

U10



mmr12



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MULTIMEDIA MEETS RADIO
CONFERENCE 2012
|||||

#mmr12 - Multimedia Meets Radio Conference 2012

a tweet-book by uio

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www.tweet-book.it

Friday, September 21 2012

The EBU's flagship Multimedia Meets Radio Conference ([#MMR12](#)), Building Success in a Digital World, will bring together innovators from Europe's most influential media companies to present outstanding projects and to share their thoughts on the future of radio.

Multimedia Meets Radio provides a showcase for the best examples of digital content. It is also a forum for exploring strategies for exploiting the synergies between traditional, linear radio and the internet.

At [#MMR12](#) you will hear first-hand insights from key media players, with invited speakers representing Apple, BBC, Radio France, Swedish Radio, Swiss Radio, RAI, Soundcloud and Spotify, amongst others.

MMR12, is taking place in Torino on 19th and 20th September at the kind invitation of the Prix Italia.

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OMW to #MMR12 -
September 19

@sarajoud

Good morning Turin, you're looking lovely. You can follow the Multimedia meets Radio event at #mmri2. On first, no pressure then. - September 19

@brettsr



@brettsr - Multimedia meets Radio Day 2. Good morning Turin. ##mmri2 <http://t.co/tprKUQyj> - September 20

5

Keynote: Multimedia at the EUROVISION
> Annika Nyberg Frankenhaueser (Eurovision
Media Department)

[@leclubradio](#) - Début de La 1ère conférence et ouverture de la 12 édition du Multimedia Meets Radio à Turin. Le Club Radio vous le fait vivre!
[#mmr12](#) - September 19

[@samuelbailey](#) - Digital culture change at Radio 2 - UUs and podcast subscriptions doubled in a year.
[@brettsr #mmr12](#) - September 19

Session 1: Interactivity & UGC

Chair: Mike Mullane (Eurovision Media Strategy)

- > Brett Spencer (BBC Radio 2): Making Radio Social
- > Sarah Hartley (Talk About Local): Open Journalism Toolkit
- > Yan Luong (RTS): RTS EN Ligne Direct

Presentation done,
@foodiesarah on
now talking about open
journalism. It's about a
thousand degrees in here.
#mmri2 - September 19

@brettsr

@brettsr - Great pres from @foodiesarah from @talkaboutlocal on slo-lo-mo (social local mobile), working with communities and plans to expand #mmri2 - September 19

@Radio_20 - @foodiesarah from @talkaboutlocal talking about empowering local communities & solomo social local mobile #mmri2 Any chance to get the pres? - September 19

@samuelbailey - .@foodiesarah talking about empowering local communities with tools to represent themselves - usually diff to how external see them #mmri2 - September 19

@samuelbailey - I learnt a new term - So-Lo-Mo. Social Local Mobile. Yes, its horrible isn't it? #mmri2 - September 19

@leclubradio - Très belle présentation de @brettsr (Head of Digital BBC Radio) sur la diversification des supports et contenus online au #mmri2 - September 19

@leclubradio - Fin d'intervention de Sarah Hartley (Talk About Local) sur la boîte à outils du journalisme libre. C'est l'heure de la pause café au #mmri2 - September 19

Radio2 visar att en trogen
äldre lyssnargrupp också kan
haka på alla plattformar.
#mmri2 - September 19

@anniskattis

@brettsr - Better now, we have all been out into the scorching Italian sun to cool down. Part of the conference room now lava. #mmri2 - September 19

@leclubradio - Selon @brettsr le multimedia nécessite de produire de nouveaux contenus, stimule la créativité et permet aux équipes de collaborer
#mmri2 - September 19



@leclubradio - Graphique très intéressant présenté par @brettsr tout à l'heure au #mmri2
<http://t.co/bHMx93Wo> - September 19

@samuelbailey - RTS in Switzerland - offer an app that receives a question every night at 6pm, you upload audio of your opinion for next days show
#mmri2 - September 19

[@leclubradio](#) - Pour la BBC : 77% des auditeurs écoutent leurs radios en FM. Le reste a switché sur le support digital (rnt, web, stream ...). [#mmri2](#) - September 19

[@leclubradio](#) - La stimulation collaborative et la fabrication d'outils interne sont au coeur de la plupart des présentations au [#mmri2](#) - September 19

[@leclubradio](#) - Présentation de "En ligne direct" show sur "la iere" (radio suisse romande) "Smart phone is transform like a microphone" [#mmri2](#) - September 19

Really good visualisation by Yan Luong from RTS of exactly when listeners interact with the station around the broadcast clock #mmr12 - September 19

@brettsr

Session 2: Podcasting Workshop
Chair: Andrea Borgnino (RAI)
> Apple iTunes Team
> Joel Ronez (Radio France)

Speaker at the moment is
@bencave from Apple. There
are 25 million apps in the app
store, 93% downloaded every
month #mmri2 - September

19

@brettsr

[@leclubradio](#) - Seconde keynote au [#mmri2](#) sur le workshop podcast. Le représentant d' [@apple](#) félicite Apple pour ses podcasts de qualité. - September 19

[@radiopassioni](#) - [#MMR12](#) Ben Cave di Apple iTunes, responsabile Europe e South America per la selezione dei migliori podcast - September 19

[@brettsr](#) - Everybody in the room works for orgs that have podcasts. But seemingly only half the people in the room listen to them. [#mmri2](#) - September 19

[@brettsr](#) - Although it might just be too hot for people to raise their arms twice [#mmri2](#) - September 19

[@ronez](#) - Ben Cave (Apple) attaque sa prez par l'étude de cas [@RadioVinyle](#) dont l'épisode Geoff Barrow est "Episode of the week" en UK [#MMR12](#) - September 19

[@ronez](#) - Ben Cave (Apple): iTunes contient 450 M de comptes utilisateurs, #1 vendeur de musique, présent dans 155 pays [#MMR12](#) - September 19

@radiopassioni - #MMR12 450 milioni di account
podcast da 155 nazioni per iTunes, 25 bn podcast
downad, nuova app in arrivo - September 19

@brettsr - iTunes was only in 23 countries a year
ago, now it's in 155. #mmr12 - September 19

@yan_luong - "if you podcast on your computer
you're part of the minority nowadays, people do it
through iPhone or iPad" Ben Cae (Apple) #mmr12 -
September 19

@radiopassioni - #MMR12 70% audio podcast su
iTunes i consumi sono diversi da paese a paese.
Esempio Desert island discs di BBC R4 - September
19

@leclubradio - Présentation par Apple d'une video
sur @Radio_France avec @Le_Mouv et
@RadioVinyle #mmr12 - September 19

@radiopassioni - #MMR12 7 mln episodi
globalmente Adam Carolla genera 15+ download! -
September 19

[@leclubradio](#) - Prééntation de la nouvelle interface "localisé" de podcast MacOs iOs [#mmri2](#) - September 19

[@yan_luong](#) - "Podcasts subscriptions haven't grown that much between 2011 and 2012, gets (episodes) have" Ben Cave, Apple [#mmri2](#) - September 19

[@ronez](#) - Ben Cave (Apple) : +de 275K podcasts disponibles; Application Site Manager dispo pour personnalisation des HP iTunes (>6 podcasts) [#MMR12](#) - September 19

[@yan_luong](#) - "Podcast figures: 25% audio 75% video" Ben Cave, Apple [#mmri2](#) - September 19

[@mikemullane](#) - [@yan_luong](#) says they had to build their own app because neither [#AudioBoo](#) nor [#SoundCloud](#) were available in French [#EnLD](#) [#mmri2](#) - September 19

[@mikemullane](#) - Ben from Apple says 70% of podcasts are audio, with regional variations: The French love audio, while the Swiss watch more video [#mmri2](#) - September 19

[@radiopassioni](#) - #MMR12 iTunes e i programmi di affiliation e di featured provider per monetizzare e promuovere i podcast dei broadcaster - September 19

[@anniskattis](#) - Podcasting, dead or alive? #mmr12
#iTunes - September 19

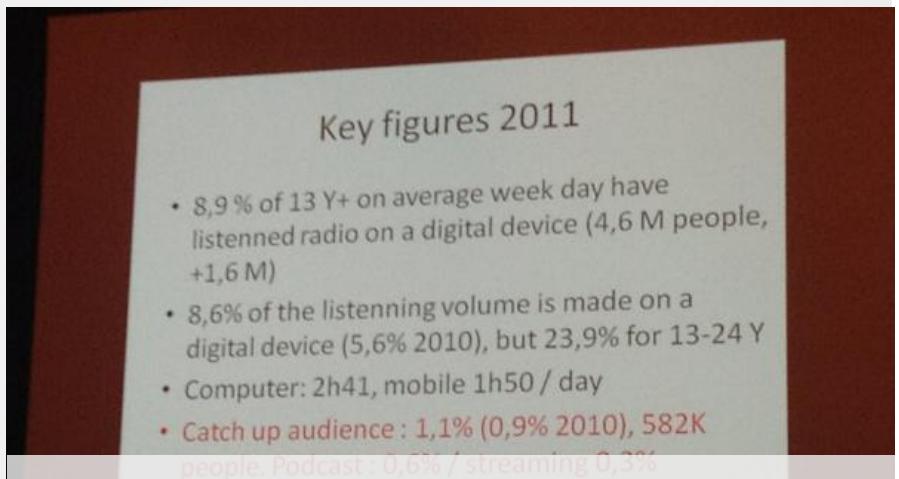
Now @ronez from Radio France will talk about podcasts. #mmri2 - September 19

@jacobhama

@radiopassioni - #MMR12 Joël Ronez podcast di Radio France cerchiamo sempre di adattare i nostri sistemi di distribuzione alle esigenze dell'ascoltatore - September 19

@mikemullane - Nearly 9% of French 13-year-olds have listened to radio on a digital device, says @ronez #mmr12 - September 19

@radiopassioni - #MMR12 9% maggiori di 13 usano il digitale per ascolto radio 4,6 mln persone. 8,6% dell'ascolto in volume è su digital device 24% 13-24 - September 19



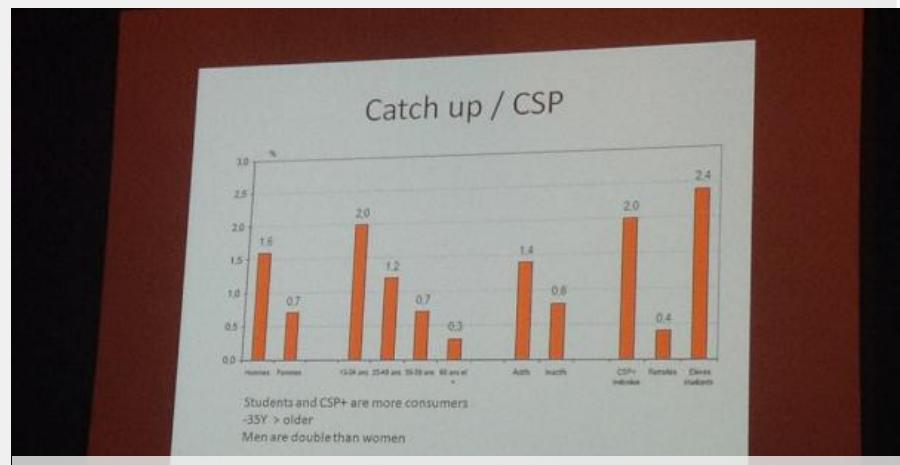
Key figures 2011

- 8,9 % of 13 Y+ on average week day have listenned radio on a digital device (4,6 M people, +1,6 M)
- 8,6% of the listenning volume is made on a digital device (5,6% 2010), but 23,9% for 13-24 Y
- Computer: 2h41, mobile 1h50 / day
- Catch up audience : 1,1% (0,9% 2010), 582K people. Podcast : 0,6% / streaming 0,3%

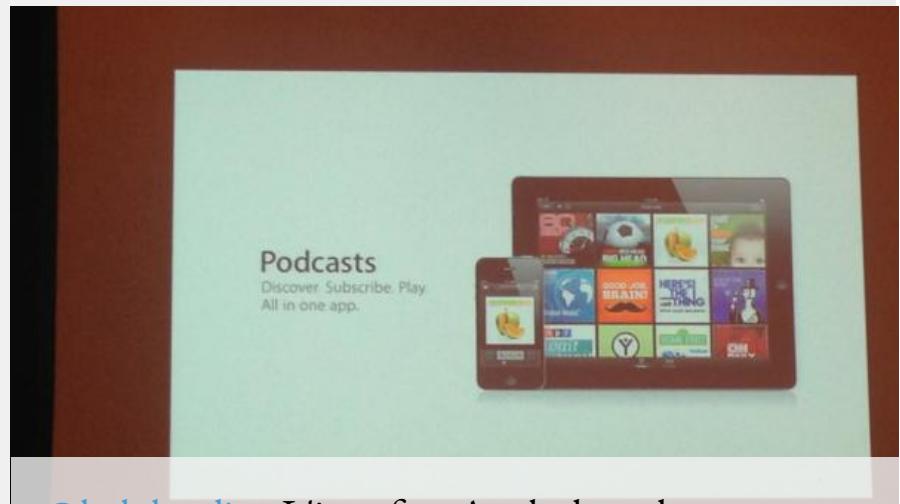
@yan_luong - .@ronez is presenting #radiofrance key figures regarding digital device usage #mmr12 <http://t.co/nDAIMzho> - September 19

@radiopassioni - #MMR12 #radiofrance audience catchup pari a 582k persone pari a 1,1% audience 0,6% in podcast streaming 0,3% - September 19

@mikemullane - French catch-up audience is 1.1% of total listeners (0582K people) and only 0.6% of listeners download podcasts, most of them men
#mmr12 - September 19



@yan_luong - .@ronez is now presenting
#radiofrance catch up listeners segmentation details
#mmr12 <http://t.co/oDYu4nfv> - September 19



@leclubradio - L'interface Apple de podcast en image au #mmri2 <http://t.co/5HTzLuVu> - September 19

@matt - Interactive boss from Radio France @ronez says they have 45% of the podcast download market.
#mmri2 - September 19

@yan_luong - Since January, #RadioFrance is podcasting its musical podcasts => #lemouv on the rise #mmri2 - September 19

@leclubradio - Au #mmri2 @ronez a pris la parole: 24 % des podcast de @Radio_France sont des 13-24 ans. C'est la cible de la strategie digital du groupe. - September 19

@jacobhama - How many downloads per month does SR have @sahlena @anniskattis? #mmri2 - September 19

@jacobhama - Radio France have 8 million downloads per month compared to the BBCs 40 million. #mmri2 - September 19

@mikemullane - @jacobhama Radio France have 8 million downloads per month compared to the BBCs 40 million. > RAI is 4 million #mmri2 - September 19

@radiopassioni - #MMR12 #radiofrance, dati sui download di podcast di radio francesi in Francia e nel mondo, accordi per podcast musicali FIP cresce 300% - September 19

Key figures 2011

- 8,9 % of 13 Y+ on average week day have listenned radio on a digital device (4,6 M people, +1,6 M)
- 8,6% of the listenning volume is made on a digital device (5,6% 2010), but 23,9% for 13-24 Y
- Computer: 2h41, mobile 1h50 / day
- Catch up audience : 1,1% (0,9% 2010), 582K people. Podcast : 0,6% / streaming 0,3%

@leclubradio - Les chiffres de @Radio_France en image. Présentation par Joel @ronez au #mmri2
<http://t.co/cYmWNuht> - September 19

@matt - According to @ronez their research shows that 78% of podcasts downloaded are listened to.
#mmri2 - September 19

@borncast - #podcast #mmri2 still more downloads than stream ondemandcontent - September 19

@mikemullane - 78% of French listen to the podcasts that they download. @aborgnino tells me that RAI's data for Italian listeners is similar. #mmri2 - September 19

@radiopassioni - #MMR12 #radiofrance il 78% dei podcast scaricati viene effettivamente ascoltato, 2/3 degli utenti fanno download one by one, non subscr.
- September 19

@jacobhama - How does @ronez measure how many actually listened to a downloaded podcast? 80% seems high. #mmr12 - September 19

@brettsr - Joel Ronez from Radio France says they have 45% of the podcast market in France and 78% downloaded are listened to, 41% on same day
#mmr12 - September 19

@mikemullane - Where do the French listen to their podcasts? 62% on computers; 4% on tablets; 22% on smartphones; and 11% on mp3 players #mmr12 - September 19

@radiopassioni - #mmr12 #radiofrance podcast ancora molto usato il pc circa il 70% dei casi e l'ascolto in casa, il 41% ascolta il podcast entro la giornata - September 19

Monde						
	Juillet	Août	Septembre	Octobre	Novembre	Décembre
Radio France	6 612 876	5 779 860	8 848 237	9 504 379	9 860 231	9 549 630
Total Monde	13 969 664	12 462 107	20 892 505	21 519 844	22 167 773	21 031 431
<hr/>						
France Inter	3 044 625	2 972 616	4 475 797	4 782 535	5 031 790	4 737 071
France Culture	2 875 152	2 073 130	3 322 341	3 538 271	3 578 106	3 639 948
France Info	480 443	545 914	687 649	732 910	747 399	710 648
France Musique	85 742	94 530	98 469	138 430	153 794	150 248
France Bleu	86 306	62 665	179 273	208 716	223 213	215 884
Le Mouv'	40 608	31 005	84 708	103 517	125 929	126 831
FIP						
<hr/>						
France						
	Juillet	Août	Septembre	Octobre	Novembre	Décembre
Radio France	8 035 134	8 044 631	7 284 245	7 584 249	7 438 456	7 438 456
Total France	16 109 074	16 686 142	15 995 513	15 995 513	15 995 513	15 995 513
<hr/>						

@leclubradio - La fréquentation des podcast
@Radio_France en France et à l'international. #mmri2 <http://t.co/cMZyuQKe> - September 19

@jacobhama - Radio France have one app for each channel. "a nightmare to manage and develop".
#mmri2 - September 19

@radiopassioni - #mmri2 #radiofrance due app, una per ascolto live e una per i podcast - September 19

@leclubradio - Joel @ronez parle des podcasts @Europe1. Selon lui, c'est la radio la plus téléchargée car il y a beaucoup de podcasts. #mmri2 - September 19

@yan_luong - .@ronez is showing how #radiofrance has been optimizing website UX and show avatars for podcast and social media #mmri2
#getyourbasicsright - September 19

@jacobhama - Radio France have simplified their visual identify. They left portraits and small channellogos because they were hard to see. #mmri2 - September 19

@jacobhama - Oops! SR just launched a visual identity in Itunes that was inspired by Radio Frances old design. #mmri2 - September 19

@sahlena - @jacobhama Det vet jag inte. Det är den typen av statistik jag skulle behöva. #mmri2 - September 19

@mikemullane - RadioFrance is rebranding by replacing presenter pics in iTunes and #FB profiles with new logo. "Nobody recognizes them," says @ronez #mmri2 - September 19



@radiopassioni - #mmr12 molto bello il restyling della brand image dei podcast di #radiofrance, online dalla prossima settimana - September 19

@radiopassioni - #mmr12 il problema delle tariffe dati del 3g è serio, oggi le app ti consentono di impostare il download solo con connettività wifi - September 19

@radiopassioni - #mmr12 in Francia accordi con 15società raccolta dei diritti, passa discorso che il podcast non ruba soldi ma dà visibilita. - September 19

[@radiopassioni](#) - #mmri2 #radiofrance importante fare accordi sui diritti musicali perchè permette di mettere in podcast tutti i programmi! - September 19

[@jacobhama](#) - Radio France have music in their podcasts. "Important for the audience that all shows are available" / [@ronez](#) #mmri2 - September 19

[@radiopassioni](#) - #mmri2 secondo Ben Cave di iTunes anche Denmark Radio ha fatto accordi per consentire download di podcast musicali - September 19

[@mikemullane](#) - [@ronez](#) says French rights holders are beginning to understand that podcasts provide an opportunity for them to reach new audiences #mmri2 - September 19

Session 3: Radio & Music at the Olympics

Chair: Brett Spencer (BBC)

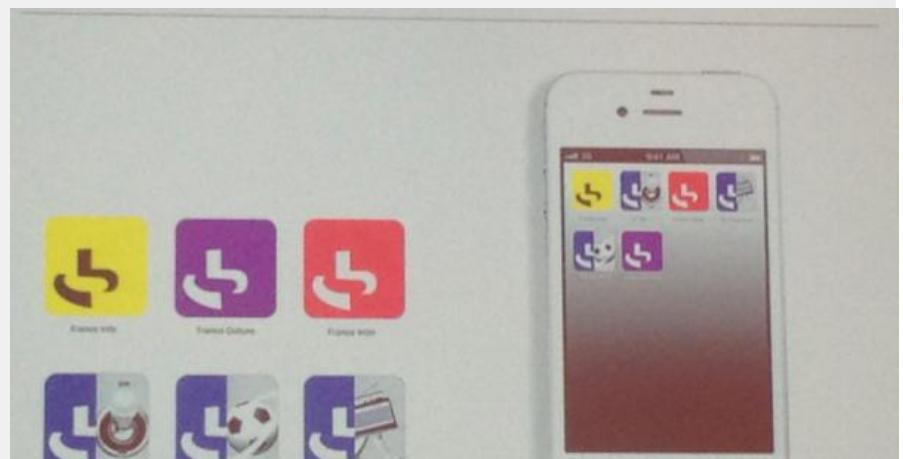
> Darryl von Däniken (International Radio Festival): IRF & London 2012

> Sam Bailey (BBC): Radio 1's Hackney Weekend

Darryl Van Daniken on now
on Swiss bus that broadcast
live from Olympics - 'social
media and radio is a marriage
made in heaven' #mmri2 -
September 19

@brettsr

@mikemullane - The #IRF in Zurich is the first event to celebrate music radio - the world's most consumed medium, says Darryl von Däniken
#mmri2 - September 19



@leclubradio - Les nouvelles icônes des podcasts de @Radio_France sur iphone présentées par @ronez au #mmri2 <http://t.co/duo5cTzy> - September 19

@mikemullane - Darryl von Däniken: We had amazing social media activity - radio and social media is a marriage made in Heaven #mmri2 - September 19

@radiopassioni - #mmri2 Swiss Radio Tour e Swiss "music radio station in postal bus" a Londra per le Olimpiadi - September 19

@radiopassioni - #mmri2 pop up DAB station a Londra per International Radio Festival da Zurigo, anche via cavo e online in tutto il mondo - September 19

@jacobhama - @zackrisson @Gillinger och självaste p3 chefen skall göra en live demo på #mmri2 idag. Spännande. Jag har inte sett den än. - September 19

@Gillinger - @jacobhama Huh? #mmri2 - September 19

New applications

radio france

Radio France Direct :
-Stream (direct / AOD)
-Time shift

Radio France Podcasts :
-connexion with RF ID

@leclubradio - La différence entre les deux applications @Radio_France sur mobiles. #mmri2
<http://t.co/PJeBvS2F> - September 19

@radiopassioni - #mmri2 gli show e gli eventi prodotti da IRF si possono ascoltare anche in forma non lineare, siamo grandi partner di #Mixcloud - September 19

@mikemullane - Darryl von Däniken: For us #radio is curated music: You can listen to it 24/7 because people only get tired of muzac #mmri2 - September 19

@brettsr - Van Daniken - We are curators of music. The human can only listen to music for so long, but they can listen to curated (radio) 24/7 #mmri2 - September 19

#mmri2 BBC RI Hackney
Live concert 2012 mega evento
musicale interattivo, presenta
l'interactive editor for live
events di RI - September 19

@radiopassioni

[@radiopassioni](#) - [#mmr12](#) il 50% dei radioascoltatori 15-24 anni ascolta BBC R1, che ha 11 milioni di ascoltatori - September 19

[@mikemullane](#) - [@samuelbailey](#): BBC Radio 1's played a crucial role during the Olympics because one of the organisers' goals was to reach young people [#mmr12](#) - September 19

[@radiopassioni](#) - [#mmr12](#) Hackney Weekend 2012, il più grande festival free dal 2004, 40mila biglietti gratuiti in due giorni, tre palcoscenici - September 19

[@mikemullane](#) - [@samuelbailey](#): Hackney Weekend was an opportunity to inspire young people. Hackney made negative headlines during the London riots [#mmr12](#) - September 19

[@radiopassioni](#) - [#mmr12](#) approccio innovativo per promuovere il festival in una area, Hackney, poco reattiva e difficile. Social media outreach - September 19

[@yan_luong](#) - Donc la [#BBC](#) a, dans son langage courant, la notion de "social media editor". Y'a encore du chemin à faire en francophonie [#mmr12](#) - September 19

@jacobhama - BBC radio 1 always use professional freelance photographers. "no one will click on a video with a mediocre image" #mmri2 - September 19

@brettsr - You could hear a pin drop in here as @samuelbailey tells the story of the build up to #rihackney and the social outreach initiative #mmri2 - September 19

@mikemullane - @samuelbailey: We went to local schools and ran workshops in Hackney in the run-up to Hackney Weekend. We gave free tickets to locals #mmri2 - September 19

@radiopassioni - #mmri2 altro evento promzionale Take it on, la Radio 1 e iXtra Academy,m24 giorni workshop, 10 film proiettati, ospiti carreer development - September 19

@radiopassioni - #mmri2 incredibile organizzazione per i giorni di concerto a Hackney Weekend, sei stream continui su pc e mobile, social, cover it live - September 19

@khytre - When BBC is presenting numbers regarding their projects, always remember to divide by 10 #hugenumbers #transfervalue #smallmarkets #mmri2 - September 19

[@mikemullane](#) - [@samuelbailey](#): We put Hackney content on YouTube to reach young people. They go to YouTube and not the BBC website for music video [#mmri2](#) - September 19

[@radiopassioni](#) - [#mmri2](#) Hackney we 1 mln unique users, 5,5 mln video requests 57% su You Tube! Streaming on mobile first in UK legacy for young in East Lond - September 19

[@mikemullane](#) - Hackney figures: 5.5 million video requests; 57% watched on YouTube, 43% on BBC site; 300% rise in social media activity over 2011 WE [#mmri2](#) - September 19

[@matt](#) - Very impressive presentation from [@samuelbailey](#) about [#rihackney](#) at [#mmri2](#) - September 19

Session 4: Spotify
Chair: Tomas Granryd (Swedish Radio)
> Sung-Kyu Choi: Spotify

Reprise des conférences au
Multimedia Meets Radio 2012
à Turin #mmri2 - September

19

@leclubradio

Now @granryd about Spotify
and SR. #MMR12 -
September 19

@jacobhama

Spotify so far:

- #1 music service in some countries
- #2 digital service in Europe
- 43% average digital growth in Spotify EU-territories
- 9% average digital growth non-Spotify EU-territories
- available in 15 countries

USA, UK, Sweden, Finland, Norway, Denmark, France, Spain, Belgium, Germany, Austria, Switzerland, The Netherlands, Australia and New Zealand.

 @leclubradio - Keynote @Spotify au #mmr12:
Spotify en quelques chiffres <http://t.co/HUk3WgfO>
- September 19

@radiopassioni - #mmr12 @mikemullane le strategie di Sverige Radio per affrontare la "concorrenza" di Spotify con il #curatedcontent: il mestiere della radio
- September 19

@mikemullane - Toma Granryd (P3) is telling us how Swedish Radio turned Spotify from a perceived threat into an opportunity #mmr12 - September 19

@radiopassioni - #mmr12 Tomas Granryd di Sverige Radio stiamo cominciando a capire solo adesso il vero ruolo della radio nella molteplicità delle piattaforme - September 19

@jacobhama - "Podcast is not the same product as radio" / @granryd #mmr12 - September 19

@radiopassioni - #mmr12 90% dei giovani svedesi ascolta #spotify. Per questo SR ha lanciato il Project Spotify. Goal: place material on Spotify (dal 2011) - September 19

@jacobhama - "Our main goal is to be consumed, regardless of the distribution" / @granryd #mmr12 - September 19

@radiopassioni - #mmr12 SR project #spotify: molti i problemi da risolvere, responsabilità, diritti, compensi, modi di produzione, delivery - September 19

@yan_luong - #SR Conclusions on using Spotify as distr channel: short clips, go with the things that are already a success, viral sharing works #mmr12 - September 19

@matt - Sveriges Radio puts speech content on Spotify (as albums) with tracks 4mins. Content is mainly comedy and sex! #mmr12 - September 19

@radiopassioni - #mmr12 il canale #spotify di SR lanciato nel dicembre 2011. Clip mx di 4 minuti, comedy works, science no. Certi show +100% in download - September 19

@yan_luong - #SR negative conclusions on Spotify: costly (people), FB integration does not work, KPIs to be defined #mmr12 - September 19

@radiopassioni - #mmr12 ma con #spotify ci sono anche problemi, molto lavoro, troppi upload, certi temi non vengono condivisi... - September 19

@mikemullane - @granryd: We put comedy and sex (erotic novels) on Spotify, with all clips under 4 minutes - like songs. Science clips didn't work #mmr12 - September 19

@ronez - Radio suédoise: plus de 2000 contenus sur Spotify, 15 producteurs. Les show sont des albums. Longueur max 4mn. Pas de musique. #MMR12 - September 19

@ronez - En Suède, 90% des jeunes utilisent Spotify. La radio suédoise a donc décidé d'y distribuer ses contenus. #MMR12 - September 19

@ronez - Les programme courts/humour marchent, moins la science. Inconvénients: coûteux, trop de contenus exposés, Facebook opengraph effraie.

#MMR12 - September 19

@radiopassioni - #mmr12 problema maggiore: difficile trovare contenuti su Spotify. Ecco quindi la seconda fase: guidare verso la musica su #spotify con app - September 19

@yan_luong - #SR built an app to navigate into #spotify content (#SR content, #SR show playlists, ...) #mmr12 - September 19

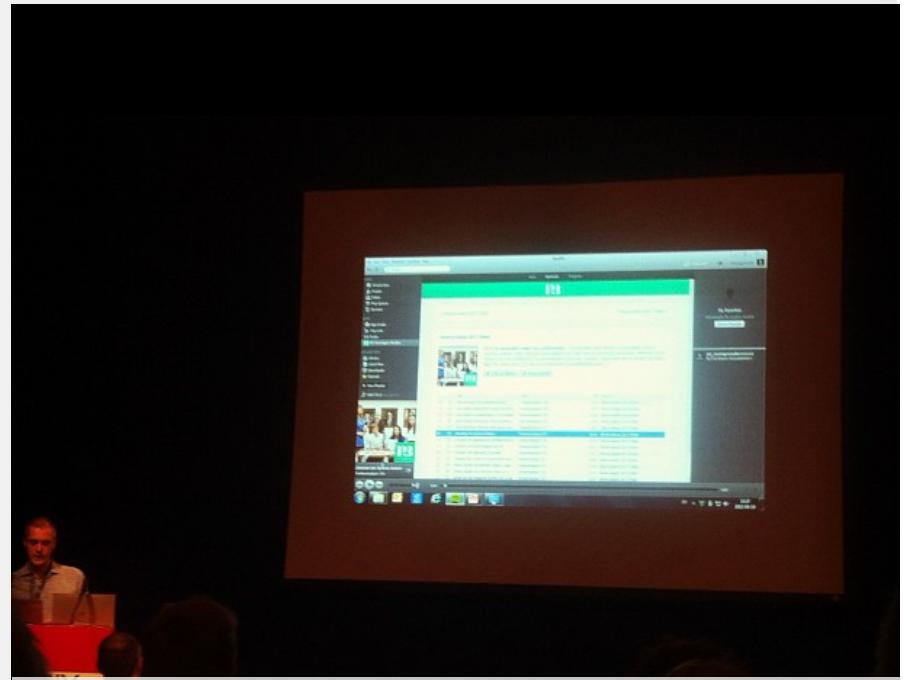
@ronez - Autour de cette marque unique, IP3 une appli pour intégrer et distribuer les contenus musicaux dans Spotify. #mmr12 - September 19

@radiopassioni - #mmr12 #spotify non è radio è qualche cosa d'altro, si deve capire come misurarlo, tutto si basa sui diritti - September 19

@jacobhama - "collaborate, don't compete"
/@granryd #mmr12 - September 19

@mikemullane - @granryd presents Swedish Radio's bespoke Spotify (desktop) app, which makes it easier to navigate the 2000+ clips. #mmri2 - September 19

@radiopassioni - #mmri2 la "app" sviluppata da SR per spotify su desktop in ambiente spotify - September 19



@anniskattis - Sveriges Radio hjärta Spotify. Nu har vi en P3-app! #mmri2 @ RAI Radio televisione Italiana <http://t.co/tbm7YLQn> - September 19

@mikemullane - @granryd says that what SR is doing on Spotify isn't #radio, but is good for the SR brand. It's collaborating instead of competing
#mmri2 - September 19

@leclubradio - .@Spotify propose une forme de podcast musical (avec la gestion des droits d'auteurs) sous forme de playlists. Non dispo sur mobile.
#mmri2 - September 19

Sung-Kyu Choi de Spotify nous explique que le progrès, ça change la société. Il remonte aux fiacres.

#DigitalForDummies #mmri2
- September 19

@ronez

@mikemullane - Sung-Kyu Choi (Spotify) says the Swedish Radio collaboration is no different to broadcasters working with YouTube or Facebook
#mmri2 - September 19

@radiopassioni - #mmri2 Choi label relations per Spotify Stoccolma. #spotify su tutte le piattaforme, social, recommendations, 15 mln user 4 pay 18m tracks - September 19

@mikemullane - #Spotify has 15 million active users and 4 million paying users. It is available in 15 countries #mmri2 - September 19

@yan_luong - #SR has a desktop version app of #Spotify => they transfer their music shows' playlists metadata to the platform => no rights prblms
#mmri2 - September 19

@radiopassioni - #mmri2 #spotify presente in 15 paesi eu usa australia new zealand, 43% crescita la musica digitale nei paesi che hanno #spotify - September 19

@yan_luong - Sung-Kyu Choi de Spotify compare leur modele a la Ford T. J'adore Spotify, mais je sais pas si il avait besoin d'aller jusque la... #mmri2 - September 19

@mikemullane - Choi says Spotify owes its success to disruptive innovation: "We've done to the music industry what Ford did to the horse and cart."

#mmri2 - September 19

@radiopassioni - #mmri2 #spotify è azienda che crea/soddisfa domanda. Cresce rapidamente, ma poi rischia di non innovare. Come Kodak o Polaroid - September 19

@ronez - Le terme utilisé par les anglais pour décrire la prestation du gars de Spotify est : "Patronizing". Je suis un peu mal à l'aise... #mmri2 - September 19

@radiopassioni - Choi #spotify #mmri2 siamo andati incontro alla domanda offrendo musica free, di buona qualità, con metadati e legale - September 19

@radiopassioni - #mmri2 in Svezia ora per la prima volta dal 2000 industria cinematografica sta tornando a crescere - September 19

@ronez - Instead of talking about his business, the Spotify guy giving a boring lecture for 1st degree student about music industry since 1950 #mmri2 - September 19

@mikemullane - Sung-Kyu Choi says as a result of Spotify's free, legal service, Sweden's music industry is making money for first time in 25 years. #mmri2 - September 19

@radiopassioni - #spotify #mmri2 la differenza con last fm o pandora è che non puoi scegliere davvero, Pandora simile a radio con raccomadazione automatica - September 19

@radiopassioni - #mmri2 #spotify Choi sorpreso e felice delle capacità dimostrate da SR, pensava che la radio pubblica fosse un dinosauro - September 19

@radiopassioni - #mmri2 #spotify ci chiedono spesso xché non facciamo curation, non siamo editoriali, ma l'integrazione con FB serve proprio a quello - September 19

@navY - Inspiré? "@ronez: En Suède, 90% des jeunes utilisent Spotify. La radio suédoise a donc décidé d'y distribuer ses contenus. #MMR12" - September 19

@mikemullane - Choi (Spotify) says #FB integration was about engaging with users and giving them more editorial control through recommendations #mmri2 - September 19

Session 5: Soundcloud
Chair: Sara Lacomba (URTI)
> Ben Fawkes: Soundcloud

Keynote @SoundCloud au
#mmri2. Diffusion d'une
vidéo de présentation de
l'histoire de l'EBU EUR
depuis 1950. - September 19

@leclubradio

#mmri2 Sara Lacomba di
URTI, estensione
"radiofonica" di Unesco,
antenato del community
management in ambito
mediatico - September 19

@radiopassioni

@URTITwit - 1. Founded in 1949 after WWII,
@URTITwit is the oldest international audiovisual
union #MMR12 - September 19

@URTITwit - 2. The original idea of @URTITwit :
free sharing of culture would lead to peace #MMR12
- September 19

@URTITwit - 3. #radio was the media chosen by
countries to exchange cultural contents after WWII:
the first network for content exchange was born
#MMR12 - September 19

@URTITwit - 4. 2.0 principles can be applied to all
actors operating for the circulation of creative
contents: broadcasters, audiovisual unions...#MMR12
- September 19

@URTITwit - 5. Every person working in a media
organization can be considered as a CM and use 2.0
logic & tools to improve its job #MMR12 -
September 19

@URTITwit - 6. 2.0 allows to strengthen the
relationship with radio members while showing
them how to do the same with listeners #MMR12 -
September 19

@URTITwit - 7. 2.0 allows to easily manage the community of members while showing them how to do the same with listeners #MMR12 - September 19

@URTITwit - 8. Our goal: provide our radio members with a set of knowledge and tools to be used in their daily work #MMR12 - September 19

@URTITwit - 9. Our media-library : applying forums and e-commerce tools to audiovisual content exchange #MMR12 <http://t.co/p843sJdy> - September 19

@URTITwit - 11. URTI Ecrans / URTI Access : using a Tumblr to pitch audiovisual contents (#docs, concerts...) from your living - room #mmr12 - September 19

@URTITwit - 12. #Beatles v.s. #Stones : using @SoundCloud to mix 'n match broadcasters and indie artists #MMR12 <http://t.co/ZJrq2hrC> - September 19

@ronez - 20 millions d'utilisateurs, 1,5 M de plus tous les mois. #Soundcloud #mmr12 - September 19

• @benfawkes from
@SoundCloud : 20 millions
creators on the platform =>
the biggest sound platform on
the web #mmri2 - September

[@mikemullane](#) - SoundCloud has more than 20 million users and are growing by 1.5 million a month, says [@benfawkes #mmri2](#) - September 19

[@jacobhama](#) - Impressed by URTIs use of state of the art tools for collaboration. And they are all free and cloud based. [#mmri2](#) - September 19

[@mikemullane](#) - SoundCloud is integrated into Twitter, Facebook and even Pinterest. It's also available as iPhone, iPad and Android apps [#mmri2](#) - September 19

[@ronez](#) - Apres Apple, Souncloud est la 2ème présentation de la journée qui commence par l'étude de cas Radio France. [#BestPractice #fierté #mmri2](#) - September 19

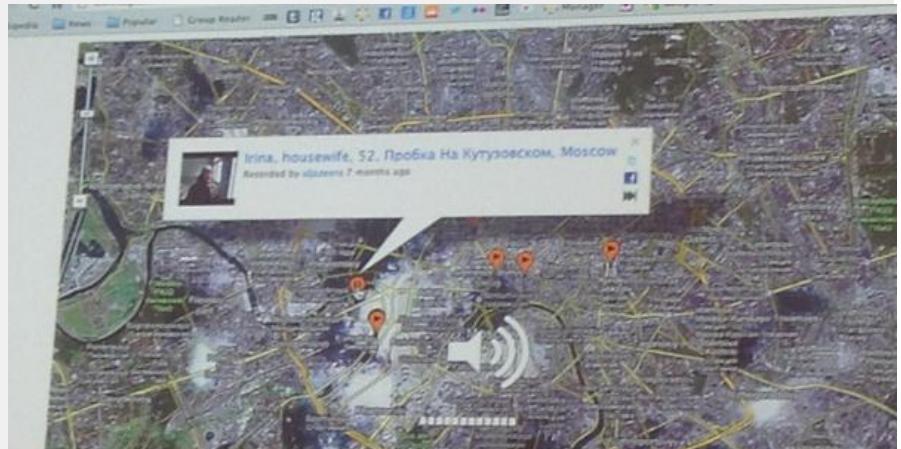
[@jacobhama](#) - Soundclound is an impressive product. Very mature. They even support Android audio. [#mmri2](#) - September 19

[@ronez](#) - Big up à France Inter, dont l'integration [#SoundCloud](#) / Réseaux sociaux est cité en exemple. [#mmri2 Cc @f_inter](#) - September 19

@brettsr - Ben Fawkes - SoundCloud is integrated into Twitter, Facebook, Pinterest & iPhone, iPad and Android apps plus loads of partnerships #mmri12 - September 19

@URTITwit - Aljazeera used @SoundCloud for voxpop production during French elections #mmri12 - September 19

@URTITwit - @SoundCloud maps to visualize geolocalised audio productions #mmri12 - September 19

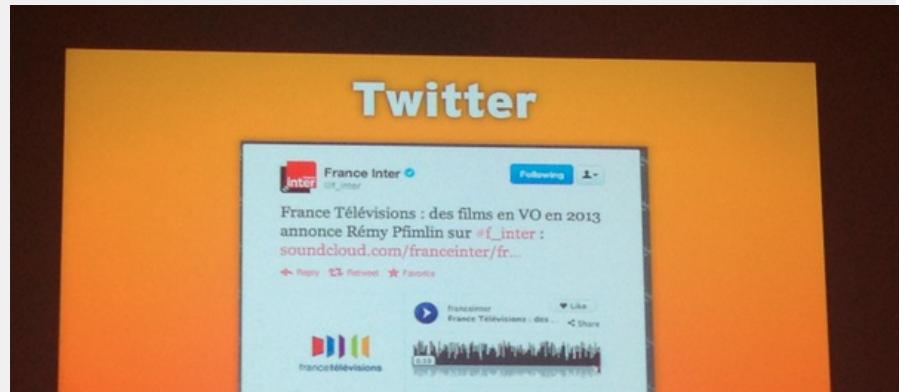


@yan_luong - A new experiment at @soundcloud: geotagged audios => inspirationnal! #mmri12
<http://t.co/N7NoHO6C> - September 19

[@jacobhama](#) - The development team at Soundcloud is ten times bigger than the team at Sveriges Radio. [#mmri2](#) - September 19

[@leclubradio](#) - La présentation des services [@SoundCloud](#) est basée sur les podcasts de [@Radio_France](#) [#mmri2](#) - September 19

[@jcouniol](#) - Nouveau [#soundcloud](#), l'Instagram des sons ? [#mmri2](#) cc [@ronez](#) - September 19



[@leclubradio](#) - L'intégration de [@f_inter](#) sur Twitter avec pour player audio l'interface Soundcloud. [#mmri2](#) <http://t.co/yoonYmDw> - September 19

Mobile and Tablet

@leclubradio - L'intégration de @f_inter sur les tablettes et smartphones avec pour player audio l'interface Soundcloud. #mmr12
<http://t.co/byvsanXa> - September 19

Keynote: The Relation between Radio and the
Internet
> Antonio Preziosi (RAI Radio)

2e Jour en direct du
Multimedia Meets Radio. 1ere
conf en italien! Antonio
Preziosi (RAI) pour la
relation entre la radio et
internet #mmri2 - September

20

@leclubradio

[@jacobhama](#) - Antonio Preziosi emphasizes that fitting a story on 140 characters must not trivialise the truth. [#mmri2](#) - September 20

[@mikemullane](#) - RAI Radio editor-in-chief Antonio Preziosi opened our conference today with a speech about the impact of the internet on radio news
[#mmri2](#) - September 20

Session 7: Re-inventing Radio Online

Chair: Mats Akerlund (Swedish Radio)

> Joel Ronez (Radio France): Binaural Website

> Dominic Born (tpc ag) & Samuel Vuillermoz
(mx3.ch): DIY.fm

Hervé Dejardin is telling us
about Radio France's work on
binaural sound. #mmri2 -
September 20

@mikemullane

[@leclubradio](#) - Le groupe [@Radio_France](#) propose au sein du [#mmr12](#) l'écoute d'une production radio en multicanal (5.1) - September 20

[@jacobhama](#) - Sveriges radio did a few 5.1 productions a couple of years ago. Still available for download but mostly fading away. [#mmr12](#) - September 20

[@mikemullane](#) - Joel Ronez says Radio France is providing high quality sound online because 20% of the French have access to equipment for 5.1 [#mmr12](#) - September 20

[@jacobhama](#) - I don't understand. What is the difference between binaural and stereo? [#mmr12](#) - September 20

[@mikemullane](#) - [@jacobhama](#) Binaural is a more natural sound experience than stereo - it feels like being in the same room as the musicians [#mmr12](#) - September 20

[@yan_luong](#) - Quelques présentations sur tumblr à [#mmr12](#) => "as it will leak anyways, better provide a nice tumblr than crappy iphone pictures" :) - September 20

Diy.fm looks really good! But
how does it look on the
mobile? #mmri2 - September

20

@jacobhama

[@jacobhama](#) - Diy.fm rocks! Can't wait to try it with content from SR. [#MMR12](#) - September 20

[@borncast](#) - “[@jacobhama](#): Diy.fm rocks! Can't wait to try it with content from SR. [#MMR12](#)” would love to support you... - September 20

[@sahlena](#) - [@jacobhama](#) Jätteskillnad. Stereo hör du höger och vänster. Binaural hör du ovanför, under, bakom och framför. [#mmr12](#) - September 20

[@ronez](#) - Prez de DIY.fm, par les agités et brillants suisses de [@mxlabswiss](#). [#mmr12](#) - September 20

Session 8: Youth Radio

Chair: Mike Mullane (Eurovision Media Strategy)

- > Matt Deegan (Folder Media): Fun Kids Apps
- > Pauliana Novakova (BNR): Bin@r
- > Gohar Adamyan (Public Radio of Armenia) & Olaf Steenfadt: Bringing Europe's Youth Together

The last session is about youth audiences. First up is @matt and #FunKids - grab your listeners when they're young #mmri2 - September 20

@mikemullane

@URTITwit - @matt piú Del 40% dei londinesi hanno una radio digitale #mmr12 - September 20

@yan_luong - "Contrarily to adults, kids are not concerned by platforms, they try to swipe everything" @matt #mmr12 - September 20

@mikemullane - @matt says that silliness is very important on kids #radio and #TV #mmr12 - September 20

@URTITwit - @matt : multiplying the presence on @funkids on social platforms and supports: grow awareness #mmr12 - September 20

@mikemullane - @matt says he was initially uncomfortable about putting #FunKids on Tunein Radio, but the results have been great: 120K listeners p/m #mmr12 - September 20

@brettsr - Fun Kids has eight people contributing their time across the week but there is only one full time five days a week staff member. #mmr12 - September 20

Pauliana Novakova
presenting RNB (Bulgarian
Radio) new internet #radio
"Binar" @ #mmri2 -
September 20

@URTITwit

@mikemullane - BNR's #Binar is an online station that targets young Bulgarians. It includes personalised music channels and 6 hrs of live video
#mmri2 - September 20

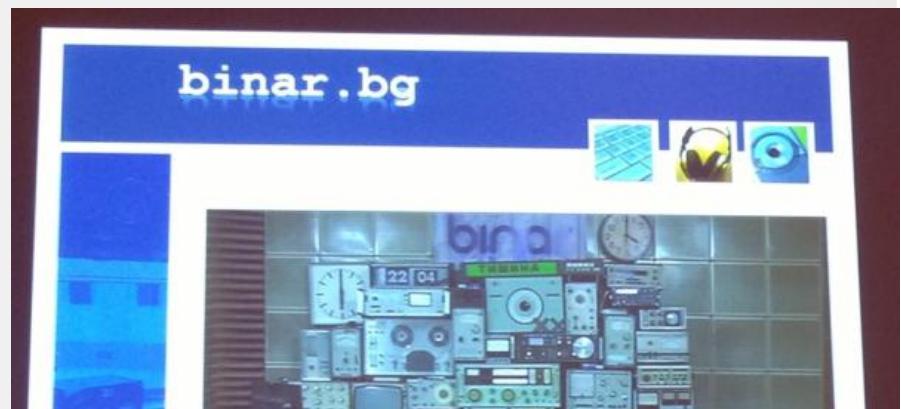
@ronez - Le studio de #binar, radio digital native de Bulgarie. Flux, musique à la demande, 6h/j de vidéo
#mmri2 - September 20

@mikemullane - Radio Binar's website attracts 14K unique visitors every month, most of them under 35 years old #mmri2 - September 20

@mikemullane - #Funkids has 150K listeners, two thirds of them kids. Around 70% of them listen on #DAB digital #radio #mmri2 - September 20

@sarajoud - Glad to see a bit more #radio + #innovation ladies in panels than usual @ #mmri2 - September 20

@mxlabswiss - @sarajoud exactly! congrats to bulgarian radio 4 young people @RadioBinar nice job and bright perspectives! #mmri2 - September 20



@leclubradio - Présentation du studio "moderne" de #Binar (Bulgarie), radio digital native avec music on demand, 6h/j de vidéo #mmri2
<http://t.co/KAK74buO> - September 20

Learning about Armenia
from Olaf Steenfadt. Radio is
the voice of change as the
average age of primetime TV
viewer is in the 60's #mmri2 -
September 20

@brettsr

[@mikemullane](#) - Olaf Steenfadt says #FB played a marginal role in the Arab Spring. Dictators controlled TV but forgot about [#radio](#) [#mmri2](#) - September 20

[@LindaRulle](#) - "Social media and public media does sound a little similar. So where is the difference?" by Mr. Steenfadt [#mmri2](#) - September 20

[@brettsr](#) - In Armenia social media played a marginal role in the protests. Dictators controlled TV but forgot about [#radio](#) [#mmri2](#) - September 20

Gohar Adamyan showing us
how important radio is to
Armenian youth as they
protect the environment,
from waterfalls to recycling
#mmri2 - September 20

@brettsr

[@mikemullane](#) - Gohar Adamyan says that 21st century Armenian youth prefer the internet as their main sources of news and information #mmri2 - September 20

[@brettsr](#) - Radio and online the most important news sources for youth in Armenia, television is for the older generation #mmri2 - September 20

[@mikemullane](#) - Gohar Adamyan would like to create a European portal for public service, multimedia content that targets youth audiences #mmri2 - September 20

[@brettsr](#) - Saving the best until last, this presentation on radio in Armenia is the most fascinating thing I have seen across the two days #mmri2 - September 20

#mmri2 is all done, good conference, lots of female speakers for a change, met some great people. -
September 20

@brettsr



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