

axel springer_

Energize Radio

WorldDAB Summit

Zagreb ~

November 14 2024 ~



Christoph Falke

Audio lover ~

MD Axel Springer Audio
& Wake Word Studios ~

>20 years of radio business ~

>4 years of podcasting ~

Axel Springer is a leading audio player in Germany



Radio
Portfolio



Podcast
Production



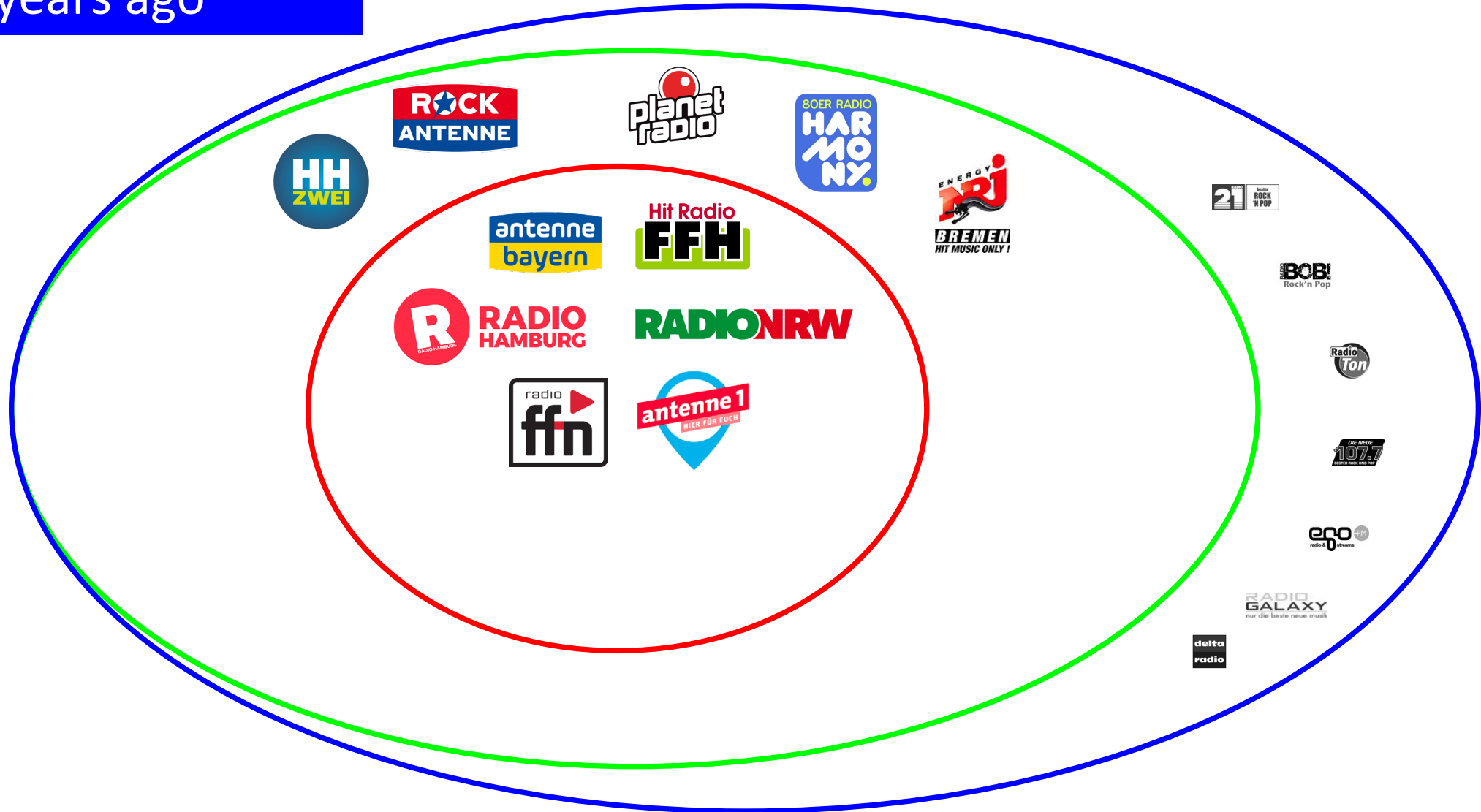
Podcast
Portfolio



Podcast
Analytics

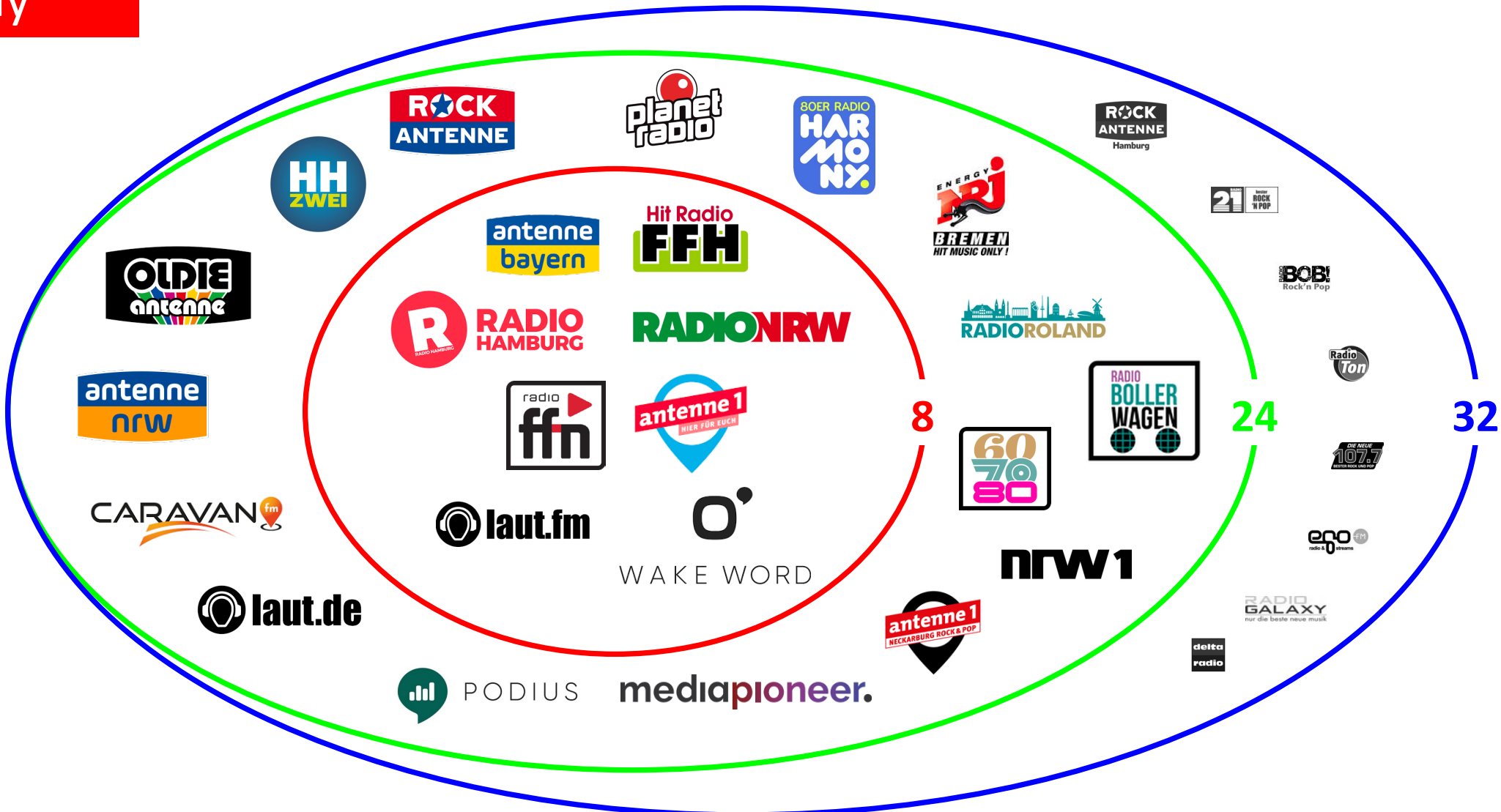
Axel Springer Audio Portfolio

Ten years ago ~



Axel Springer Audio Portfolio

Today ~



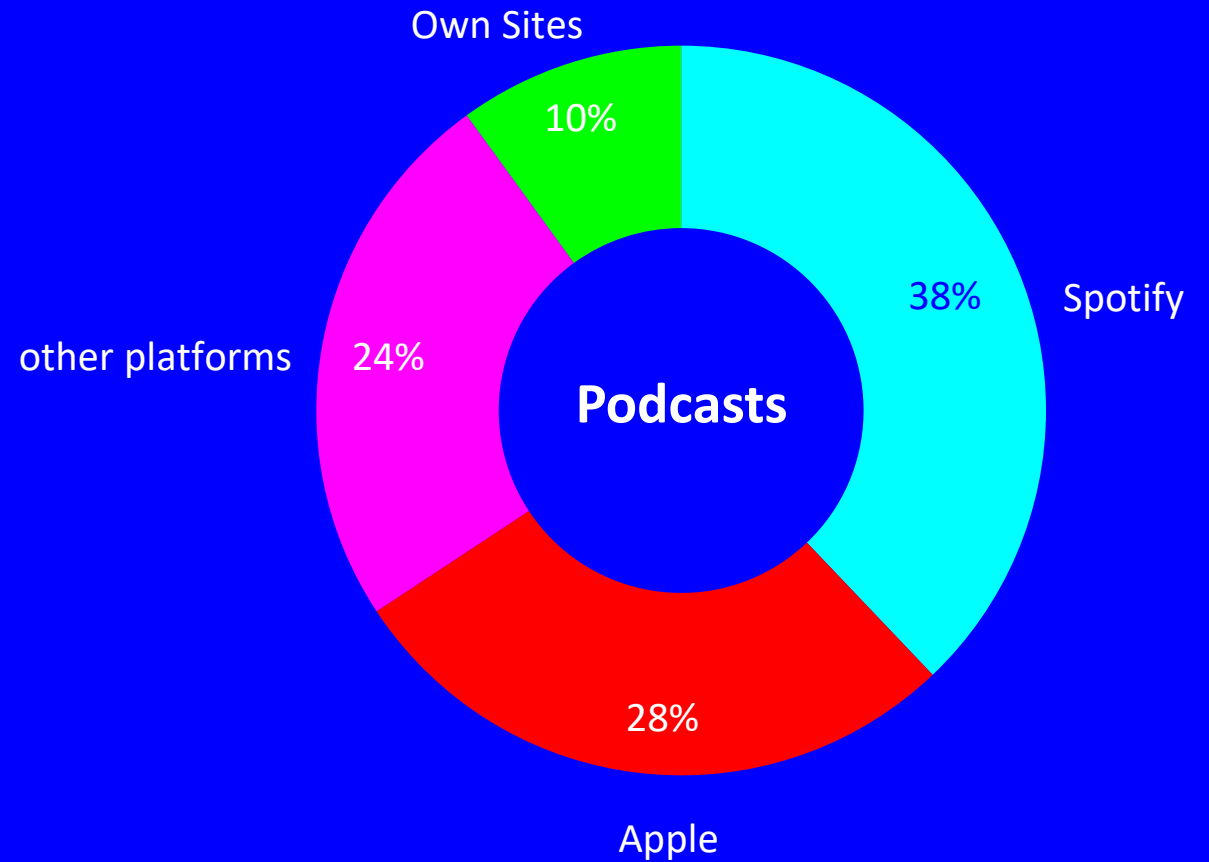
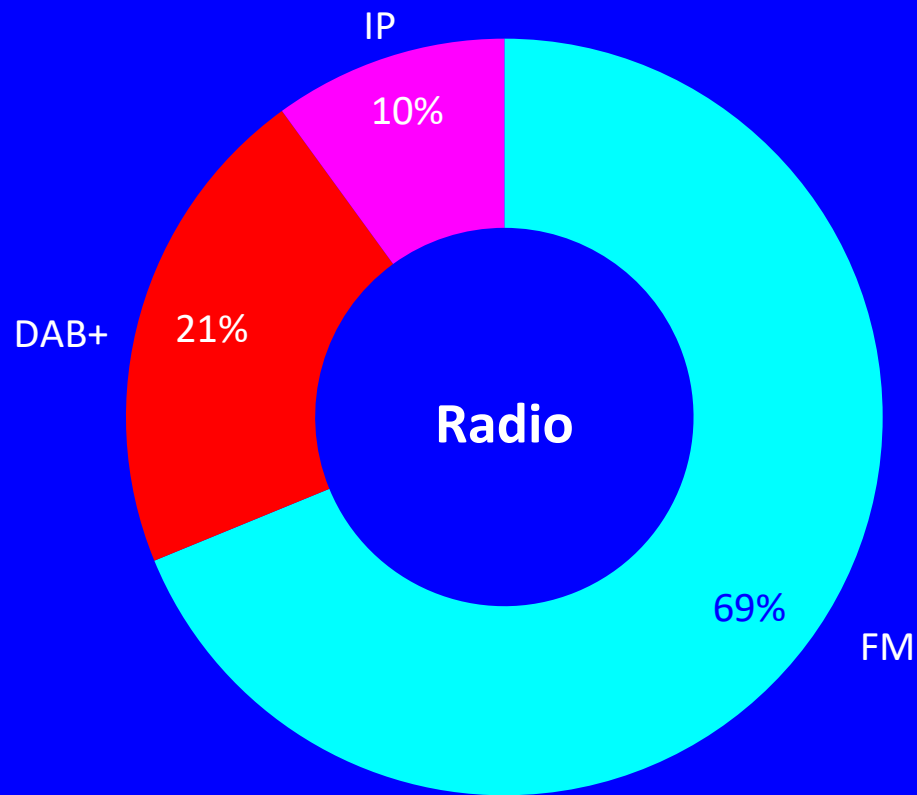
Old habits die hard ~



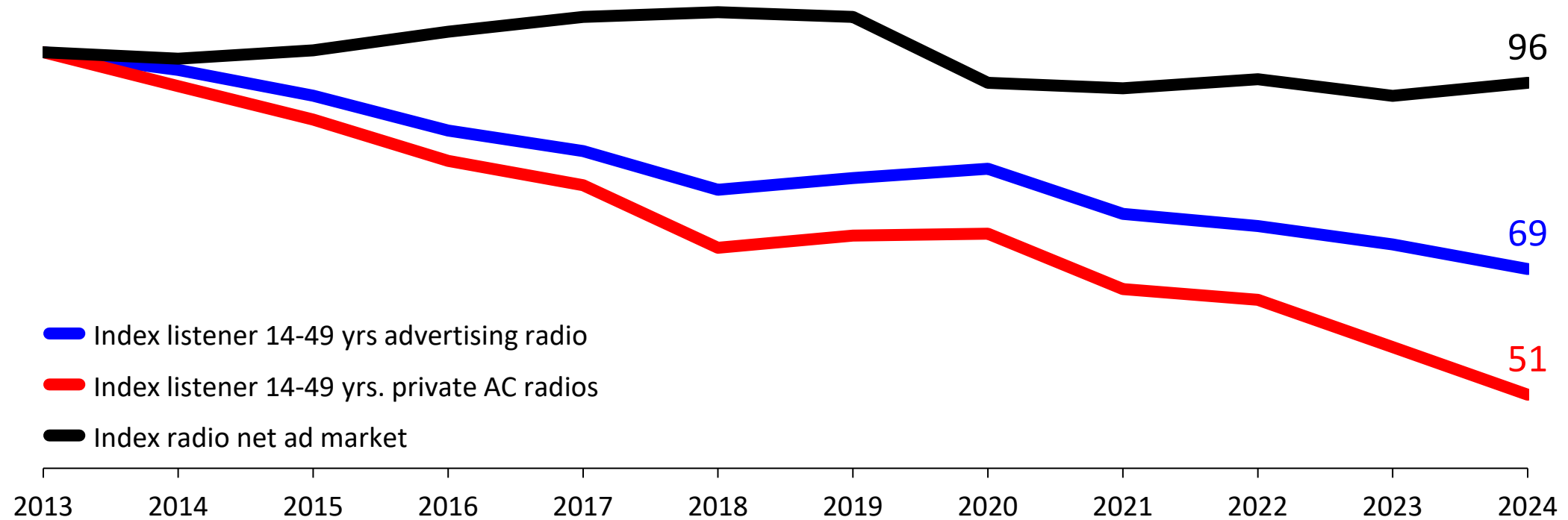
MUSIC FOR THE MASSES
DEPECHE MODE



Time of a distribution monopoly is over, but FM still dominates in Germany



In Germany traditional radio will not grow anymore



Evolution of TV and Radio has been similar so far

1. Gen.



2. Gen.



3. Gen.



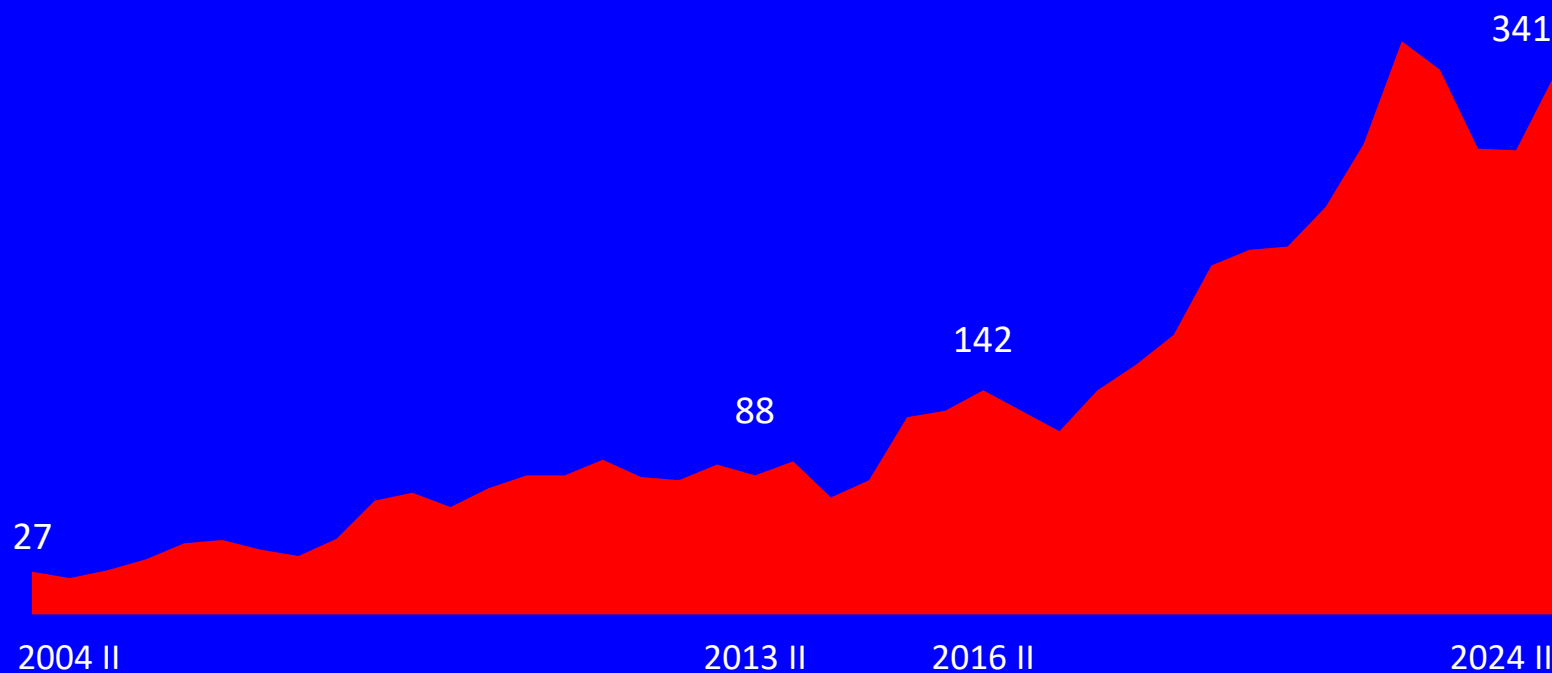
Driven by IP/DAB+



Best Case: Rock Expansion ~



Listeners per hour in k*

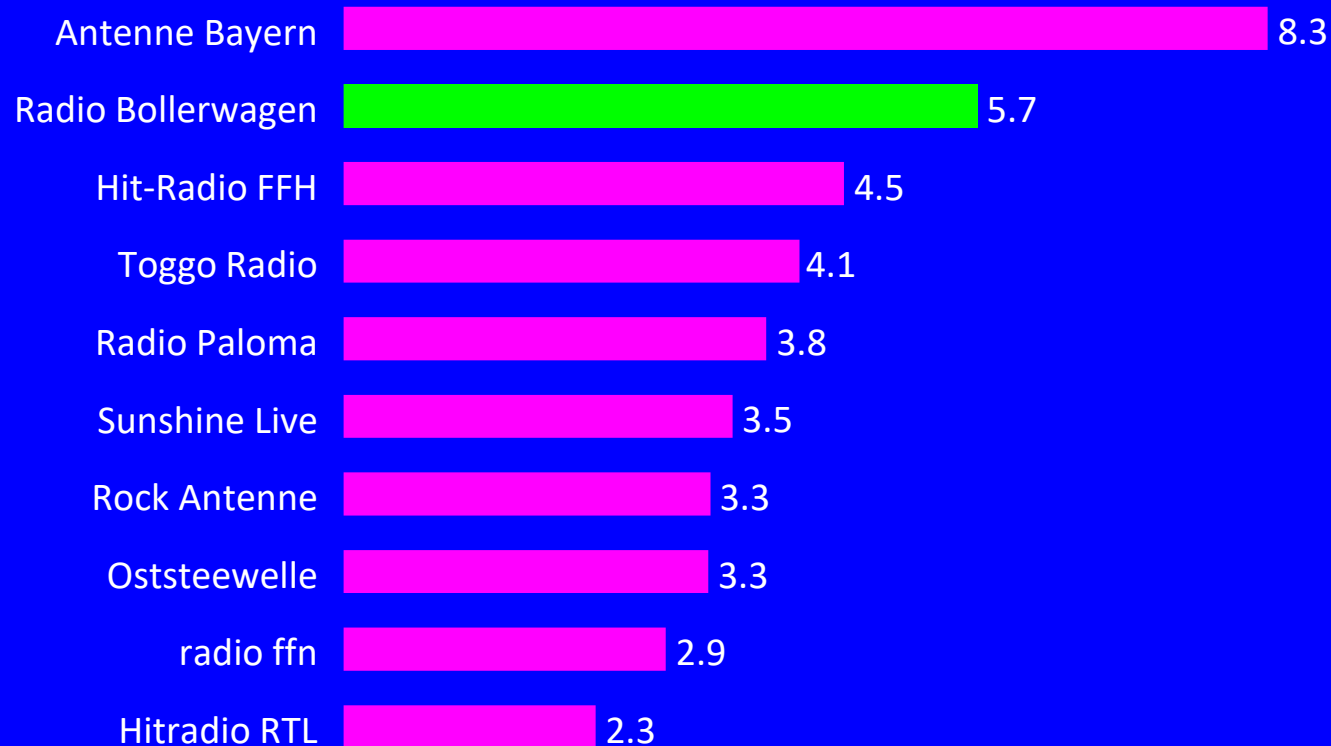


- ~ Founded in **1999**
- ~ fm distribution **since 2002**
- ~ Synergies and corporate backup **by Antenne Bayern Group**
- ~ Regional DAB+ (step-by-step)
- ~ Strategic expansion since **2017**
- ~ 49% Acquisition of local fm station Alsterradio and rebranding into Rock Antenne Hamburg (2017)
- ~ National DAB+ **since 2020**
- ~ Further roll-out of Rock Antenne Austria with own location in **2022**

Best Case: Online Expansion ~



TOP 10 private radios: Online Audio Ranking



- ~ Founded as a web radio in **2017**
- ~ 24/7 „extreme party music“
- ~ Real love brand
- ~ pure IP distribution until **2020**
- ~ Synergies and corporate backup **by ffn mediagroup**
- ~ Regional DAB+ (step-by-step) since 2021
- ~ Only radio in Germany that is listed in ma audio since 2023 based on IP
- ~ Further roll-out in Austria (DAB+) since 2024

DAB+ is a piece of the puzzle for larger radio groups

1. Good for big ones – bad for small ones ~

2. Only works for national brands ~

3. Very few business cases will work ~

4. High invest in a non growth market ~

Next Evolution Phases: What is radio's answer?

1. Gen.



2. Gen.



3. Gen.



Pay



On Demand



Where is radio?

mediapioneer.

o'
WAKE WORD

My key question for energizing radio

How will Radio tackle the digital world? ~



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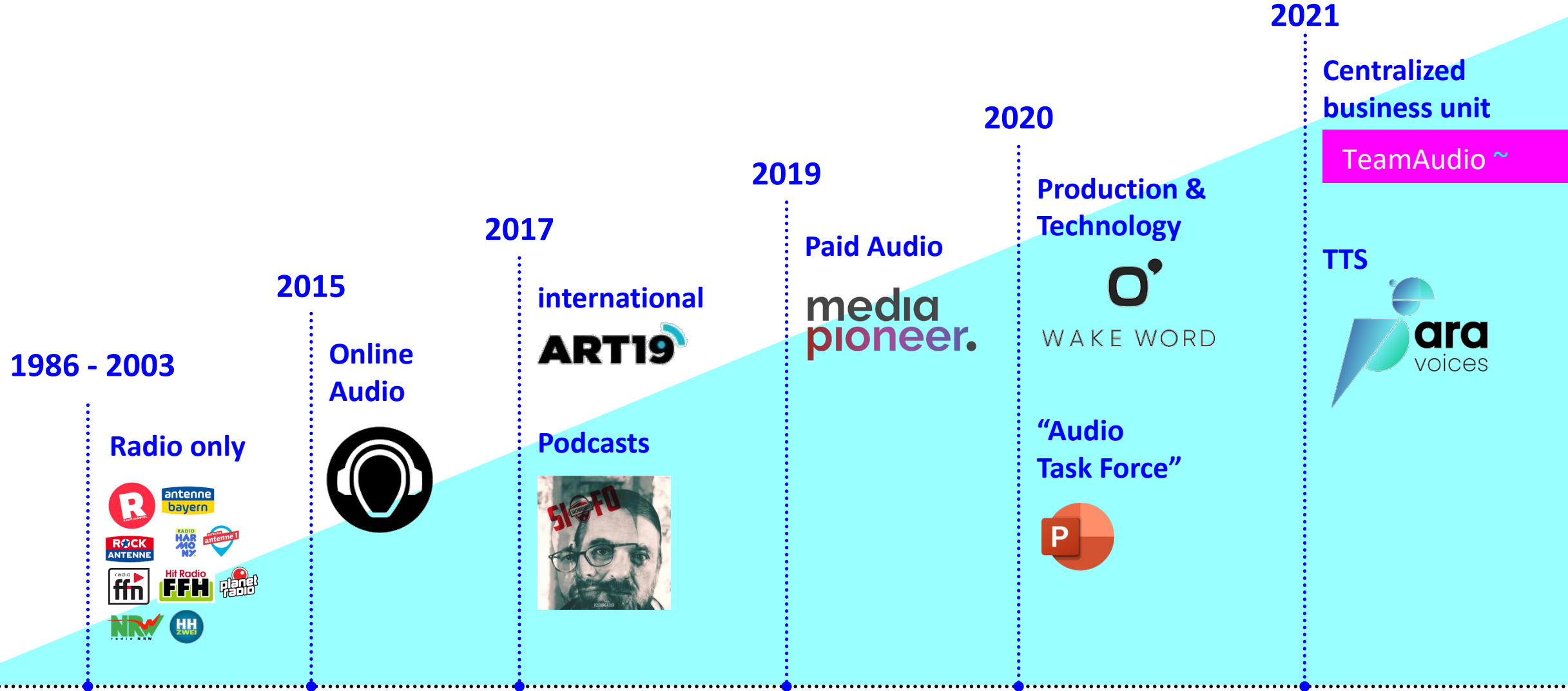
Energize Radio

Backup

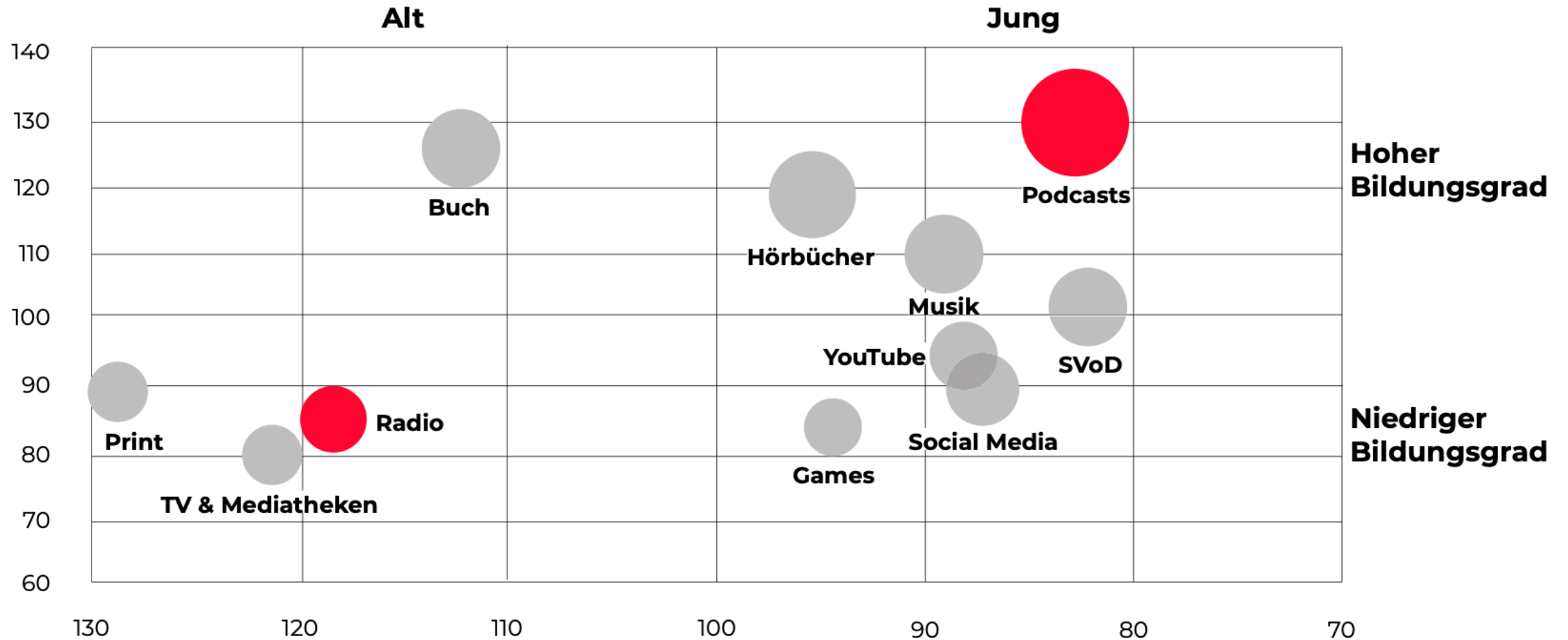
Zagreb ~

November 14 2024 ~

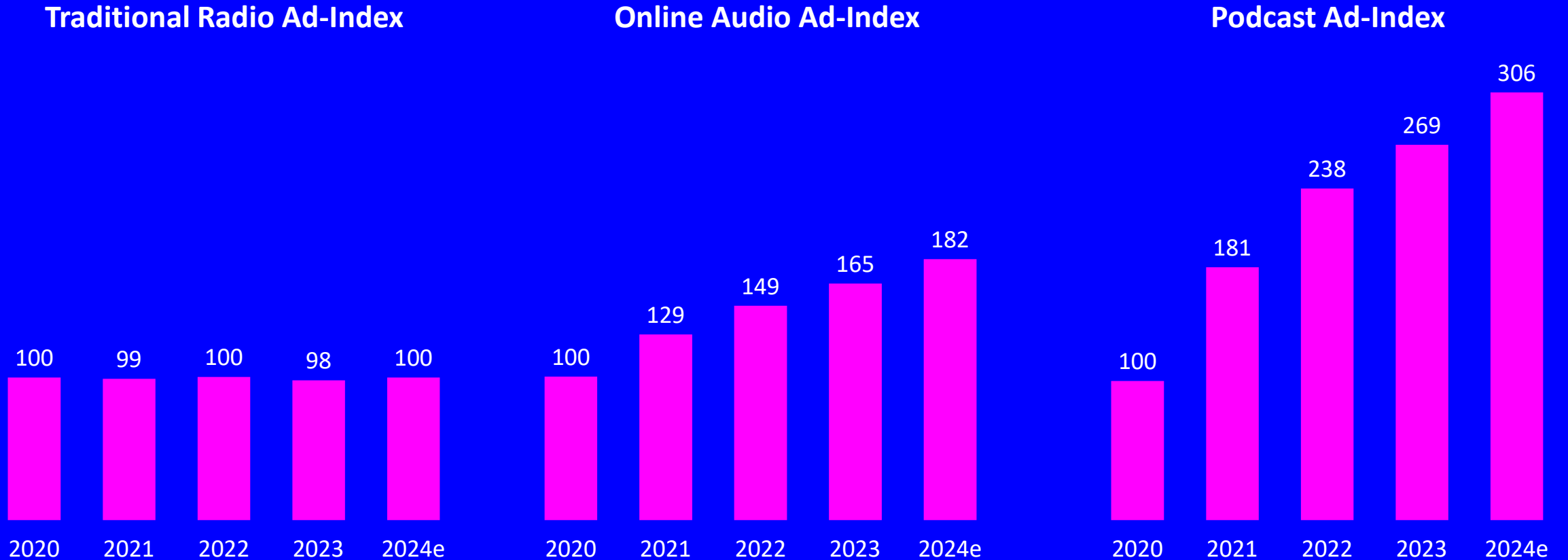
Our audio journey so far ...



This is why we are doubling down on podcasts



Time of a growing Radio Ad Market is over as well, but Online Audio doubles and Podcast triples



What we have learned so far – six DAB+ lessons

1 National radio: growth opportunities for a few new niche channels ~

2 Only big player can afford high investment for national coverage ~

3 Local radio: more of a threat thanks to new national competition ~

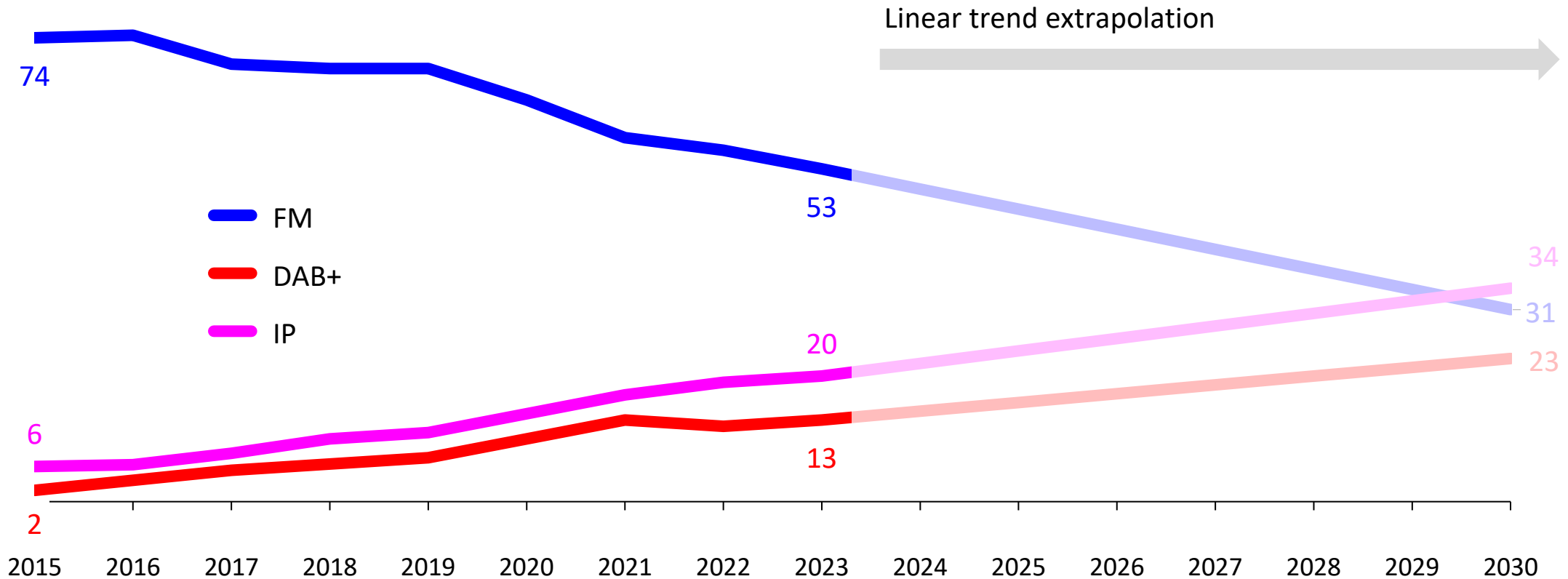
4 No new money: DAB+ doesn't make the ad cake bigger ~

5 Outdated tech: low market penetration, older demographics ~

6 New wave of start-ups: triggered by additional DAB+/IP distribution ~

FM still dominates the distribution game, but our key question is: How to tackle the IP world?

Most used distribution way in %



Since 2018 national niche channels are on the rise

