

The logo for the Entertainment and Goods Trade Association (egta), consisting of the lowercase letters "egta" in a bold, sans-serif font, followed by a small blue dot. The logo is positioned inside a white circular graphic element on the left side of the slide.

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# Gen Z & Radio

Association of  
television and radio sales houses

# EGTA: WHO WE ARE

- Association of television and radio sales houses
- 46 years of experience
- 160+ members
- 43 markets
- Network > 2000 senior executives
- Our job is to help our members to:
  - Monetise content
  - Optimise revenue
  - Sell ads around TV/radio content regardless of devices
- Monitoring-Promoting-Benchmarking-Networking-Events-Trainings-...

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# AGENDA

- WHO ARE GEN Z
- EUROPEAN LANDSCAPE
- INITIATIVE EXAMPLES TO ATTRACT GEN Z
- HOW TO ATTRACT GEN Z





# WHO ARE GEN Z ?

# GEN Z ARE:

9-24 yo  
(1997-2012)

Born  
connected

Extensively  
connected

Global

Visual

Social

Tech savvy

What I want,  
When I want

Content  
creators

Active and  
interactive



# EUROPEAN LANDSCAPE

# AUDIO LANDSCAPE IS EVOLVING...

- More players
- More audio content
- More audio formats
- Amplified coverage
- New delivery technologies
- More connected and screenless devices
- Better audio quality



# AUDIO LANDSCAPE IS EVOLVING...IMPACTING CONSUMPTION & BUSINESS

- More players within the audio landscape
- More audio content
- More audio formats
- Amplified coverage
- New delivery technologies
- More connected and screenless devices
- Better audio quality

- Higher audio coverage
- Multi-platform landscape
- Growing audio consumption
- Stronger competition in the battle for ears
- Increasing dominance of global players & platforms
- Fragmentation of the offer & revenues
- Data-driven marketing vs mass reach
- Increased in-car competition



# RADIO AUDIENCE IS DECLINING OVER THE 5 YEARS...

COUNTRY	TOTAL POPULATION	
	REACH	TSL
SPAIN	-7,4%	-3,8%
FRANCE	-7%	-5%
GERMANY	3,4%	4,2%
NORWAY	-10,5%	1%
FINLAND	-12%	-3%
NETHERLANDS	-7%	-11,5%
RUSSIA	-13%	-11%

# RADIO AUDIENCE IS DECLINING OVER THE 5 YEARS...

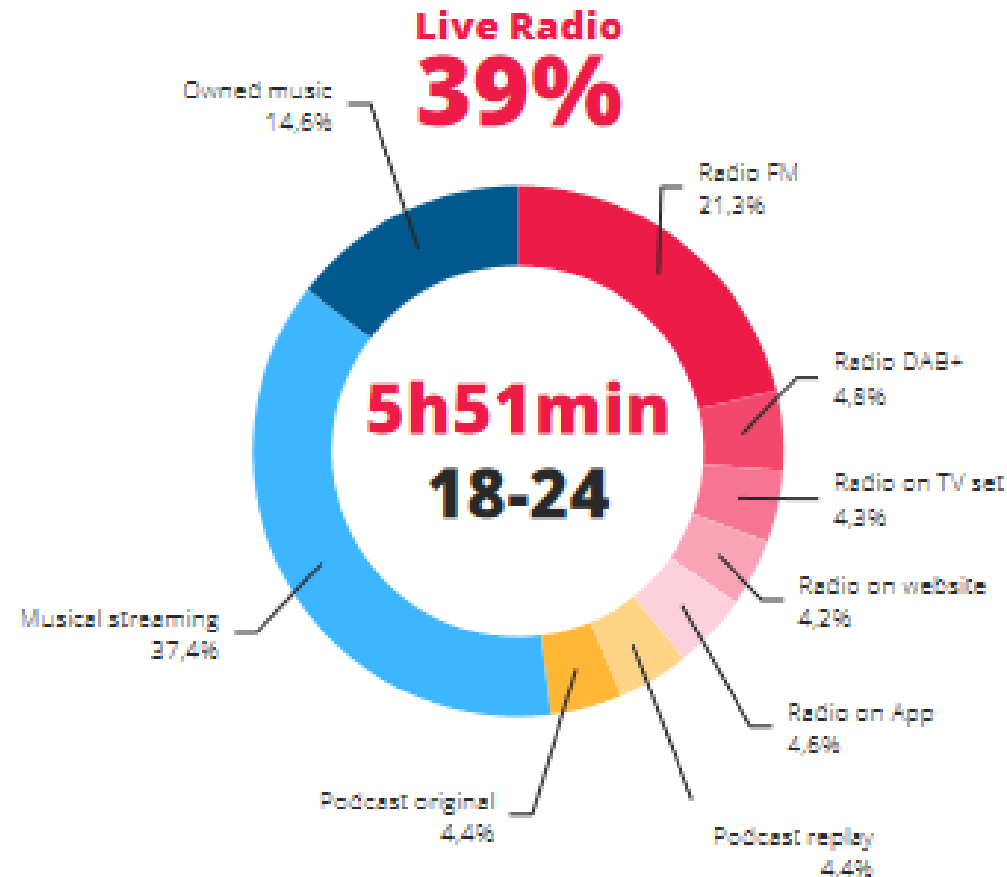
## AND EVEN MORE ON GEN Z

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GEN Z	
REACH	TSL
-17%	-13%
-18%	-18%
-9,2%	2%
-19%	-21%
-31%	-15%
-15%	-11%
-25%	-16%

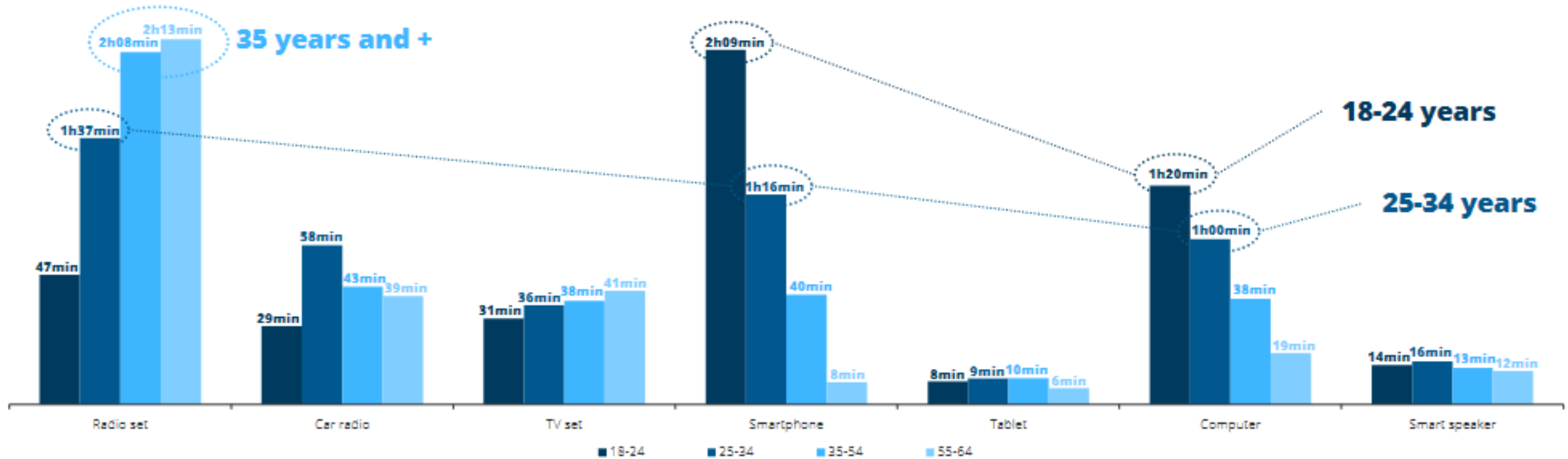


# GEN Z ARE HEAVY AUDIO USERS BUT PREFER STREAMING TO LIVE RADIO



**18-64**  
**5h29min**  
**70% on live radio**

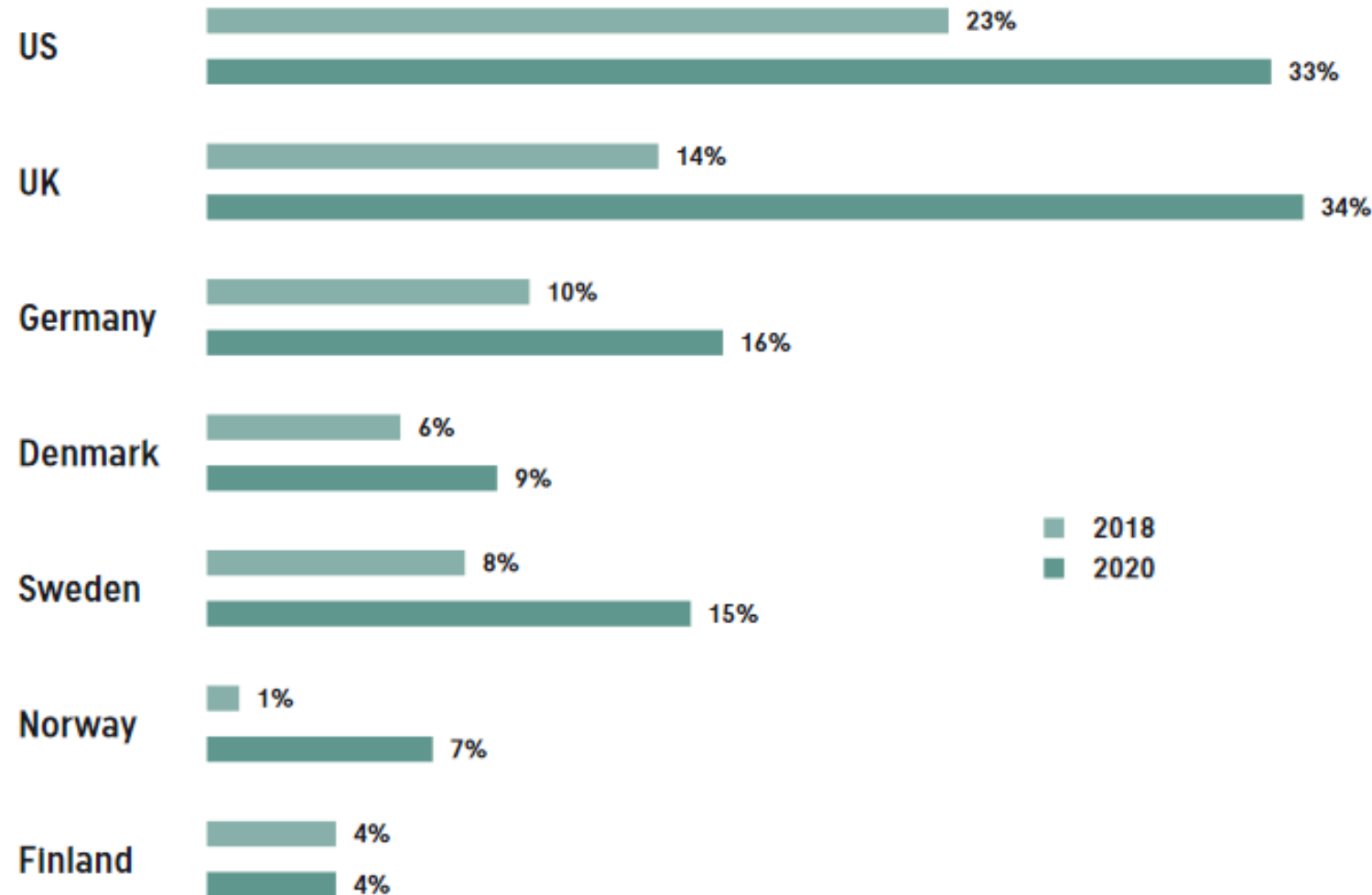
# GEN Z ARE MAINLY LISTENING TO AUDIO ON THEIR SMARTPHONES



# GLOBAL INCREASE OF SMART SPEAKERS PENETRATION AND MUSIC IS THE MOST WIDESPREAD USE



Playing music /  
radio / podcasts /  
audiobooks



# GEN Z: RADIO CONSUMPTION IN EUROPE

- Still listening to radio
- Declining radio reach and time spent listening
- Greater decline vs total population
- Lower share of radio listening
- Streaming services vs live radio
- Smartphone is the preferred device
- Smartspeaker is the new radio set @home





# INITIATIVE EXAMPLES TO ENGAGE GEN Z



# AVTORADIO – RADIO YOUTUBE CHANNEL

YouTube is an important platform:

- For **music discovery** and music consumption
- Offers natural **synergies** with radio

- **Content:**

- Live concerts by popular artists
- Radio live stream 24/7
- Special events

→ **'shareable' content**

- shared by viewers, vloggers, artists
  - generating views
  - bringing more audience to the channel

→ Avtoradio became a go-to channel for live performances  
→ Bringing additional audiences to the radio brand  
→ Young targets discovered Avtoradio thanks to the live concerts  
→ 2,8 Mio subscribers







# #CHOOSERADIOTIKTOKER

2 months competition on **TikTok** to find radio talents

- Jun 14-Aug 23, 2021
- Initiated by Russian Academy of Radio (RAR)
- In collaboration with TikTok
- Jury:
  - TikTok users
  - Academicians of the RAR
  - Representatives of radio industry

→ Draw attention to radio on social networks  
→ Promote radio stations to an online audience  
→ Grow radio audience among internet users  
→ Recruit radio talents that distinguish radio from streaming audio and attract younger listeners



“UK Young Audio Awards”



“TIPIK Academy”

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# TIPIK- A NEW TRANSVERSAL PROJECT

A cross-media offer that combines Radio-TV and Digital

- To **win back the younger audience** (public broadcaster)
- Ambassadors traveling across media
- Strong **digital anchoring**
- **Interaction** with audience on social media (FB, IG, YT, ...)
- Using **youngsters' codes**
- Focus on themes dear to youngsters: social network, culture, dating,...and music
- **Local (Belgian) identity**: own productions and key events

→ Rejuvenated audience

→ +16% 18-24 vs Y-1

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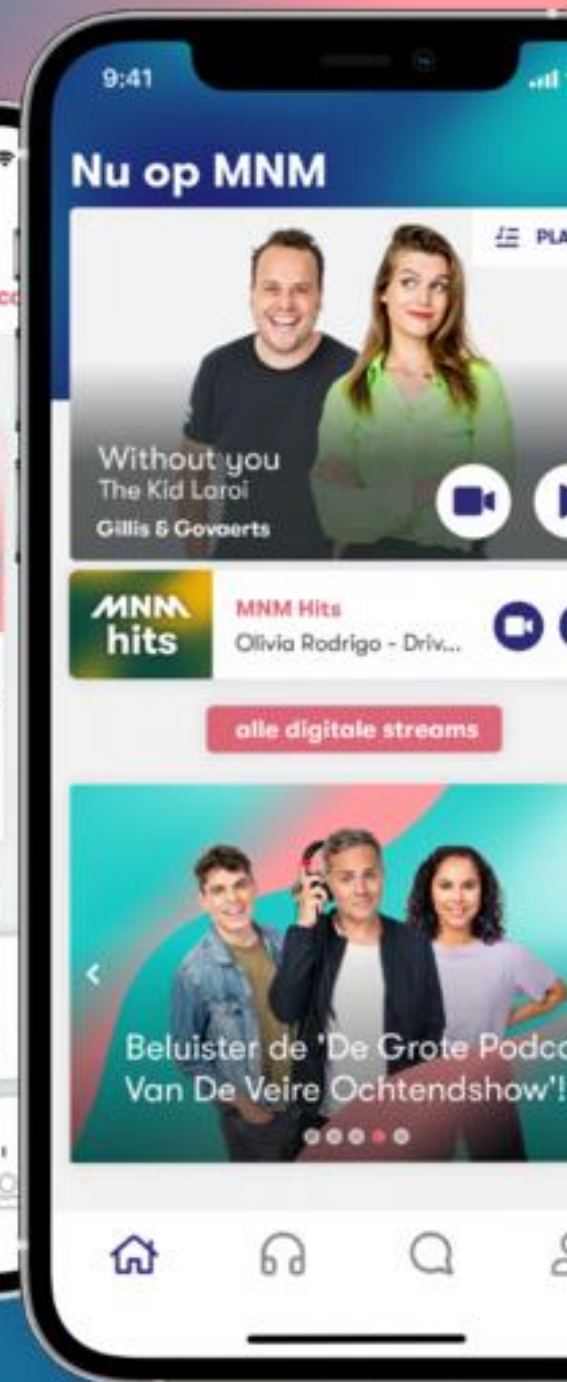


# MNM - FUTURE PROOF APP



App that connects with target group 12-34

- new music genres **discovery** (multiple streams)
- **Interactivity and co-creation** with young listeners
- **Extra experience** with current radio offer (podcast, online updates, music news, videos...)
- **Ease of use:**
  - immediately listen to the radio live
  - pick-up where you left off in the listening
  - switch between channels, streams and playlists with one swipe,...



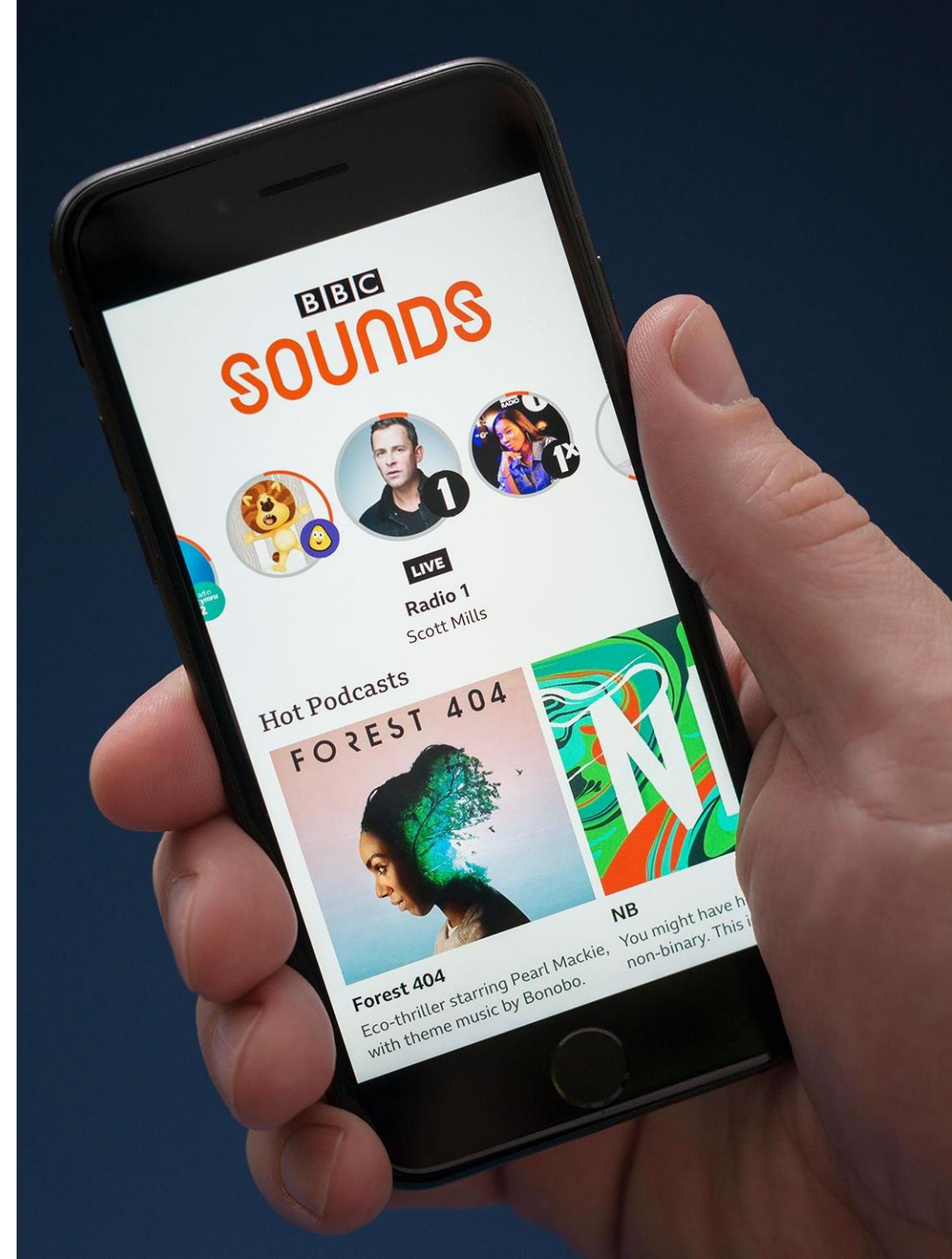


# BBC – ‘BBC SOUNDS’ APP



The new way to listen to BBC audio

- brand new **music mixes & live sets**
- new and **exclusive podcasts**
- live and **on-demand** radio
- endless hours from the **archive**
- **recommendations** based on listening habits
- download favourites to listen **offline/on the go**
- subscribe to shows to build own feed in ‘My Sounds’
- ...





# SKIP FM – PERSONALISED RADIO STREAM

App bringing skippability to radio

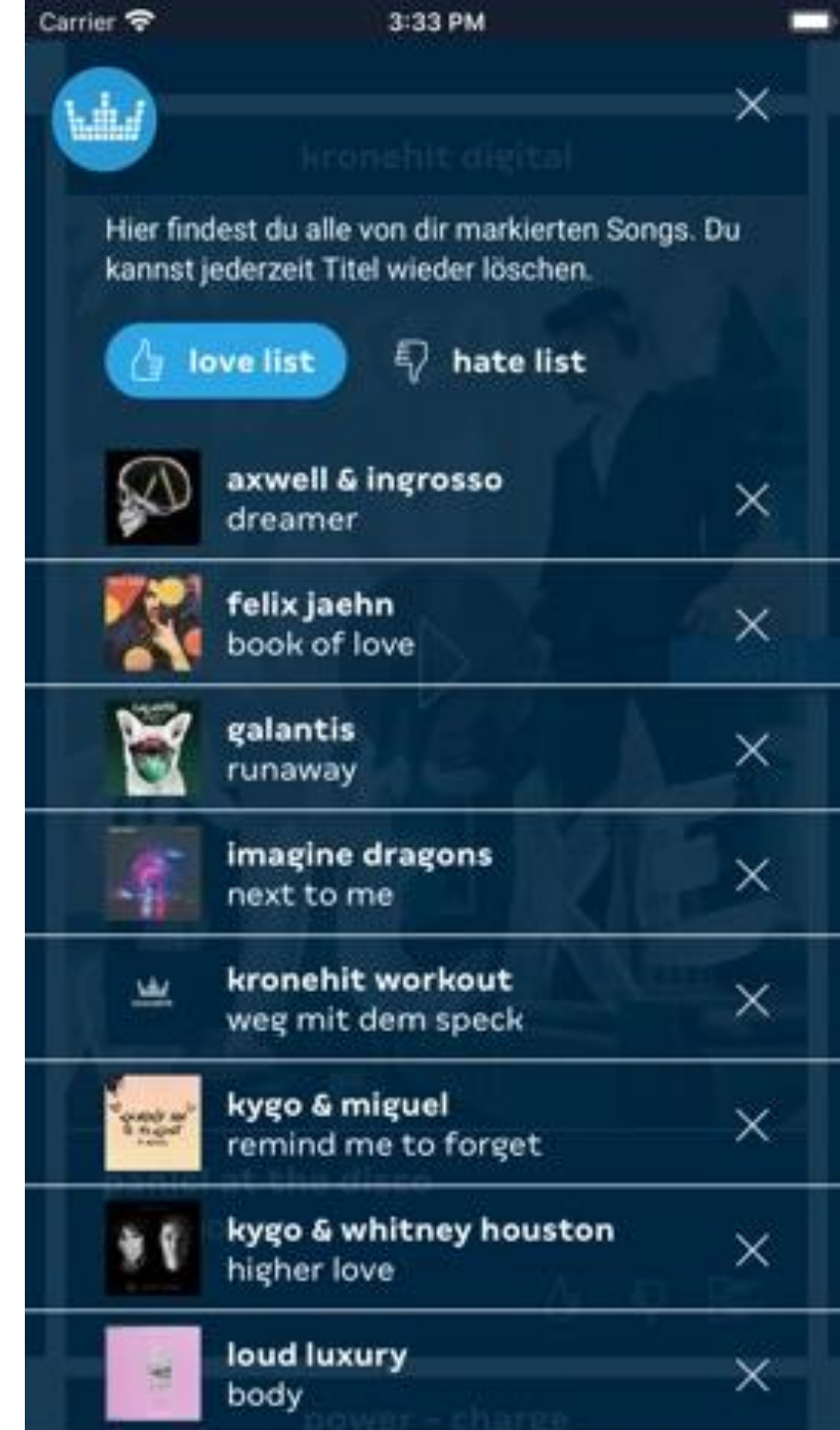
- Austrian private radio Kronehit
- Customisable live stream (love/hate)
- Every element is skippable (song, talk segment or news)
- Advertising not skippable
- Rich First party data (registration required)
- Integrating Skip FM within voice control devices

- Fully integrate radio within digital media
- Interactive and personalised but still Radio
- Additional revenue opportunities (First party data)
- Combine advantages of 'Spotify' and FM simulcast

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More details on [egta.com](http://egta.com) – [publications/egtabites](http://publications/egtabites)

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# VRT: BY LISTENERS FOR LISTENERS

- **“Open VRT”:**

- A community of and for young digital media talents
  - Events–webinars–workshops–brainstorming sessions
  - Summer ‘Creative Class’ with students recently graduated
- connect with young media makers, be inspired

- **#jouwVRT (#yourVRT)**

- Survey + Summer tour (caravan) – start July 4, 2021
  - Unique dialogue with viewers, listeners, surfers and swipers
  - TV/Radio Management and teams
- To stay up to date of the needs to make/adapt programs in the future



# HOW TO ATTRACT GEN Z

# HOW TO ATTRACT GEN Z


- **Be digital & mobile & multiplatform** to connect wherever they are
- **Be interactive** they want to be involved, engaged
- **Be informative** news and info is social currency for them
- **Be customisable** they want to have personalised content
- **Be social** make social media a priority when you intend to interact with them
- **Be local** give them a human connection, local content and events
- **Be surprising** offer songs that have not been curated in streaming playlists
- **Be vocal** be ready for voice activated devices
- **For GenZ by GenZ** use their creativity & promotional expertise, encourage their input
- **Remind them that FM radio is available digitally**





**AND...  
BE PREPARED FOR  
GEN ALPHA  
(BORN AFTER 2010)**





**“Radio works because it is audio and audio is the most important way to tell stories and move people.”**

**Rishad Tobaccowala**  
**Chief Growth Officer at Publicis Group**