

CONTENT

THE MAGIC FORMULA

Nik Goodman
WorldDAB General Assembly 2019, Brussels
6th November 2019











194
RADIO
CITY

194 metres med.wave
96.7 VHF and stereo



MODEL FUNCTION FM FREQUENCY MODULATION 88 92 96 100 104 108 MHz
AM AMPLITUDE MODULATION 530 600 700 800 1000 1200 1400 1600 kHz
ON/OFF

TUNING
FM STEREO

SONY
PLAY/RECORD
FM/AM STEREO CASSETTE-CORDER CFS-1000

100Hz 200Hz 5kHz 45Hz 300Hz
BAND
BALANCE LEFT RIGHT

STOP/EJECT PLAY REW/REVIEW FF/PAUSE PAUSE VOLUME 0 1 2 3 4 5 6 7 8 9 0







SONY

FM 88 92 96 102 108 MHz



AM 5.3 7 10 12 14 17 x100 kHz

SRF-39



POWER
• ON
• OFF

FM/AM
WALKMAN



THE BEST MUSIC MIX

96.7
WJZ

nik goodman

THE BEST MUSIC MIX

96.7 City FM



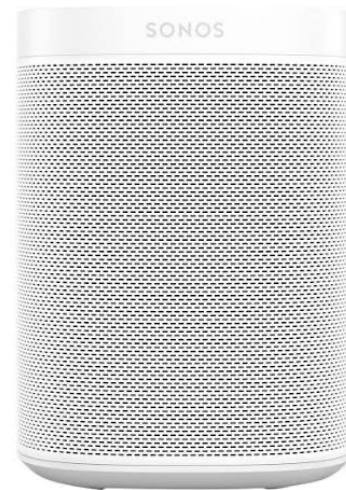


RADIO









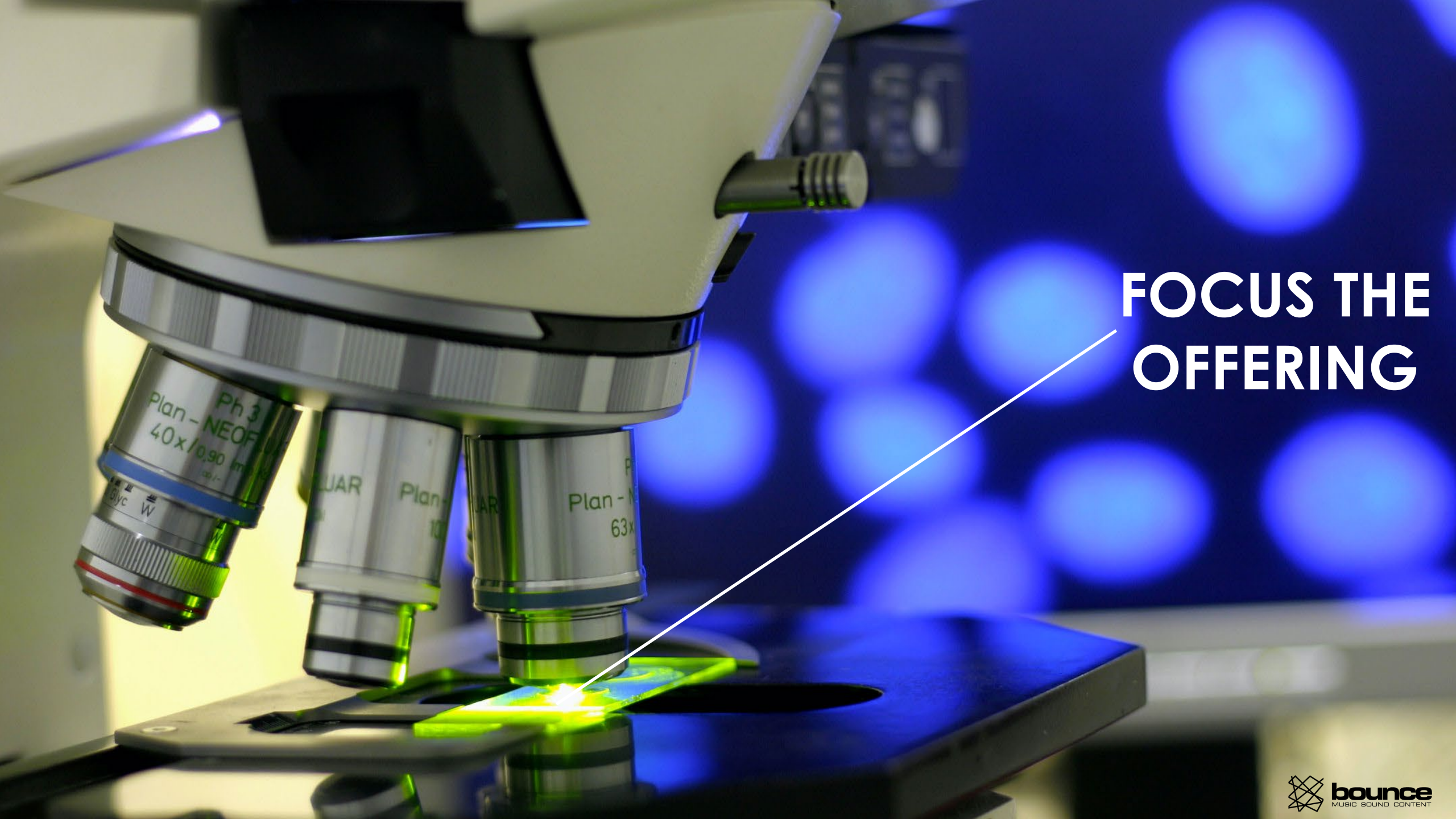




THE MAGIC FORMULA?

IDENTIFY TRIBES





**FOCUS THE
OFFERING**



Delicious

ENJOY
Coca-Cola
DELICIOUS AND REFRESHING

THE POWER OF BRAND

TIME TO DEVELOP







The logo features a large purple arrow pointing left, with a blue double-headed arrow symbol overlaid on its tip.

KISSTORY

THE BEST OLD SKOOL & ANTHEMS





KISSTORY

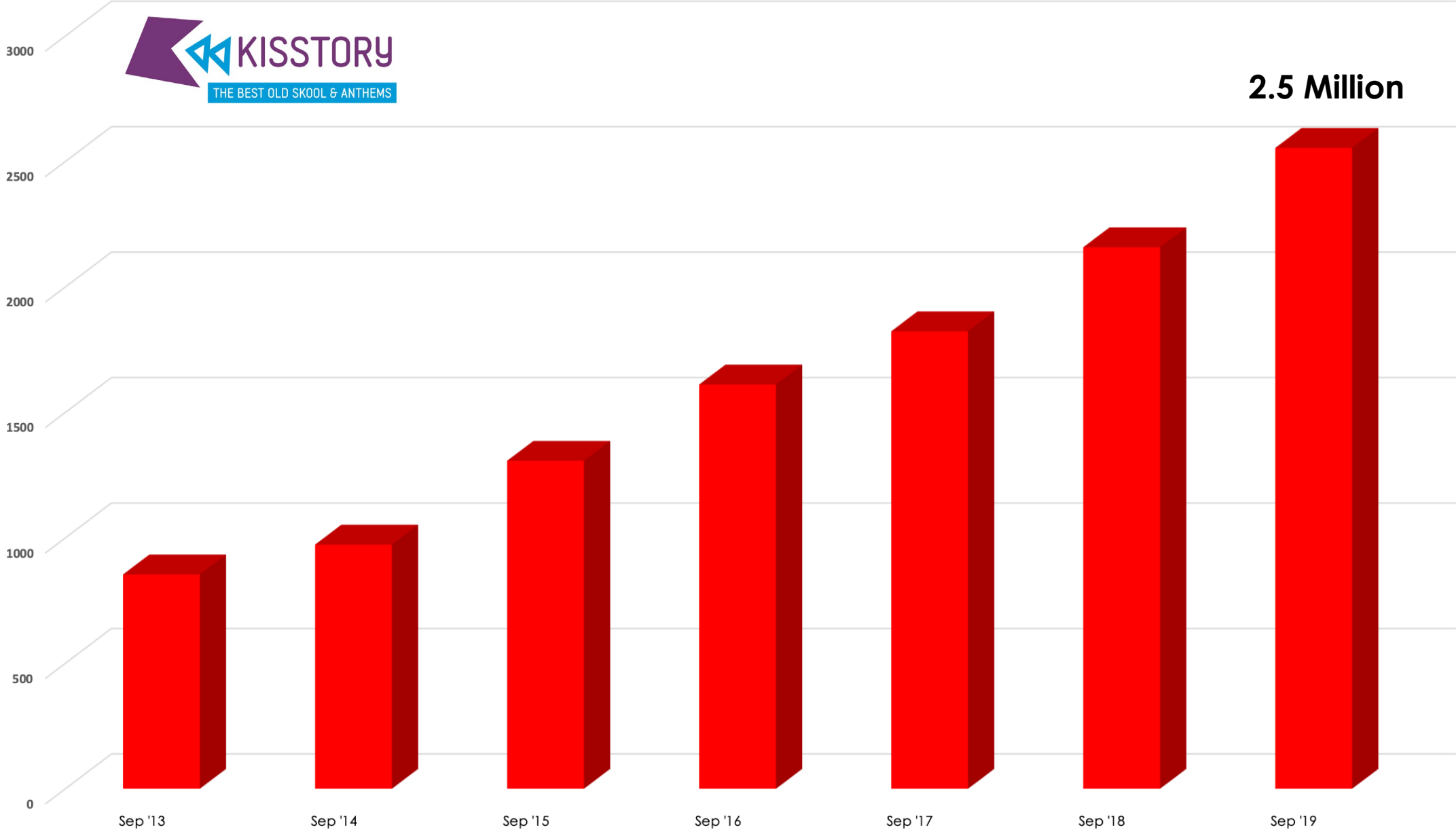
DAB KISSTORY
NOW PLAYING:
UK APACHE



KISSTORY



Weekly Reach 000s



Source: RAJAR Q3 2013-19

BBC
RADIO



THE
BEATLESTM

DIGITAL RADIO POP-UP

26th-29th SEPT 2019







NRK P1

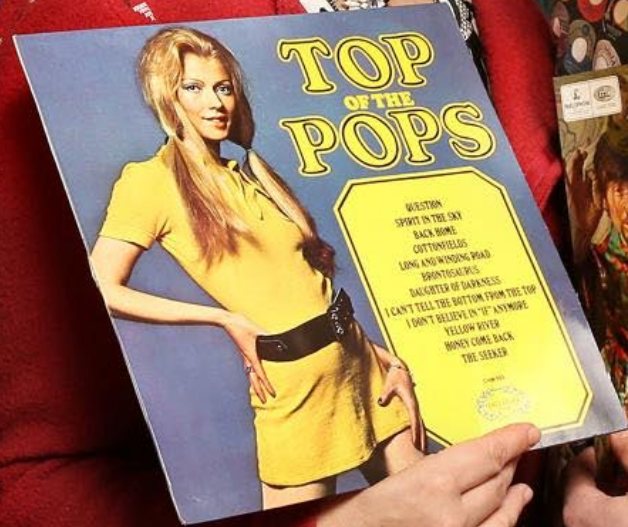
NRK P1+



TOP OF THE POPS



RISE-UP CALENDAR
FREE INSIDE







Sky RADIO



CHRISTMAS

  **DAB radio**

  **19:30**

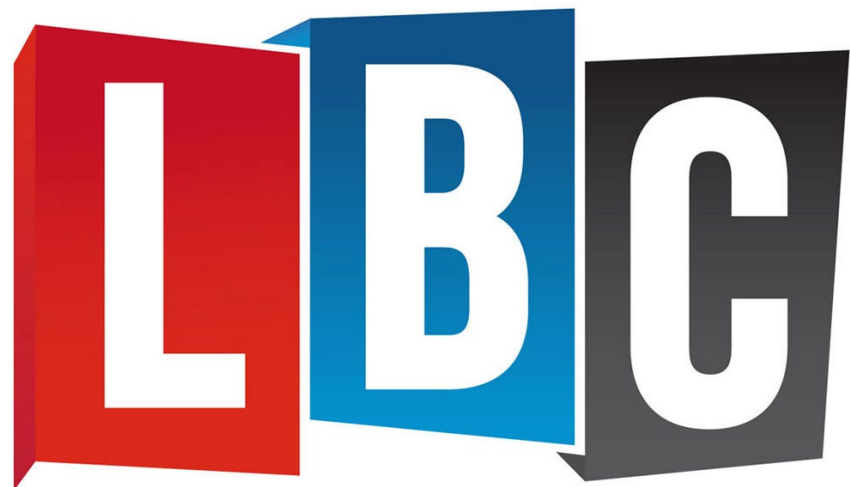
Sky Radio Xmas

DAB 

11C DAB+

The Christmas Station





LEADING BRITAIN'S CONVERSATION

DAB DIGITAL RADIO | 97.3 FM



GLOBAL NEWS • 21 OCT 2019

Global Launches A 24-Hour National Rolling Radio News Channel – LBC News

FUN Kids

DIGITAL RADIO ACROSS THE UK

Events



THE FUN KIDS EPIC ROADSHOW ADVENTURE!

[GO →](#)

On Air

INTERVIEW



NEW RULES CHAT TO CONOR LATER THIS WEEK!

[GO →](#)

Learn

Tower of London

Guy Fawkes



THE TOWER'S MOST INFAMOUS PRISONER!

[LEARN MORE →](#)

On Air

NEXT BIG THING



CALUM JONES IS CONOR'S NEXT BIG THING!

[GO →](#)

News

FUN KIDS JUNIOR

LISTEN



LISTEN TO FUN KIDS JUNIOR NOW!

[READ ARTICLE →](#)

On Air

FIND OUT WHAT'S NEW ON THE FUN KIDS PLAYLIST

WHAT'S NEW ON FUN KIDS THIS WEEK?

[GO →](#)

A photograph of the Aurora Borealis (Northern Lights) in shades of green and blue, dancing across a dark sky. Below the lights is a calm body of water reflecting the colors, with dark silhouettes of hills in the background.

IDENTIFY TRIBES

FOCUS THE OFFERING

THE POWER OF BRAND

TIME TO DEVELOP





THANK YOU...

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