

THE SPORTS AUDIO INSIDER

The Latest on the Business of Sports Audio Content, Delivery and Emerging Technology

January 2010

Revenue Ideas, Trends, Developments and the Latest about PPM's Effect on Sports Radio

Value of Terrestrial Networks In a New Technology Era?

One frustrating radio issue for some teams that may alleviate itself: Maintaining a terrestrial radio play-by-play network. There simply may be a better way to market and communicate those games via new technology. The open-ended question is whether utilization of mobile, satellite, web and HD delivery channels provides greater value than a host of small market terrestrial signals. The sports industry has dealt with radio networks the same way for the past 70 years and the scope of some of those networks became pretty impressive (see Minnesota Twins, Dallas Cowboys, Chicago Bulls). Most teams however are challenged to meet their own expectations and many have seen their footprints slide backwards in the face of a horrifying 18 months for the broadcast industry. With audio now rapidly joining the digital age, new types of 'radio' networks are not far behind.



The Battle For the Dashboard Gains Momentum Next Week

The annual Consumer Electronics Show arrives in Las Vegas next week (January 7-10) and the expectation is that the automotive companies will have an extraordinary presence. Ford's CEO Alan Mulally will be the keynote. Quoted recently in industry print, HD Radio CEO Bob Struble explains the automotive effort in Vegas is 'because the modern car has become a virtual consumer electronics playground, and CES has grown almost as important to car makers as the Detroit Auto Show'. Audio is of course is the dominant, if not only legal, means of distributing information to a car driver.

Who's Going To 'Radio Row' for February's Super Bowl Week?

I wonder how far we are from the infamous and sometimes contentious 'row' being filled with new delivery channels. Satellite is already there. Can sports and team-based webcasts and podcasts be far behind? And what about local football team-branded channels broadcasting on HD? Bet today's radio row looks a lot different in 5 years. Quick informal survey for 2010 has many radio station's Super Bowl plans predicated on January sales and a last minute decision pending.



Edison Research Shows Sports Audience Can Grow When More Content Is Offered

While future sports-based audio content will likely be delivered via emerging technology, 2009 will be remembered as the year that the traditional sports-talk format became accepted by broadcasters as a viable FM format. The Boston market provided an interesting and maybe telling case study. In a December release, an Edison Research Arbitron survey found that the total weekly audience for sports talk nearly doubled (about 300,000 to 600,000) when a second Boston sports station signed on using an FM signal. Sports fans are out there. It may be that the more we offer, the more interest grows.



Name Change for Beason Broadcast Partners

After 5 years, it was suggested that the Snyder name actually had some equity in the audio and sports industries and certainly more than the name Beason, the moniker of a childhood golden retriever. Thus Snyder Sports Audio now moves forward. The core of the business remains exactly the same and as concise as ever: audio consultants for the sports business.

SPORTS AUDIO INSIDER TO PROVIDE MONTHLY INDUSTRY DIGEST SUBSCRIPTION

Chicago-based sports radio consulting firm Snyder Sports Audio, Ltd. publishes a monthly summary of the latest headlines, trends and developments affecting sports radio and sports radio play-by-play. THE SPORTS AUDIO INSIDER will be sent by e-mail each month for \$5.00 per month and can include as many e-mails as desired in the same physical location. Bob Snyder, Principal, Snyder Sports Audio, Ltd.

Consulting at the Intersection of Sports and Audio

www.beasonbroadcastpartners.com

