



**POINT-TO-POINT**  
DIRECT MARKETING SOLUTIONS

www.ptpmarketing.com

Highest  
Quality

## NEWSROOM

Thursday, May 4, 2006

### Musexpo 2006 Programmers Say Radio Is 'Platform Agnostic'

The importance of creating an identifiable brand transcended any language barriers at the international panel discussion, "How Programmers Keep 'Em Tuned In," held yesterday at Musexpo 2006 in Los Angeles.

"Most people are thinking 'platform agnostic' these days," Pollack Media Group President Tommy Hedges told conference attendees. "You have to worry about your 'brand' more than anything else ... and whatever it is that you are exclusively bringing to your listeners."

Tim Renner, Managing Director for Motor FM/Berlin, Germany, quickly added, "If you are a radio station, you have a mission to stand out. You have to have a clear profile and a clear brand name, especially when the radio station business model is changing so quickly. You have to create a buzz about the music, and find a way to get connected to the listeners."

Four of the largest music markets in the world — The U.K. and Ireland; Germany; Japan; and North America — were all represented on the panel, which also included Clear Channel Online Music & Radio SVP/GM Gerrit Meier, Sirius Sr. Director/Programming Gregg Steele, AOL Music & Radio Network Executive Director/Music Industry Relations Jack Isquith and Tokyo FM/Japan PD Satoshi Ogawa.

"Our goal up until now has been selling people on the Sirius brand," Steele said. "Now our goal is to brand the individual channels. But our focus is not to take away from terrestrial radio in the way that they can cover local markets. We're focused on national products. We're not trying to compete on a local level."

The discussion was moderated by Absolute Radio International Director/Programme & Operations Clive Dickens and Radio & Records CEO/Publisher Erica Farber, who commented on how important branding seemed to be to all of the panel members.

"We certainly spend a lot of time branding AOL Music, AOL Entertainment and AOL Radio." Isquith said. "Our path may be different from terrestrial radio stations in that we think there is a tremendous amount of brand loyalty with the artists and the stations themselves. I don't spend a lot of time thinking about the platform of radio. At AOL Radio, we focus on the overall music experience. For the listener — we think their first connection is with the music."

Clear Channel's Meier believes radio hasn't lost its relevance in today's changing world. He said, "I think the definition of radio has changed. I think what people are really talking about is the platform. What radio is, has

### NEWS SUMMARIES

Updated May 4, 2006  
11:22am ET

#### **IDJMG Now At Def Con II**

Island Def Jam Music Group launched a new specialized team within the promotion department called Def Con II, which will be overseen by IDJ Sr. VP/Promotion Rick Sackheim and VP/Promotion Shawn "Pecas" Costner as well as a full field staff.

[Full Story](#)

Updated May 4, 2006  
4:30am ET

#### **Musexpo 2006 Programmers Say Radio Is 'Platform Agnostic'**

The importance of creating an identifiable brand transcended any language barriers at the international panel discussion, "How Programmers Keep 'Em Tuned In," held yesterday at Musexpo 2006 in Los Angeles.

[Full Story](#)

Updated May 4, 2006  
4:30am ET

#### **Radio Stocks Sizzle On Wall Street**

As the Opening Bell rings in Lower Manhattan today, investors can only hope that the tremendous gains seen by many radio companies in Wednesday's trading wasn't an anomaly.

[Full Story](#)

### LATEST HEADLINES

Updated May 4, 2006  
12:41pm ET

#### **[Today's Radio Financial Reports](#)**

#### **[Study: Database Members Feel Closer To Stations](#)**

#### **[Clear Channel Radio Revs Beat Analyst Expectations](#)**

#### **[Bryan Bumps Hamilton At CBS Radio KRTH/Los Angeles](#)**

#### **[XM Hit With Class Action Suit Over Q4 2005 Subscriber Costs](#)**

#### **[La Preciosa Debuts In Corpus Christi, TX](#)**

been, and will be is a very relevant platform. Even in a world with more and more choices, listeners will continue to rely on people they trust from a programming perspective. And that role is still very well filled by radio."

— Sarah Vance, R&R Staff Reporter

**TODAY** | Last 7 Days: [05/03](#) | [05/02](#) | [05/01](#) | [04/28](#) | [04/27](#) | [04/26](#) | [04/25](#)

[Products](#) | [Advertising](#) | [FAQ](#) | [About Us](#) | [Contact Us](#) | [Site Map](#)

© 2006 Radio & Records. All Rights Reserved [Privacy Policy](#)

[\*\*Keith Richards To Undergo Surgery\*\*](#)

[\*\*Analyst: Emmis' Strike-Out With Nationals A Hit With Shareholders?\*\*](#)

[\*\*Lee Cherry Promoted At Archway Broadcasting\*\*](#)

[\*\*Susquehanna Atlanta Layoffs\*\*](#)

[\*\*Irwin Pollack's Advertising Theory Thursday\*\*](#)