

PRESS RELEASE

swiss radioworld launches data-based radio advertising together with adremes

The first data-based radio campaign in Europe

Zurich-Wollishofen, 27 August 2018. It's a first on the European radio market: swiss radioworld, a subsidiary of the Goldbach Group, successfully implemented the first national, fully automated and data-based radio campaign for the 2018 World Cup, together with its technology partner adremes. This is an important next step in the digitalisation of radio advertising and enables event data-based advertising opportunities within a classic medium for the first time.

Since the Swiss national team's first World Cup game on 17 July 2018, radio campaigns in Switzerland have been data-based, fully automated and playable in real-time. With national coverage and a net reach of more than 35%, swiss radioworld, together with its technology partner adremes, has introduced an innovation to the Swiss radio market unique in Europe. Based on data such as weather, traffic or sales figures, radio campaigns of greater relevance to listeners will be broadcast in future. With end-to-end automation of order management and advertisement broadcasting via interfaces between corresponding broadcasters' systems, radio stations and advertising clients can react quickly and match their advertising messages to specific events. In future, even highly complex data-based radio campaigns will be implemented easily and efficiently. Switzerland is the first radio market in Europe to use multilingual data-based radio advertising.

adremes, swiss radioworld's Hamburg-based technology provider, specialises as an ad exchange on radio and is therefore the right partner for swiss radioworld's digitalisation initiative.

Ralf Brachat, managing director, swiss radioworld:

'With the radio stations connected to our platform, we have a net reach of over 35% and thus more than 2.4 million listeners in Switzerland every day. We offer the advertising market Switzerland's biggest advertising network across all forms of media. A combination of the greatest possible spontaneity and innovative new advertising options sets our offer apart from other forms of media. With this step, radio becomes the first classic media genre to play data-based advertising offers via non-digital channels. The demand is confirmed by the many customer enquiries that we are currently finalising and implementing with various advertisers.'

Dr Nico Aprile, CEO, adremes:

'The implementation of the first real data-driven advertising campaign, which broadcasts commercials based on data (such as sporting events) simultaneously and in real-time to several Swiss radio stations, is the result of a process that we launched together with swiss radioworld a few months ago. Our vision is to use the adremes communication and trading platform and the campaign management system amily to drive automation of audio advertising in the Swiss radio landscape, to simplify it and to redesign the advertising business from scratch. The successful launch of these innovative advertising campaigns is an important milestone on this path. From the very beginning, we were certain we had found in swiss radioworld a partner that is driven by innovation and which shares our vision of a modern, automated advertising market. I look forward to further collaboration.'

The success of this partnership is already evident in the first joint campaign. In collaboration with microspot.ch, an advert was broadcast immediately after each Swiss group match with an appropriate message for the final result.

Martin Koncilja, head of marketing, microspot.ch:

‘Together with our agency, we are always looking for innovative ideas. The solution from swiss radioworld presented itself as one that stood out from the vast number of advertising messages around the World Cup. The increased awareness that we were able to achieve through the campaign was reflected, among other things, in the large volume of positive feedback from our customers. Smooth campaign broadcasting, a high network reach and the immediate connection with each event set programmatic radio apart from other forms. We are looking forward to further targeting opportunities and innovations.’

Targeting can already be booked for various sports (from American football and ice hockey to football, skiing and tennis) and weather conditions (temperature, snow, fog, wind, pollen and hail).

Matthias Kost, managing director, Radio Zürisee:

‘With this initiative from swiss radioworld, we can make the medium of radio even more attractive. In future, other interesting data-based advertising offers, such as weather or health data, data on dust pollution and the pollen count in the air, and sales figures of advertising customers from campaigns could be taken into account. We are convinced that the launch of data-based radio advertising beyond Switzerland will have a great impact, as the advertising industry gains new opportunities to reach the right customer with the right story at the right time.’

Programmatic radio enables radio stations to increase their efficiency significantly and opens up new revenue potential. Already 80% of Swiss radio stations handle orders and advertisement broadcasts fully automated with swiss radioworld.

Matthias Kost, managing director, Radio Zürisee:

‘With the interfaces between adremes and our order management and broadcasting systems, we have streamlined our work processes and increased our efficiency significantly. We have eliminated any steps in the process that do not create value, leaving more time for comprehensive customer care and a better service.’

The industry is confident about the future. The medium of radio has just begun to reinvent itself.

Further information:

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Company profile swiss radioworld AG:

swiss radioworld AG is a subsidiary of the Goldbach Group and is responsible for the placement of audio advertising. Its services include media planning, placement, booking, processing and control of national radio advertising for all private Swiss radio stations, such as Radio 24, Radio Energy and Radio Pilatus. In addition, swiss radioworld markets exclusively Spotify’s audio inventory and the digital radio inventory of more than 30 radio stations in Switzerland.

Further information: www.swissradioworld.ch/de-ch/programmatic-radio

Company profile adremes GmbH & Co. KG:

The ad exchange platform adremes creates the initial technical framework for booking audio advertising in an automated process, and connects the ad scheduling and playout systems of publishers/radio stations with marketers and media agencies. The focus is on a solution developed for broadcast audio (VHF and DAB+), implemented as a cloud-based Software as a Service (SaaS), which will also offer the possibility of programmatic advertising in future. New features,

such as 'added data', also allow the refinement of advertising space; for example, with real-time weather and traffic data. The rules for automated trading are defined individually and independently by the contractual partners. In future, adremes will expand its focus through the integration of online audio offers and DSP platforms. The adremes team comprises more than 20 people from various fields, including broadcast audio, online audio and ad technology. The Hamburg-based company was founded in 2014. For more information, visit www.adremes.com.