

# Time to wave goodbye to traditional broadcasting?

## How to future-proof your radio operation

Radio is more popular than ever, but as the past year has shown, our world changes fast. The question for broadcasters looking to thrive in a digital age of fragmented media and empowered audiences is... how do they grow with it?

The ability to build a virtual radio production environment contained in a single tablet is no longer a dream for our industry, it's a reality. And while we don't claim to have all the answers, the Pluxbox team has gathered some important insights along the way.





## Introducing Pluxbox

For the past 12 years we've been striving to solve this dilemma for the global radio industry through the Pluxbox collaboration & communication platform.

During this time, we have worked with nearly 500 different radio stations, including RTL, Entercom, VRT and Bauer Media – enabling these organizations to tackle constant transformation via a low-risk, high-reward solution that helps them achieve their goals (revenue, reach, measurement, productivity) their way.

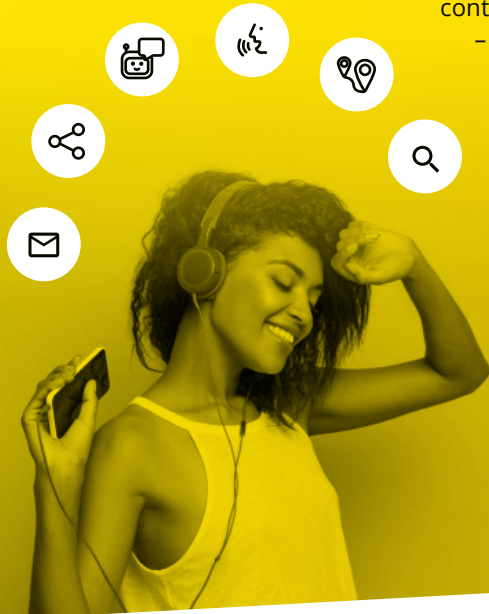
We believe it's time for the radio industry to wave goodbye to traditional broadcast thinking. Here's why (and how).

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## The post AI media consumer

A new generation is consuming content in a very different way. The world's largest information companies (which is what Google and Amazon undoubtedly are) increasingly use AI to synchronize content across platforms. By connecting the dots and collecting valuable user data along the way, they can serve up targeted, personalized content – and advertising – that matches the behavior and profile of any given user. And radio is no exception...



## The Why: catching the next wave

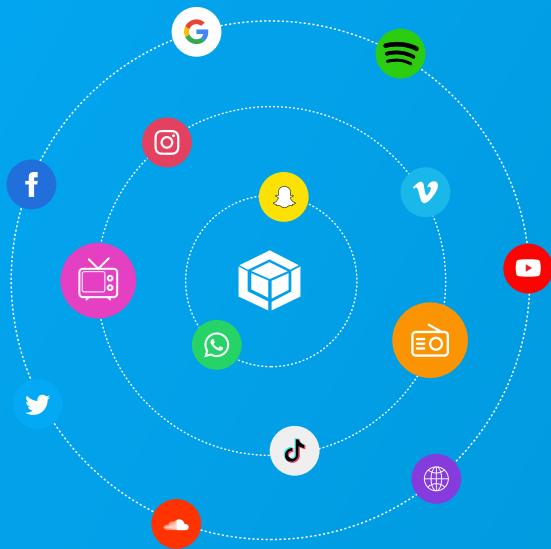
For an insight into the greatest challenge faced by today's radio broadcast industry, we need look no further than another branch of the media: advertising.

Traditional 'broadcast' technology – essentially a one-way communication channel – has been gradually replaced by a more interactive, inbound marketing approach, built on extensive technology platforms where the user finds you.

### The drive to digitalization

Consumers are increasingly consuming radio via digital channels and apps, and their expectations are growing. They demand a convenient, fast and interactive experience that is above all relevant to their needs.

In short, the traditional broadcast model based on passive discovery needs to change. If you want to grow your reach and revenues, it's time to wave goodbye to the past and move to a more flexible, integrated approach that not only benefits listeners, but also you, the broadcaster.



## An inferior infrastructure

Radio broadcast technology infrastructure has traditionally been based on a single investment in a generic, closed (and expensive) system – often not designed specifically for radio.

This event-driven architecture is not smart or automated. It needs constant input or ‘triggers’ to work. Every task, no matter how simple or frequent – from the play-out system to dealing with web site visitors – requires human time and effort from the broadcaster.

It’s the equivalent of turning the lights on every time you leave a room, rather than simply setting the timer: a major waste of time and effort.

## Transforming teamwork

Added to this, the broadcast team is asked to tackle all these ‘micro actions’ with a disparate – and often unconnected toolbox where they need to constantly switch between different ‘systems within a system’.

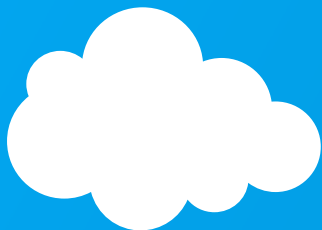
In fact, research shows that workers toggle between applications up to 10 times every hour: not ideal for an industry built on knowledge and creativity. What do they really need? The ability to collaborate productively from remote locations – brainstorm, see their ideas take shape, and then execute them.

## Time for a re-think

In the sales & marketing world, we've seen the rise of companies like salesforce.com and Hubspot; while the global manufacturing industry has been revolutionized by SAP and its Enterprise Resource Planning software. What do all these solutions have in common?

They bring together vast amounts of disparate information in a single integrated, real-time digital platform that is easy to use and share, via simple and intuitive user interfaces.

Pluxbox does essentially the same thing - but for broadcast radio companies.



### Journeys

Maps  
Interactions



### Audience

Contact  
management  
Segmentation  
Tools  
Events and  
Triggers  
Predictive  
Intelligence



### Content

Content  
creation  
Asset  
management  
Workflow and  
approvals  
Versioning



### Channels

Listening  
Website  
Social  
Push  
Notifications  
SMS / WhatsApp  
Email



### Analytics

Reporting  
Dashboards  
Touch Point  
Analytics



### Services

Connected  
services  
Connected  
Workspaces  
Connected  
Apps



## The What: A platform for growth

Around 12 years ago, we identified the need to transform broadcasting technology – not just physically, but intellectually and emotionally. This last point is more important than ever in the (post) covid era - where creating a sense of community, engagement and purpose among employees is more challenging than ever.

### The information challenge

Production teams are faced by an information challenge: swamped by data they often don't need; yet often struggling to find the information they need in a timely way – because it's locked in systems and behind email addresses that they cannot easily access.

So, we began building a digital collaboration & communication platform based on a very simple premise:

## Pluxbox can boost your:



**Productivity:** it's easy to use, thus liberating the production team to focus on what they do best – creating and managing content (via their own virtual studio).



**Quality:** this platform can include digital tools that analyze and measure a wide range of audience metrics and KPIs. It's up to you.



**Revenue:** using these data-driven insights, you can continually learn and adjust to create more relevant and compelling content that is easier to monetize.



**Reach:** digital, cloud-based technology gives you the ability to connect easier with your audience and for them to connect easier to you, via the web and social media platforms, for example.

Rather than having to choose between revenue and reach... why not have both?

## A solid foundation

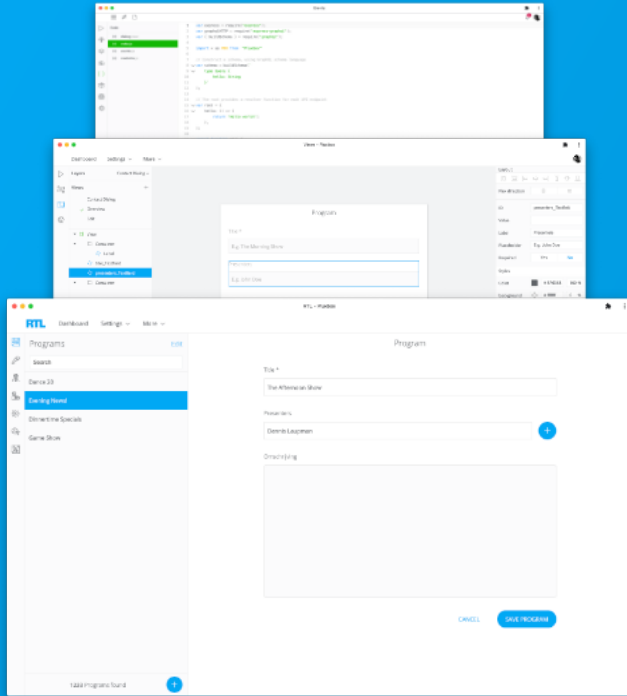
Pluxbox is a cloud-based software platform based on a simple, dynamic licensing model that is not dependent on major capital investment and minimizes physical disruption to your existing infrastructure.

It's an open platform, which means that services and functionality can be easily added and integrated, via Application Program Interfaces (APIs).

Pluxbox is also built specifically for the radio industry and around the day-to-day working processes involved. It brings together every element that a production team needs in a single location – enabling them to work in harmony to become greater than the sum of their parts.

## Going for growth

As you and your business change and grow, this platform can easily adapt and grow with you – supporting your commercial objectives rather than dictating them.



## The How: Open and easy-to-use technology

### Who defines your processes? You, or your technology?

A modern radio show needs to be planned, produced, recorded, broadcasted, distributed - and measured. This flow can easily be disrupted – for example, by emails that need to be addressed. Meanwhile, the removal and addition of new features and services often involve halting or re-engineering processes that disrupt productivity.

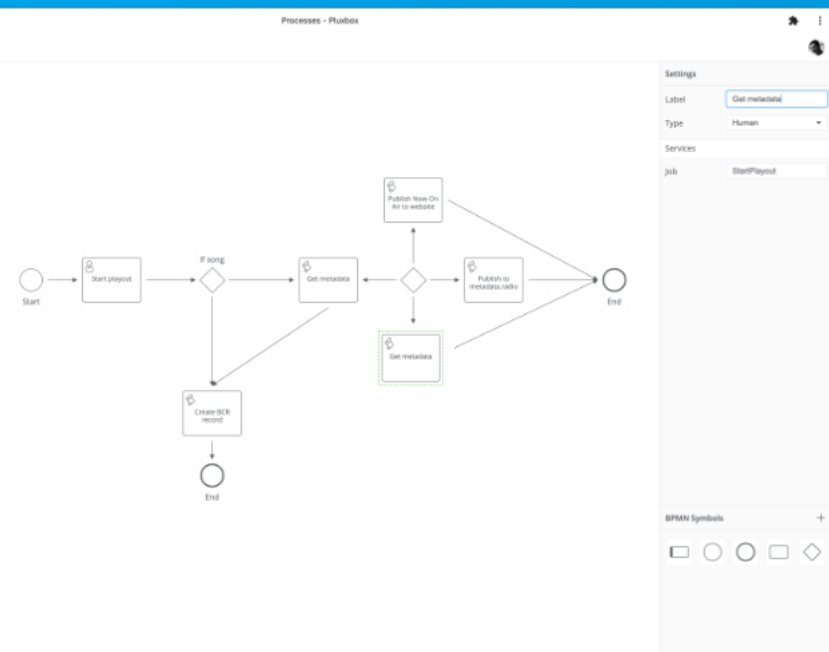
While there are many solutions in the marketplace that address the various specific tasks involved, the challenge lies in their integration – and making everything work seamlessly together.

### An open solution

With Pluxbox you can still use these 3<sup>rd</sup> party solutions without having to redefine processes or replace your infrastructure. In fact, it's the nearest solution in the market to a 'no code' platform, giving product designers the freedom to do what they do best: create.

Custom components sets can be developed to cover the more complex interface requirements, like studio control interfaces or schedule





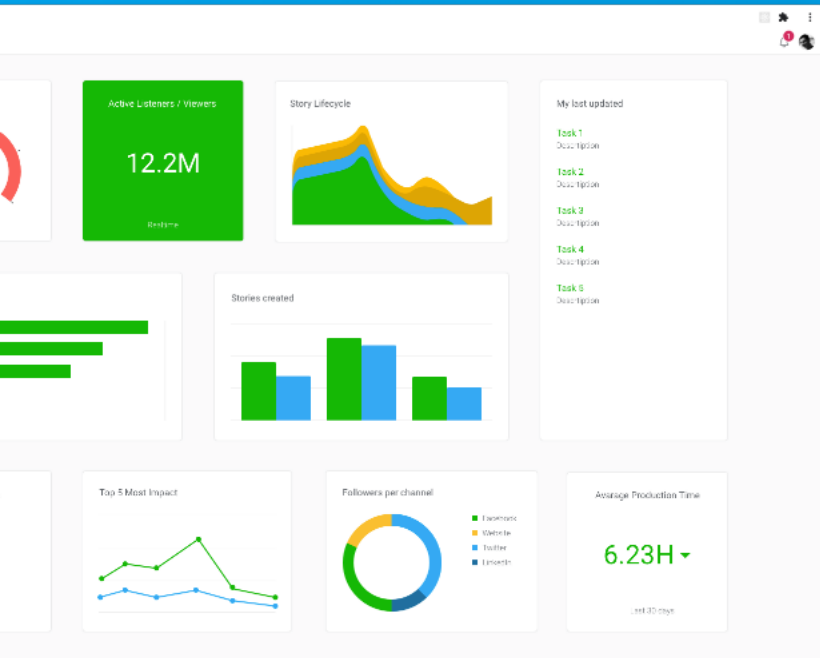
overviews. Furthermore, the integration of these different elements is automated by API technology – enabling the distribution of planning schedules, audio or video content, without human interaction.

### It's time for real-time

Here's an example of the process currently used to send a 'now on air' in a typical radio environment.

Because the Pluxbox platform was created for the radio industry it handles multiple tasks in real-time, as directly as possible, with high availability (and no queuing).

All the integrated services on the Pluxbox platform can be used to create and store data that you can configure yourself. You simply need to define what data types you want to store and how they relate to the other integrations on the platform. Once you establish this, the platform spawns a service that you can re-use in your processes to create new scripted or user tasks.



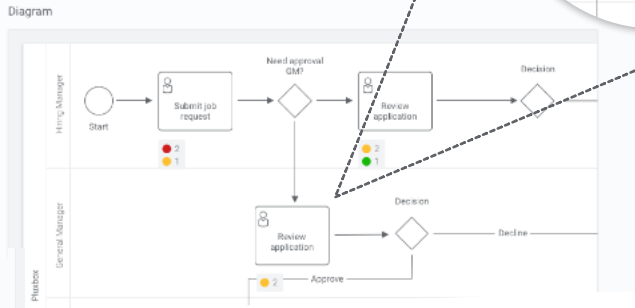
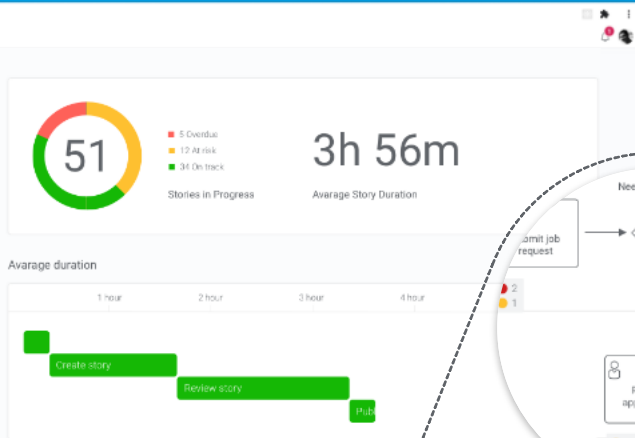
## Measuring up

As the old saying goes, if you cannot measure it, you can't improve it.

Because the Pluxbox platform is process based, it can measure all the tasks involved in radio production and distribution – ideally, linked to your own KPIs to identify areas of strength and improvement.

Data has no genuine value unless you are able to turn it into actionable information and intelligence – and this is what we're able to help customers achieve – by joining the dots between creation, distribution, consumption and interaction. For example, if great content drives traffic to your web site, do you have an advertising model in place to maximize (and monetize) that interaction?

With Pluxbox you can measure completed processes per team or tasks per person based on pre-defined performance indices. You can also measure system performance, including downtime; and even create warning systems to resolve problems quickly.

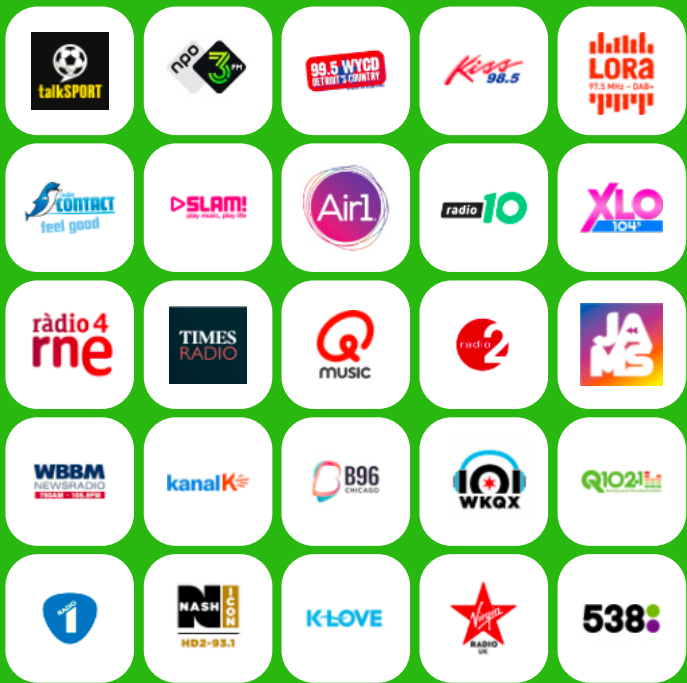


## Event-driven insight

Above all, Pluxbox is a platform that enables you to constantly stay ahead of the curve by tweaking existing processes and introducing new ones – ‘shadowing’ these against the status quo to processes to determine what works best.

It could be based on internal analytics like the productivity of your teams; or it could be based on reach – and your penetration of different distribution channels or social platforms.

The key? You decide, not the technology.



## The Who: A solution that benefits all

Ultimately, an open, flexible and scalable technology platform benefits everyone in the radio ecosystem.

## The broadcasting decision-maker

Pluxbox is a low-risk, high-reward broadcasting production platform that not only enables you to grow revenues and reach; but has the in-built flexibility and scalability to future-proof your operation and grow with you.

After all, 500 Pluxbox customers can't be wrong...



Photo: © Freya Goossens, MNM

## The audience

An automated platform enables radio companies to move from an age of passive listener discovery – where the audience must actively seek out your content; to an age of active discovery, where they are able to (and indeed want to) discover it for themselves.

Radio broadcasting has always been about the 'outbound'. But we need only look at companies like google to see the value of an inbound communications approach, where reach and revenues are increased for the simple reason that consumers trust their own judgement more than any brand or radio station.

## The production team

Pluxbox provides an interactive and engaging environment where creativity can flourish; where menial and unnecessary tasks are automated or eliminated altogether; and where it's easy to connect with audiences, gather data – and turn this into actionable information.

A constant cycle of continuous improvement.



### Third party integrators and vendors

Pluxbox provides a common platform (along with support and initial integration). But the real beauty of this open solution is that you are not tied to a single vendor. Third party integrators can create their own custom interfaces quickly and easily - accessible by modern browsers and available via desktop, tablet or mobile application.

The data in the interface is always up-to-date and connected to the correct micro service or integration via GraphQL subscriptions that synchronize all the data.

## Next steps: so... what next?

We're on a mission to help the broadcast radio industry overcome the challenge of change. So, if you think we could help you, please do get in touch – and let's turn uncertainty into opportunity.

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- <https://pluxbox.com>

## The When: The time to make waves is now

Increasingly, your biggest competition is not just from other radio stations. It comes from all content providers – including the world's biggest digital names, who increasingly look at the traditional radio broadcast model and see one word: opportunity.

Mergers & acquisitions in the industry are at an all-time high. Our message is simple: be the disruptor, not the disrupted.

- Avoid wasted time and energy on IT and internal issues that could be better spent on the most important job of all: producing great radio.
- Create a digital workspace that runs efficiently behind the scenes at your radio station, optimized to help you measure, analyse and improve your content and make it more relevant.
- Create a genuine two-way dialogue with your audience that combines both outbound & inbound communication, improving both reach – and revenue.

If you truly want to future-proof your business, we believe it's time to catch the next wave – and start thinking about saying goodbye to traditional broadcasting.