

User Generated Radio

Using Open Source To
Reduce Administration and
Increase Revenue

User Generated Radio

The User Generated Radio model is where the community and audience does the actual programming and intelligent systems do most of the administration that radio stations don't have the human resources to monitor.

Multi-platform Internet access has pushed social media into the mainstream with users from all over the world contributing rich content online. We are seeing user-generated multimedia content in many ways including web applications like YouTube and Facebook.

Hurdles

There isn't a simple way to service to these small remote markets and to enable smaller accounts an opportunity to advertise locally.

The CRTC makes it difficult to run networked radio stations for small markets and has not allowed micro broadcasting.

There are many high end systems that cost many times what a small station can afford.

Logistical Challenge

How to supply localized User Generated Content and capitalize on new revenue streams

How to operate a network of grid radios in a cloud environment

How to do this on a limited budget

Solutions

What is needed is applications to enable these communities and groups to communicate with each other using open source content delivery networks using standardized protocols.

Benefits of Open Source Approach

Open Source = Security

Sharing the source code of projects, the “Digital DNA” and blueprints makes it very difficult to inject Trojans and back door process. There is no where to hide.

When was the last time Firefox crashed?

Case Study in Whitehorse

CJUC 92.5 FM

30 active radio programmers

Community Jukebox

Who are the programmers?

- Groups and individuals that live within the Yukon, Canada and as far away as Estonia
- People with disabilities that cannot physically make it to the studio or that rely on screen reader support
- Busy people with not a lot of extra time
- Stay at home retired people with time on their hands that have vast knowledge of music
- Non-profit groups, Podcasters, Music fans, Rabble-rousers, News junkies, Commentators and Soap-Boxers

The MPX (Matt P Experience)

At first Matt could only program music segments

We checked over his show for compliance then we bumped up his permissions

That was years ago and we haven't seen much of Matt since

Matt is one of the most active DJs!

Sources of new revenue

- Emergency broadcast partnerships for access to local organizations
- Local Event, Tourist and informational radio
- Narrow casting with RDS Tagging of online coupon to take to business
- Localized and Regional User generated advertising
- Residual from local revenue streams and networked ad substitution
- E-Busker residual for enabling transactions supporting content creators

Win Win Scenario

Audience gets diversified localized User generated content

Broadcaster gets more local audience and speciality advertising opportunity, with out having to spend significant human resource or increased infrastructure.

www.openbroadcaster.com

Thank-you!