



Multichannel, cloud based, data driven

SmartRadio – ‘radio as a service’

Today, media companies find themselves in transitional processes where they now have to think from a brand perspective to create a higher content experience. The traditional technical backend however, does not allow for an optimal connection to their target groups, as consumers are embracing online more than ever. More often than not, there is a lack of the right personnel and funding in order to make this transition possible. It is made more cumbersome by the fact that consumers expect content from both traditional and new media. This dual way of thinking is where Broadcast Partners can help your organisation, with SmartRadio.

For over forty years, Broadcast partners has been working on and with all kinds of tools for radio, audio and now video production. From cables to complete studios, from simple plugs to complete compete radio parks, from hobby level to high tech organ-

isations such as Radio 538, Qmusic, VRT and NPO. “The slogan ‘we make radio happen’ is more than just a slogan...”, explains Edward Hotchkin, Sales Manager at Broadcast Partners. “The ‘we’ refers to the strong relation which we have with our customers, based on long-term cooperation with much more than standard Q&A customer service. That work ethic is exactly what has allowed Broadcast partners to become a trusted advisor for those seeking support or advice for companies faced with constant strategic decision making.”

FIGHTING FOR ATTENTION

Fighting for attention is what is important to survive in 2019. Whether it is on television, radio, internet or mobile, you must have some kind of presence on every media platform. In order to stay one step ahead you need social media managers, content managers, technicians, marketers, editors, big data experts, journalists, DJ’s, producers, designers, news editors, hardware, software, security and all other kinds of expensive tools. “The market is now changing...” explains Edward Hotchkin. “Great thought must be put into every Euro spent, both in labour and tools. Investing in solutions and innovation must be scalable, flexible, simple to use and affordable. Also, gathering data is vital, because data is needed to drive production in modern organisations that publish content. Yes, content is still king. Luckily, delivering all of your content to consumers is easier than ever with modern tech; by smartphone, tablet, laptop, PC or other smart device. With this range



of devices, everyone now has the chance to become an editor, producer, voice-over artist, journalist, blogger, vlogger or create a trending topic. IF this content is well thought out, filtered and placed on the correct channels, it can help you in the fight for attention immensely.”

QUESTIONS

Are there enough specialists to go around? Are the available tools adequate for the job? Is it all too expensive? The market is screaming for better tools, a fact that Broadcast Partners has known for a few years now. Preferably cloud based technology for both public and private cloud, modular and, therefore, flexible enough to connect to most existing environments...something that could replace that labour intensive basement full of expensive, sensitive technology that has a short life span. Why purchase a complete studio for a themed or online radio station? Why invest in an expensive playout system when there are better alternatives? Why buy 5 new servers when cloud computing is more affordable, insured and more reliable nowadays? Why do you need to contact 10 different companies in order to solve your cloud problems? Those questions are exactly what Broadcast Partners have been answering during their recent SmartRadio Tour including the NAB show (Las Vegas), Radiodays Europe (Lausanne) and Salon de la Radio (Paris). There, media companies were out in force, looking to find

answers to those questions. Massive interest was shown in what SmartRadio has to offer.

SMARTRADIO

Broadcast Partners anticipated this shift early and started developing SmartRadio, their “radio as a service” solution, as a complete answer to all of these questions. “Hybrid and modular”, says Rene van de Kolk, R&D Manager. “SmartRadio offers you all of those solutions, as a subscription. It is our goal to help media companies and publishers with the innovation their production process. Not only to solve problems, but to also discover to new chances”.

SmartRadio offers various modules which can be connected on existing systems and/or infrastructure. “In addition to all of the included components for technical solutions, we also offer you our experience in support and consultancy if needed...” according to van de Kolk.

SmartRadio is a new way of radio production which provides matching today’s demanding requirements, it is data-driven and provides relevant insights for the client. “Our customers can continue in contact with their public by using one or more of our software modules”, explains Edward Hotchkin. “It has been developed specifically for the cloud, with all advantages that the cloud has to offer. Working from home, on a terrace, at the beach or in a café. If you have a working wifi or mobile connection, then it is possible to control radio station, website content, and video stream, whilst managing your social media accounts.”

Simply put, SmartRadio is one platform from which you can access many helpful tools. The system has been divided into 3 components, Smart Production, Smart Publication and Smart tools. Each component has several specific modules that provide solutions for various elements from the production process. By the offering this wide range of functionality from one place, SmartRadio saves money for editorial, IT and marketing. Above all it helps internal communication by focussing on one platform rather than several different one. It is scalable for one or hundreds of users, for a single station or 100 different ones. You can





use it as a long term solution, or be more flexible with the pay-per-month option. This last option makes it possible for you to set up an event or seasonal based channel which can be “switched off” when unused. The modern programming language allows for a smooth connection to you existing system. “It is in a constant state of development, which is why a team of 8 developers is working on the platform functionality” explains Rene van de Kolk. “We translate the valuable feedback from our customers into more, or improved new functionality. That way, we do exactly what the market wants from us, improving the operational costs of media companies in the process”

SMART PRODUCTION

Smart Production is where the production process begins. Here you can find the tools for a dynamic production environment, where several users can work separately or together to create the most beautiful content. Here, for example, you can upload, edit and store audio content in the database. “You can also download music, as well as add promo’s or commercials”, adds Rene van de Kolk. “Our recent addition makes it possible to create voice tracks or podcasts. The Smart Live Player is a new addition to SmartRadio, which is ready for live-assist, works with multiple decks and shows you the relevant metadata. Together with the most recent VoIP protocols, which is ideal for a private cloud environment. You can also connect to Pluxbox RadioManager to manage and share your radio workflow to social media networks”. The Smart database is a helpful tool for radio playout process when you want to share information to different publishing points such as a website, Spotify or Social Media. Hotchkin: “It is now possible to import all kinds of

video, music and audio formats in a user friendly way, through a web-based, drag-and-drop method, allowing you to view and edit relevant metadata along the way, for which an HTML metadata editor has been included.

SMART PUBLICATION

Smart Publication comes with several additional innovative services. Gathering news items, writing stories and editing video can all be done in Smart Media Management. Rene van de Kolk: “Integration with Smart Production with Radio Manager is now possible, allowing for easy, multichannel production. Soon, it will be possible to integrate mixers like LAWO and Axia from existing radio studios”. Through the streaming service, your audio and video content can be uploaded to your site, app or other location, with commercials if you prefer. SmartRadio has also introduced a world class audio processing with scalable options – called Smart Processing. This option has been developed with market leaders to allow you to adjust your audio settings through a user friendly interface.

Change your levelling, compression and other settings to your favourite ones, or ask Broadcast Partners for advice on the matter. Create your own unique sound without the cost of expensive processors. Smart Processing is available now!

SMART TOOLS

“For those who publish numerous videos, Articles, audio files or stories Smart Analytics is indispensable for the organisation”, adds Edward Hotchkin. “The clever algorithms allow you to compare all of your content. Along the way, the system will supply you with tips not to improve story quality, visibility and likeability, but to supply you with insights on how your consumers got there and what they do when visiting, making monetization easier. Your online presence therefore becomes more valuable. Additionally, you will receive details engagement figures and extra tips to improve the relationship with your fans”.

More information

For more information about SmartRadio and what it can do for you, please visit www.smartradio.nl or get in touch with:

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