)

Europe's Radio - Southern Europe

Radio broadcasting in southern Europe ranges from highly developed to developing highly. Italian, Spanish and Portuguese radio is unique, creative and very popular. Radio in Croatia, Serbia and Greece has had ups and downs. The ftm Knowledge file includes Resources. 74 pages PDF (May 2012)

Become an ftm Individual or Corporate Member and receive Knowledge files at no charge. [JOIN HERE!](#)

ftm Knowledge files are available to non-Members at €19 each.
