



Visual Radio

James Cridland

Head of New Media, Virgin Radio

Virgin

Virgin Radio UK

- ★ The UK's national rock and pop station
- ★ 4.4 million listeners every month
- ★ The world's most listened-to online radio station
- ★ Best Online Radio Station in Digital Music Awards 2003, 2004






Virgin Radio was first...

- ★ ...first in Europe to broadcast on the internet
- ★ ...first in the UK to broadcast via Sky satellite television
- ★ ...first in the world to broadcast full-time on DAB Digital Radio
- ★ ...first in the world to offer a WAP site
- ★ ...and now, first in the UK with Visual Radio

Visual Radio - great for listeners





Virgin Radio

PROBLEMS | CHANGE SETTINGS

Virgin Radio UK

go






COLDPLAY
Pete and Geoff - Part 3

NOW PLAYING: ▲

From the breakfast show
This clip © 2003 Virgin Radio Limited

MORE INFO ▲



CDs FROM £4.99
massive savings on the best music

Visual Radio - great for listeners

- ★ Relevant interactivity engages listeners
- ★ Listeners value 'now playing' info, online and on DAB Digital Radio
- ★ 74% of our UK listeners say they listen more to us since discovering our website

Source: NOP virginradio.co.uk survey, Jan 2003



Visual Radio - great for advertisers

- ★ Enhanced brand promotion
- ★ Adding a visual aspect to radio advertising
- ★ Direct response is just a click away – adding the 'red button' to radio
- ★ On radio with added text/graphics, messages are even more effective

Source: dDAB project partners, Loughborough University, Sep 2003



Visual Radio - great for advertisers

- ★ The era of the 'thirty-second spot' is drawing to an end
- ★ 'Access All Areas' allows clients to benefit from all areas: sponsorship, new media, promotions, texting, and more...
... now including Visual Radio



Visual Radio - great for our presenters



Pete and Geoff
The Virgin Radio Breakfast Show



Visual Radio - great for our station



**2,260,000 UK adults
have listened to radio
on a mobile phone**

Source: RAJAR/IPSOS-RSL, Q2 2004

Visual Radio - great for our station



How many more
will listen when radio on
their phone looks like this?

Visual Radio



Questions?

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