

# Holland Cooke Newsletter • EXTRA! • Streaming Media West

©2007 Holland Cooke. But this time, skip the “unauthorized duplication” admonition. Copy this to EVERYONE!

---

Name a convention. I'm there. And one big reason I am is that you can't be. So, hopefully, my notes help us both keep up-to-speed with the dizzying pace at which what-we-do is evolving.

In 2007, I attended nearly as many non-radio media conventions as radio conventions. In October, after giving a speech about **podcasting** at NAB's **Radio Show** in Charlotte, I hopped a flight to California to do a speech on **radio** at the **Podcast & New Media Expo**. See-and-hear excerpts from both at [YouTube.com/hollandcooke](http://YouTube.com/hollandcooke)

My zigzag itinerary merely reflects two larger lines that crossed in 2007, the year Internet ad revenue surpassed radio ad revenue. So hello from San Jose Convention Center, where Streaming Media West has more attendees than NAB and R&R rounded up in Charlotte. My minimally-techie notes about what this means to you...

---

## What radio can learn about Internet NTR from a blender?



*“I've never been to one of these, but this year I thought I'd better be here.”*

Another radio trade pub' scribe. We were the only “radio people” we spotted at Streaming Media West.

“Video-over-IP” [Internet Protocol] is BIG. Thus everything I've written in this newsletter about why, and how, radio stations can use YouTube to engage existing cume, find new cume, and make money online.

In this special edition – #13-of-14 “monthly” newsletters I'm publishing in 2007 – you will read how a high-end blender manufacturer has 30 million of our listeners howling at his video antics. He has **quintupled** online sales of his \$400 blenders using zany videos...a tactic you can emulate for advertisers.

*“The worst thing we can do is NOT make a piece of content available when someone wants it.”*

Keynoter Ashwin Navin, President, BitTorrent

Even if you were a dial-up era adopter, “exabyte” speed – “2-to-the-60<sup>th</sup>-power” – is hard to grasp. 1 exabyte = 5400 YEARS of television programming...at HD quality. “One month of BitTorrent traffic today,” Navin nonchalantly explained.

**A radio station with online content that goes beyond typical mid-90s style “web pages” is following -- not leading – the way listeners now use the Internet.**

Content-we-feed-to-a-transmitter is just one aspect of what a station does. TV newscasts trumpet “LIVE,” to add value to on-scene reporter work seen on-air. Now, NOT-live is an emerging value proposition for on-demand content offered online. Ditto for radio. Stations should archive all sorts of relevant audio/video/text content. Sponsorship opportunities abound.

- Broadcasters need to EMBRACE the “disruptiveness” of new media. Otherwise, we risk losing relevance to our users, who are adopting new-tech like crazy.
- “Emerging business models are unpredictable.” We have no choice but to TRY THINGS.

**If you're a media company, P2P needs to be a key component of what you do.**

Participation is a trend. Evidence is everywhere. Your listeners are WAY-past real-time we-talk-you-listen media.

- Keynoting, Metacafe CEO Erick Hachenburg said, “If you don't have user-generated content [UGC], you don't have the ability to sustain a large audience.” Consensus among speakers: “Allowing users to upload content” is important. Think Talk Radio...online. Peer-to-Peer content needs to be on all your content platforms, not just your transmitter.
- BitTorrent's president said so in a technical context, but this applies to content too: Ask “How can I harness the collective capacity that resides in my user base?” Foster “community,” and draw-upon listeners' “tribal knowledge.”

**STATION MANAGERS: COME DOWN OFF THAT LEDGE!** There IS an answer to “WHO-the-heck will DO all this stuff?” Two answers actually, and the price is right! I outline two sources for **FREE** new media “elves” in my December newsletter.

# Holland Cooke Monthly Newsletter **EXTRA!**

© 2007 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • 401-330-6868 • Fax: 720-293-0802 • newsletter@hollandcooke.com

## **COMMUNITY-BUILDING: “CREATE DIALOGUE.” INVITE, POINT-TO RELATED CONTENT**

Smart stations are using YouTube (and Metacafe and other video sharing sites) to:

- give listeners a-peek-behind-the-curtain at the station, to become more-than-just-a-disembodied-voice; and
- to gather video **from** listeners, creating a compelling new talk-back channel.

In various sessions, speakers defined “YouTube-type video” as:

- shortform,
- rough-cut production values,
- keyword and tagging which points to related content,
- comments,
- referral sharing.

***“Advertisers realize that they **HAVE** to come to the social media space.”***

Keynoter Erick Hachenburg, CEO, Metacafe

Hachenburg’s company is the other YouTube. Like YouTube it’s FREE; and, as with YouTube’s, you can embed the Metacafe player on your pages, so viewers don’t leave your site when they click-to-watch. You may like Metacafe better, because:

- Metacafe is less-crowded than YouTube. So, ironically, your video can get spotted there quicker.
- More thumbnail choice. As a super-successful producer shared in last month’s newsletter. This is REAL important.

Data Hachenburg cited:

- 75% of all Internet users watch online video each month;
- 60% watch weekly;
- 25% watch daily.

The online video audience mirrors Internet users generally, “all age groups, all demographics,” only-slightly-more male/young. “There aren’t any social networks that don’t have online video. If you don’t have User Generated Content, you don’t have the ability to sustain a large audience.”

## **Tools like YouTube are EXTREMELY opportune (and FREE).**

Panelist Gladys Alegre-Kimura, Product Marketing Manager, Polycom Corporation, urged “create dialogue.” She told of a YouTube video about Islam that had produced 200,000+ comments. Here’s a hypothetical you will find more-relatable...

## **If you LIKE events and remotes, you’ll LOVE what you can instead do...virtually.**



Example: Last year, Americans spent \$41 BILLION on pet supplies. (Heck radio advertising only did \$21 billion.)

So there could be do-re-mi to be had doing, say, a dog-and-cat show. Which of the following sounds like the higher-margin effort to you?

**Plan A:** Pick a date (a year in advance), hope for good weather, rent a space, fuss with banners/parking and other logistics/ permits/liability/etc., sell booths, etc., etc. OR...

**Plan B:** Solicit videos and/or photos of listeners’ dogs, and do the whole thing online.

Sales: Plan B yields inventory more special than selling dots-and-spots, without the heavy lifting built-into Plan A. And it gives you something to pitch non-radio dollars, and to sell Internet-challenged or Internet-enthused retailers.

And Promotion! “Email-this-to-a-friend” is built-into YouTube and Metacafe. And on-air, you’ll have copy LOTS more inviting than the lame “CHECK OUT OUR WEB SITE” promo language I continue to hear in my travels.

# Holland Cooke Monthly Newsletter **EXTRA!**

© 2007 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • 401-330-6868 • Fax: 720-293-0802 • newsletter@hollandcooke.com

***“Create a story once, and script it in multiple ways.”***

Betsy Scolnik, President, National Geographic Digital Media

***“Sony now no longer commissions ‘one-screen’ content.”***

Ben Reneker, Senior Analyst, SNL Kagan

“Multi-platform story-telling” was a recurring theme at Streaming Media West, echoing the “make your work count twice” mantra your consultant has been preaching-out to these many years.

Radio’s strength is also a weakness, we’re LIVE. So most of your cume doesn’t hear most of your programming. Nor do you! Who listens 24/7? So how can you slice-and-dice **on-air** content and make it handy, sponsorable **online** content?

---

***“University of Virginia vs. University of Maryland field hockey: small audience, passionate fans. They ARE paying money for this.”***

David Eckoff, VP New Product Development and Innovation, Turner Broadcasting



Eckoff’s Turner Broadcasting colleague, Senior VP Gordon Castle, spoke about webcasting “good-enough-for-the-Internet video,” without broadcast satellite truck, big crew, and other big costs. The set-up he described is the video version of radio stations’ remote broadcasting kit. Average set-up and tear-down time? About an hour each. Often, feeds are backhauled to Atlanta over the Internet (“most of these colleges have great Internet connections”).

His people are producing “events you can’t get anywhere else...one-notch-down-from-television...targeted content with audiences much smaller than” CNN, TBS, and TNT programming.

“What we’ve learned” webcasting ACC hoop, United Soccer League games, etc.:

- Typical business model: revenue share with content owner.
- On-demand programming is as useful as live.
- Not mass-marketed. Targeted promotion (team web sites, campus media).
- High conversion. Translation: “ka-CHING!”

### **3 opportunities for radio stations:**

*Reminder to GMs: DON’T PANIC over who-will-do-this. I have two solutions you’ll like!*

1. Repurpose high-affinity on-air programming.
  - Example: Small market stations make big money with high school sports. Is that “an aircheck?” Or “a souvenir?”
  - And how about how-to shows? Your on-air experts can voice a rich trove of on-demand advice. Simply cut-up airchecks, and re-assemble hosts’s tips and listener calls, sorted by topic. Or hosts can do YouTube videos.
  - To see-and-hear more on this strategy, click “Revenue...Right Under Your Nose!” at [YouTube.com/hollandcooke](http://YouTube.com/hollandcooke)
2. Produce audio that never goes to the transmitter. Your station is a fully-equipped production house, staffed by professional announcers and producers. You can monetize dark time any number of ways.
  - Back to the play-by-play example: Webcast away games that you don’t broadcast.
  - Back to the how-to example: Music stations: Why should Talk radio have all the fun? Webcast brokered specialty programming, and promote it with commercials-disguised-as-informative-shortform-features. See-and-hear next-level-of-detail on this strategy at [YouTube.com/hollandcooke](http://YouTube.com/hollandcooke) (select “Revenue...Right Under Your Nose!”).
3. What one speaker termed “episodic serialized content produced by semi-professionals.” Now about that blender...

# Holland Cooke Monthly Newsletter **EXTRA!**

© 2007 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • 401-330-6868 • Fax: 720-293-0802 • newsletter@hollandcooke.com

## What radio can learn about Internet NTR from a blender?



If NBC Saturday Night Live wasn't past your bed time in its mid-1970s heyday, you might remember Dan Aykroyd-as-infomercial-pitchman, tossing a fish into the fictitious "Bass-O-Matic" blender. Even though the fish was already dead, this was still edgy stuff in its day.

Fast-forward to 2007: Blendtec founder Tom Dickson has that same twinkle in his eye, as he tosses you-name-it into his \$400 blender in a series of online "Will It Blend?" videos.

The techie-nerd audience in San Jose GASPED when Dickson wiggled his eyebrows...tossed in an iPhone...and hit the Smoothie button. Moments later, all that was left was powder.

In another episode, he strikes-back-at the spam that's clogging his Email box by tossing in a can of Spam...can and all. And the rugged Blendtec blender reduces it to ooze.

See-hear-and-howl: [www.WillItBlend.com](http://www.WillItBlend.com). You'll see how Dickson racked-up more than 30 MILLION views, and QUINTUPLED online sales. He's now selling DVDs of his first 50 videos!

**CAN YOU EMULATE THIS SUCCESS STORY?** YouTube videos you embed on your station site and in Email you blast-out to op-ins needn't be as mischievous as "Will It Blend?" Videos needn't even be comical. But can your talent or your client host an ongoing series of video episodes which demonstrate products/services, or other content with product placement?

## WHY YOU SEE DOMAIN NAMES IN TV COMMERCIALS (AND WHY YOU SHOULD HEAR 'EM IN SPOTS ON YOUR AIR)

When mass media ruled, the rationale for buying network TV spots was "How can you NOT talk to 100 million Americans?"

New-think, according to SNL Kagan Senior Analyst Ben Reneker: "How can you NOT tell 100 million Americans that you're on the Internet?" **See the opportunity for radio stations?**

- A pile of Arbitron/Edison Media Research data demonstrates that NO – repeat, NO – other medium can move eyes and ears to the Internet like radio can. So your transmitter is an Internet on ramp. Anyone can create Internet content. But that content is just files-on-a-server...unless people know it's there. You can tell your cume.
- And that doesn't just apply to you-promoting-your-online content. Advertisers' web sites are underperforming unless they're telling your listeners what's there and why to visit.

## "TV's Last Gasp: How Broadcasters Are Making the Move to the Web"

Don't shoot the messenger! That was the name of the session. As you might expect, the leading-edge crowd in San Jose has "old media" (AM/FM/VHF/UHF/print) in its cross-hairs. But, as I sat-through session-after-session at this conference, I heard OPPORTUNITY for broadcasters. Sound bites from panelists in this particular session:

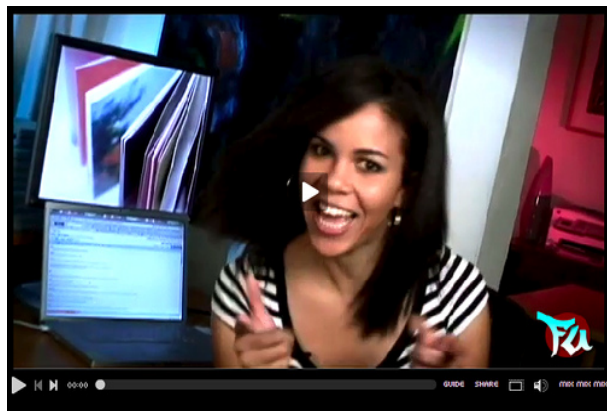
- Smith Forte, Current TV: "Don't get trapped in :30s" [using TV commercial creative online]
- Ben Reneker, Senior Analyst, SNL Kagan: Local stations will either "become casualties" or big local Internet players, by leveraging cume/brand/content/advertisers. "Affiliates are protecting their ground and keeping it local," rather than pushing users through to their networks' sites.
- Clark Pierce, VP Emerging Technologies, FOX Sports: "The next generation is growing up knowing that there are more choices than what's on that box [television]." Accordingly, "It's gotta be social!"

Best story I heard at the conference: Pierce attended a concert in Amsterdam. On the big screen behind band on-stage, the concert was recreated in SecondLife. And on the big screen in the background in SecondLife? The live concert!

# Holland Cooke Monthly Newsletter **EXTRA!**

© 2007 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • 401-330-6868 • Fax: 720-293-0802 • newsletter@hollandcooke.com

*“Entertainment is a two-way street now.”*



## **Got someone like this in your station's family?**

“Art + Tech + Music For Geeks” buffs Zadi Diaz and her husband Steve Woolf created EPIC-FU (formerly JETSET), and get “about a million views per week” to their “conversation and interaction.”

As you'll see when you watch any of the highly-produced (on a laptop) episodes she hosts, Diaz personifies a demographic most radio and TV stations would kill for. Yet few stations have talent like this on-air doing-what-you'll-see-her-do.

Even as successful as it is, this content might not belong on-air, other than as promos. But those promos SURE WOULD drive traffic to the station's web site. And vice versa.

Someone-like-her-being-there, online, as part of a station's family, doing local content, SURE WOULD cause those-who-watch-and-interact-with-her online to come the station whose site she was on. I'll bet it wouldn't be hard to find do-it-yourselfers like Diaz in your area. Try this virtual casting call: type local Zip Codes into the Search box at MySpace.com.

## **QUICK QUOTES:**

### **From the session “Best Practices for Webcasting Production:”**

- Alan Richardson, Sprint Creative Media: “Step One: What is the message? To-whom do we want to communicate it?”
- Wayne Oates, McDonald's' Global Web Communications Manager: Trap to avoid: the webcast is the stepchild of the event. Instead, plan the event itself to accommodate production needs.

### **From the session “Entertainment Devices: How TiVo, Xbox, and iPods Are Changing the Content Landscape:”**

Question: “Is traditional TV broadcasting going to exist in 10 years?”

- Carl Freeman, EVP who oversees media buying at Digitas: “It will, but there'll be more integration with other digital platforms.” And set-top boxes will permit greater addressability.

Question: “Prediction for 2008?”

- Freeman: “precipitous increase in advertising in online video”
- Scott Williams, VP Business Development/Mobile, Time Inc.: “you'll see the web look lots more like a television, only more interactive.”

**From her keynote “Video as a Strategic Entertainment Platform,”** Betsy Scolnik, President, National Geographic Digital Media: “If you can tell a message in 7 minutes, tell it in 3 minutes.”

### **From the session “Consumer-Generated Video Sites: Can They Be Monetized?”**

Steve Rosenbaum, CEO, Magnify.net: “Build collections of video, and you become the curator.”

### **From the session “Beyond Pre-Roll: What's Next for Online Video Advertising?”**

- Dan Scherer, Tremor Media: “Don't be afraid to experiment. Don't rely on one solution. Be creative.”
- Brad Murphy, VP Business Development & Sales, Revision3: “Know your audience. Make sure advertising is relevant to your content.”

*Video of, and speakers' PowerPoints from, all sessions will be posted FREE at StreamingMedia.com/west.*

## Notice something about conference speakers' titles?

As a practical matter, your station probably cannot support a "VP New Product Development and Innovation," or "VP Emerging Technologies," or "VP Business Development/Mobile," or maybe not even a "Web Communications Manager."

But titles are less important than a **commitment** to riding-the-horse-in-the-direction-he's-facing. He's facing the Internet.

To accomplish ideas such as I've summarized here, stations don't need more suits. We need more elves. And I will tell you two places to find that help -- virtually FREE -- in my December newsletter.

# SPECIAL ONE-TIME OFFER

*Available until December 31, 2007. Then...POOF!*

Podcasting is BIG. YouTube and other tools are enabling citizen journalists, self-styled stand-up comics, and other do-it-yourself content creators. And I am flattered to watch this newsletter's readership grow beyond its early 1990s roots as a monthly memo to radio station management and talent.

In 2007, subscribers read my notes from the Consumer Electronics Show, the Podcast & Portable Media Expo, Talkers magazine's New Media Seminar, the Electronic Retailing Association convention...in addition to my notes from the various broadcasting conventions I attended and spoke at (R&R's Talk Radio Seminar, RTNDA, NAB's big show in Vegas, the NAB Radio Show, and Radio Advertising Bureau's Sales Management and Leadership Conference).

Lately, EVERY year seems like "a turning point" that confronts "old media" (radio, television, print) with new threats and opportunities. But **in 2007, we passed a profound milestone: Internet advertising revenue surpassed radio advertising revenue.** Cue first four notes of theme from "Dragnet."

All year, I've been typing-as-fast-as-I-can to help you keep-up with what's-coming-down. If you already subscribe, there WILL be a quiz. If not, here are two ways you can get up-to-speed:

- **Subscribe!** In addition to the next 12 monthly issues, you'll get an entire year of back issues...and that's just one of 5 valuable bonus items. And in the December 2007 issue, I will deliver on what I promised a few pages back...two sources for virtually FREE new-media production "elves." [Click here](#) to use a credit card. Or click "Monthly Newsletter" at [www.HollandCooke.com](http://www.HollandCooke.com). Moments later, the robot will send you the current issue, and those 5 bonus items. Then, if you don't agree this is WELL-worth your \$99 investment, you'll get a full refund.
- **OR...Get a quick catch-up**, an instant download of the last 12 issues, including my notes from all-of-the-above conventions, and all the strategies and tactics I outlined in these dozen meaty issues; only \$39, and only until 12/31/07. [This option](#) is also available on the newsletter page on my web site.

And even if you choose NEITHER, please accept my best wishes for happy holidays, and good health and success in the New Year,



PS: Still on the fence? Download an entire sample issue, FREE. Click "Monthly Newsletter" at [www.HollandCooke.com](http://www.HollandCooke.com)