

# The Media Streaming Journal

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December 2015

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Covering Audio and Video Internet Broadcasting

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**RADIO**SOLUTION

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### Welcome to The Media Streaming Journal

Happy Holidays!

First and foremost, I would like to apologize for a grievous error that was made in the November Edition. I referred to IHeart Radio as formerly being Cumulus. The relevant information should have been: Cumulus and IHeart Radio (formerly Clear Channel) rapidly acquired competing stations from coast to coast. (Thanks to Rob at It's London Calling ([www.facebook.com/itslondoncallingmusicnetwork](http://www.facebook.com/itslondoncallingmusicnetwork)) for pointing out the grievous errors of my ways.)

What will the new year bring forth? The biggest question facing the online broadcast community is will the cost of Royalty Payments for music licensing finally become the breaking point for small Internet broadcasters? Will this finally drive small broadcasters into obscurity?

Will small broadcasters be forced to shut down?

Please feel free to contact either the Publication Director (Derek Bullard) or myself if you have any questions or comments regarding The Media Streaming Journal.

Namaste

David Childers

[www.linkedin.com/pub/david-childers/4/736/72a](http://www.linkedin.com/pub/david-childers/4/736/72a)

The Grand Master of Digital Disaster  
(Editor In Chief)

## The Media Streaming Journal

**The Media Streaming Journal is looking for writers and articles to publish.**

The Media Streaming Journal is looking for unique and original articles written about Internet broadcasting. This includes audio, video, production, planning and all aspects of Internet broadcasting. If your submitted article is selected for publication, a link to your website or station will be published along with your submitted article.

Contact the Media Streaming Journal today for more information: [editor@radiosolution.info](mailto:editor@radiosolution.info).

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What we expect to see for marketing trends in  
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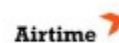
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## Happy Holidays From Around The World Robert Andrews

French: Joyeuses Fêtes!

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Catalan: Bones Festes!

Swahili: Furaha likizo

Hebrew: חג שמח

South African (Xhosa): Ii holidwe eximnandi

Dutch: Prettige feestdagen

Gaelic: Beannachtaí na Féile

Spanish: Felices Fiestas!

Chinese: 節日快樂

Irish: Laethanta saoire sona

Portuguese: Boas Festas!

Romanian: Sarbatori Fericite!

Indonesian: Selamat Hari Raya!

Hungarian: Boldog Ünnepeket

Danish: Glade feriedage

Mandarin: Jie Ri Yu Kuai

Latin: Felix feriarum

Japanese: 幸せな休日

Italian: Buone Feste!

German: Forhe Feiertage

Hawaiian: Hau'oli Lanui

## Music collaborations from around the world



## **Internet Radio Predictions for 2016**

### **Gary M. Ayd**

As 2015 draws to a close and we all recover from our holiday celebrations, it is time to look ahead to 2016.

If oxygen is central to life, then so too is content central to internet radio. Thanks to the recent court ruling that alters the royalty fees paid by giant streamers like Pandora changes to the types of content we enjoy over the World Wide Web may be changing with the calendar.

The ruling also unifies royalty rates for web-based and traditional broadcasters at 17 cents per 100 plays. As a result of a now nullified 2009 decision that set the per 100 plays royalty at a higher rate for traditional broadcasters (25 cents) than web pure plays (14).

Subscription services will pay a slightly higher rate of 22 cents per 100 plays. This is where one may see some movement as we head toward the new year. Given the significant increase in content costs for subscription customers, do we see providers go away from subscriptions all together? Alternatively, perhaps do they attempt to pass some of those added expenses onto customers in the form of higher monthly dues?

It is also possible that companies decide to do nothing, instead focusing on recouping those expenses with more aggressive advertising.

A final option could be an increased focus on spoken word formats which carry with them fewer costs, especially if you choose an affiliate relationship as your model. Of course, this model is far from commonplace among webcasters and has not yet been proven effective in this format. Still the monetary potential is there should be a station or even a conglomerate choose to pursue it.

Whatever route(s) chosen, this promises to be the biggest area of change in the upcoming year.

Another potential area of evolution in 2016 is the continued proliferation of cars on the road with 'infotainment systems,' or streaming and web capable dashboards.

As this continues to become more mainstream, expect to continue to see Pandora and other big web streamers get a more prominent place in the ears of consumers on the road. Programmatic buying also promises to continue to disrupt and alter ad purchasing, especially at the national and agency level in 2016. What remains to be seen this year is whether the programmatic revolution will finally begin to touch local-direct buys on a larger scale.

The reason this has yet to happen, and the smart money suggests will continue to lag in 2016 and beyond is thanks to a lack of education. So few account executives truly understand programmatic, much less know how to sell it, that they cannot possibly educate their customers about it. Local businesses that do not have an agency working for them simply do not have the time or interest in learning each new digital tool that comes down the pike.

With the pace of digital change accelerating at a faster and faster clip each year, it is impossible to expect this trend to change anytime soon. Of course, this means that great opportunity will continue to exist for smaller traditional and yes internet stations that serve their local markets with distinction to grow revenues. By employing boots on the ground strategy, local stations and personalities can still in 2016 make a big impact on their listeners, community and by extension the businesses that serve that community.

As we wrap up our predictions for 2016, it is important to keep in mind the age old truism that content is indeed king. If this court case, and subsequent ruling change the economics of digital audio, they also demonstrate that some things never change. Both sides, in this instance, were fighting for money of course, but more specifically they were fighting over the content that provides that money.

If money is the deliverable, content, in this case, music is the vehicle in which that deliverable is transported.

2016 will again show that stations pure-plays that provide excellent and engaging content will continue to excel; regardless of size. Moreover, for traditional broadcasters, 2016 will bring another reminder on the importance of diversifying their content offerings; specifically within their streams and on their websites.

As more and more people continue to access the content of over-the-air (OTA) stations via those stations webstreams, it will become important to create shoulder content with which to supplement the primary streaming product.

It may also become prudent to diverge from the replication strategy that has been put into place by OTA stations since the invention of web-streaming. For those that do not know, the replication strategy is when a station simply plays over the web what is broadcast out on the airwaves.

As web-streaming has become more mainstream, the audience demographics have changed, thus making it sensible to offer something slightly different on the web, than you do over the air.

As we wrap up 2015, I'd like to take this moment to say thank you to David Childers for continuing to allow me to contribute to this great project. I expect big things from the magazine in 2016 and beyond and am thrilled to be a small part of that success.

As always, if you need any help with a content marketing campaign, content for your website, marketing/advertising materials or a press release Scribe Doctor is just a phone call, or email away.

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Gary M. Ayd is the Owner of Scribe Doctor, a business writing, and web design company based in Middletown New York, for a free quote you can email him at [gary@scribedr.com](mailto:gary@scribedr.com), or check out the website: [www.scribedr.com](http://www.scribedr.com). Gary can also be reached by phone at (845) 239-9974



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## **What we expect to see for marketing trends in online broadcasting in 2016. Cindy Ross**

Broadcast media is using radio and television, including local radio and television stations, radio and television networks and cable television system. Broadcast media plays a significant role in any advertising campaign for marketing. In addition to commercial purposes, broadcasting has been used for the purposes of private recreation, non-commercial exchange of messages, experimentation, self-training, and emergency communication in amateur radio and amateur television.

Nowadays, TV newsreaders are still a healthy breed (and their sartorial flair is alive and kicking- see Jon Snow and his ties). However, the reality is the context in which we watch TV has changed beyond recognition - with laptops, iPads and smartphones as viewers switching over to on-demand TV. Also, when it comes to traditional broadcast TV advertising, you can look at the extent to which YouTube has gobbled up larger slices of its budget share and this shift is one that will continue to gather speed.

All this means is a wealth of new opportunities for PR and digital marketing. Here are three broadcast trends that savvy marketers should have at top of mind in 2016:

### 1. Vlog

2015 was the year of the vlogger, so you should be aware of how influential vloggers are from now. What we'll see more of in 2016 is vloggers crossing over from "new" media (YouTube, Twitter, Snapchat and Instagram) into the traditional broadcast space and bringing with them a new, younger audience. Moreover, vloggers have tremendous brand potential - they have been highly influential for years, but 2015's vlogger guidelines for advertising has given them, as broadcasters, a new legitimacy.

There are four primary benefits of vlogging that as a marketer, you should keep in mind:

- \* Exposure: Videos are more watched than text content.
- \* Viral: Videos are more likely to go viral (or be shared) than text content.
- \* Interactive and descriptive: Ability to showcase your product or service.
- \* Differentiate from the competition.

### 2. Mobile video news channels

Why should marketers care about mobile? Because consumers have been using mobile devices as their primary access point for checking news, social networks.

With increased broadband and data speeds, a mobile-first strategy towards streaming video has set some channels apart from the rest. These are not the traditional channels, who are having to adapt their content from the TV, but rather disruptive newcomers. For example, Vice News was originally a lifestyle magazine, but its video focus has made it successful in the news space. The fact that numerous major players are jumping to invest in it shows how Vice has become a serious contender in the broadcast world. We are likely to see video-focused, mobile-enabled channels like this become even more important in 2016. For marketers, this means more opportunities to use video to gain exposure.

### 3. Podcasts vs. streaming

If you are listening to the radio on your phone, you have either downloaded a podcast or, as is more



increasingly the case, taken advantage of widely available broadband to stream a station directly. The benefit of podcasts for PRs is that much of the content is planned and produced well in advance, leaving lots of time to prepare and deliver a pitch, but there are big benefits with easily streamable stations, too.

Why people prefer podcast? Because the content is communicated directly to the listener, it seems more intimate than reading an e-mail or document. Secondly, people now are very busy. With a podcast, you can listen to podcasts while you are doing other things at work or at home, even when you are driving.

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### **What will #Radio Do? RC Williams**

If you have not yet, meet Kymeta: <http://techcrunch.com/2015/12/23/meet-kymeta-the-company-that-could-bring-high-speed-wi-fi-to-cars/>.

Their goal is to bring satellite wi-fi to cars, planes and boats via their mTenna technology - a lightweight, low-power, flat-panel antenna that can communicate with satellites to provide the internet to consumers.

They propose that this technology, once perfected, could increase internet speeds on-the-go from LTE (5 megabits per second) to more than a gigabit per second, covering large areas.

Kymeta chief executive, Nathan Kundtz says: "In fact, with the coverage that exists today, we can provide a Terabit per month to every car in the world."

In media, traditional radio has long touted that it is most practical in a car - and this continues to be the case...today. While people try to utilize their mobile devices to stream, it is still tough. Even with digital dashboards and built-in LTE technology.

I've said that March 31, 2017, will be the "drop dead" date for the radio industry to be fully prepared for the digital dashboard, as I believe this date will be the tipping point where the digital dashboard becomes entirely practical. Based on Kymeta's progress, my prediction appears to have legs.

So, what's radio to do? The answer is not to lay down and die.

Interestingly enough, my former employer Tuneln already has the evolution of the radio dial already in place with its Local Radio feature. It is businesses like this that allow the traditional radio to integrate seamlessly as technology makes mass digital accessibility a reality in the car.

With station apps and other aggregators, it would seem that embracing the technology would be a no brainer. Instead, the industry appears to be preoccupied with defending its turf as opposed to staking its claim: SCBA Asks Clients to hit PAUSE on Pandora.

As I share in an example of The Ichinen Loop Theory™, Blockbuster Video believed the same thing. It did not work out.

What will #Radio do?

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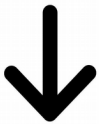
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### **The Rise of Internet Video David Childers**

While the Recording Industry Association of America continues its ham-handed attempt to destroy Internet Broadcasting, the Motion Picture Association of America has learned to embrace technology and change. The video industry took a long look at how they could preserve intellectual property rights of their members and efficiently deliver the video content that consumers wanted.

Netflix, Amazon, Hulu, iTunes and several other services allow subscribers to watch unlimited video content from their respective libraries. YouTube has also provided a distribution outlet for "non professional" content creators such as Lonely Girl 15.

Some of these services have decided to take on Network Television by creating their own unique content or purchasing the rights to canceled television shows and continue the production of them on through their distribution outlets. T Mobile wireless has announced a partnership with one of the larger content distribution companies, which will allow unlimited video access through their wireless network. This streamed data will not be counted towards the individual wireless customers monthly data subscription allotment. Access your favorite content from anywhere you can get a wireless signal.

Neilsen Holdings is a global information and measurement company used by the radio and television industry to track the number of people that watch or listen to radio or television stations. In their January 2015 report, Neilsen research data indicated that U.S. broadcast television viewing was down by approximately 23% compared to the January of 2014. The same Neilsen report noted that nearly 40 percent of U.S. homes were subscribing to a streaming service, which was an increase over the previous year.

The ability to access vast catalogs of video content on the Internet has caused a ripple effect felt by terrestrial broadcasters as well as cable / satellite content providers. The trend of ditching satellite and cable television subscription ( better known as cord cutting ) is the direct result of giving the consumer the ability to view video content on their schedule.

Giving people a choice regarding what and when they can watch content is a huge marketing advantage. Providing those same people with the ability to access this content on a multitude of devices in different locations is a marketing Coup D'Etat.

Internet video distribution and content access is projected to show a continued steady growth, both on a regional and global scale. The continued rollout of fiber optic cable into both urban and non urban areas; in addition to the modernization of wireless networks with 4G data access provides the consumer with the ability to access and enjoy video content.

Content is definitely king, and Internet users want their video, movies, and television shows!

## **Internet Digital Marketing Trends for 2016**

### **Derek Bullard**

Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.  
William Pollard

Businesses, including radio stations, constantly struggle to get the attention and clicks from a new crowd of internet surfers. I thought the quote above was appropriate regarding the future of Internet marketing. Figuring out where trends are going in the digital marketing game can be very challenging. Over just the past year we have seen various changes in the digital marketing scene. What was hot in social media today will be outdated tomorrow. Facebook decided to change the way their news feed works to prioritize users, but to the disadvantage of advertisers and businesses looking for organic traffic. Google has changed aspects of their algorithm that affects the optimization of your website, rendering various previous SEO tactics or techniques obsolete. Radical changes have been made in the way websites are designed. Simply put; the internet is constantly evolving. Here are some of the things you will need to watch out for in 2016

#### Social Media

Since Facebook changed their algorithm so that their users could see more of what they want to see in their news feeds, the organic traffic, social reach and engagement for business pages was way down for 2015. It appears in 2016 you will have to pull out more and more money for successful business Facebook advertisement campaigns. Expect Facebook and Twitter to remain on top occupying the most shared among social media users. Look out for Instagram, this social media platform appears to be more appealing to the younger crowd under 34 years old of age. It seems short video posts are getting more engagement than posts with images, so go all in with video and start rolling out the action. It is no secret that people are so busy these days, so you will notice "in the moment" posts will reach way more of an audience. So forget about post scheduling in 2016, instead, stay current and active.

#### Website

You will need to have a fluid and responsive website built on the same platform for both desktop computers as well as mobile devices. Not only does developing and updating content on two separate platforms costs more time, energy and money it can also affect your ranking and visibility with Google. In 2016, smartphones will have reached one quarter of the world's population so it is no surprise that Google has been sending a clear message that websites should be mobile friendly, fast and adjust to any users screen size.

#### Updating Your Content

Your customers are visiting your website and social media pages for in-depth content and information about your business. If you are not converting your clicks, this will seriously affect your rankings with search engines. If you are having trouble attracting and converting clicks than you most likely are not updating your website with fresh content on a regular basis. Too many businesses dump as much content as possible when they first launch their website and social media pages but never follow up on it after. Studies show that more and more customers are turning to online methods for customer service and support. Your clients are looking for a response to their messages within 30-60 minutes or at least on the same day. In 2016, provide a quick response time via your online website, or do not even bother offering it. It will only hurt your online reputation if your company is slow to respond.

Internet marketing is all about people's behavior and current trends. So remember just because it worked in 2013, 2014 or 2015 does not mean you will necessarily enjoy the same success for 2016. Remember William Pollard's quote and continue innovating and learning in the New Year. Apply the pointers we set out for you in this article and I am convinced you will enjoy a prosperous 2016.

## Year In Review

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