

E-business Briefing: September 2004

<http://www.e-consultancy.com/newsfeatures/newsletter/1479/e-business-briefing-digital-killed-the-radio-star.html>

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1. Sponsor's message: CSR and the web - 19th Oct - London ▲

Corporate Social Responsibility efforts are becoming increasingly critical in business. Investors, partners and consumers are all paying attention, making the internet the ideal environment to talk.

So how come there's still little evidence of organisations taking full advantage of this opportunity?

Digital agency (**<http://www.wheel.co.uk>**) Wheel has assembled a panel of experts including guests from Trucost and Starbucks to help shed some light on the issues and provide ideas to help you face your own challenges.

To attend, please call 020 7348 1036.

2. Digital killed the radio star ▲

Online radio. Sweet isn't it? All those enthusiastic college students out there, streaming their shows from their bedrooms.

I even can tune into a very specific station in California which plays 1950s-era bossa nova. Fantastic, if you are into latin-themed elevator music as I am.

But outside of this undoubtedly laudable artistic pursuit, what really is the point? There is no money to be made from it as far as I can see. If beauty is truth and truth beauty, online radio is very beautiful indeed.

Furthermore, there may even be less money to be made from traditional radio in the future.

The issue here is the coming together of both online and digital radio broadcasting with the mass storage capabilities of devices like iPods (and soon mobile phones), with our old friend RSS (Really Simple Syndication).

At the moment it's not that hard to record internet radio shows. Software that can track the data stream from Internet radio and split it into individual song files that are then stored on the computer user's hard drive are widely available. Try StationRipper on Download.com, TotalRecorder, or ReplayRadio.

In the US, a program called TimeTrax (developed to record broadcasts from the XM Satellite Radio receiver) has spurred huge demand for the receiver, hence why it has been discontinued! TimeTrax allows users to store broadcasts in the MP3 or WAV formats. The second-hand receivers now sell for upwards of \$300 on eBay.

With TimeTrax recordings can be scheduled at different times over multiple broadcasts.

But once the show is on your hard-disk you're shackled to your PC if you want to listen to it. The answer, of course, is to copy it to an MP3 player like an iPod.

What would happen if the music or show just went straight to the playing device?

iPodder (<http://www.ipodder.org/>) <http://www.ipodder.org/> uses RSS to tell when a new MP3 file is available, then downloads it direct and puts it on your MP3 player. Like a PVR (personal video recorder) for Internet radio shows.

In one fell swoop, the iPodder model could undermine the entire online radio distribution system, and hand a nice little weapon to the tiny back-bedroom stations, assuming they want it. iPodder is quickly gathering momentum among bloggers and should break into the mainstream internet community of a couple of months.

So, if I can have my PC download a favourite show when it becomes available via RSS and thwack it on my iPod or other digital storage device then why listen live?

The issue for those sweaty-palmed radio advertising executives is exactly what faces their counterparts in the digital **TV** world, faced with the rise of the PVR. What happens when users start fast-forwarding through the adverts?

And never mind the sweaty ad guys, what about the sweaty music executives?

The advantage of recording digital radio broadcasts is that you get a clean copy of the song - peer-to-peer networks like Kazaa are now often "mined" with false files put there by the recording industry. And, of course, there is no current way of blocking these methods of copying music.

Meanwhile over in hardware land, but Pre-dotcom bust, there was Kerbango, the internet radio, on which you can listen to 10,000+ MP3/Real/etc internet radio stations. No PC required, just a Net connection. But it was too expensive and never got out of prototype.

Now in 2004, Linksys, the 3Com subsidiary, has a new product called the WMLS11B Wireless-B Music System (see Amazon). It plays MP3 streams, Windows Media streams and RealMedia streams without a PC, and has a built-in WiFi network interface. It also only costs 80 pounds.

Of course, we're a long way from the WMLS11B killing off geographically-restricted radio, play-lists, and all the other trappings of the radio industry. But make it portable, with a 3G modem adapter and we're away.

Did someone say "perfect storm"?

Mike Butcher

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3. E-consultancy Message: Email Marketing Roundtable Output ▲

E-consultancy's (<http://www.e-consultancy.com/publications/email-marketing-september-2004/>) latest guide to email marketing is based on two roundtables and contains practical advice to help improve the effectiveness of your campaigns.

Topics covered include:

- 1 - How to improve email delivery rates
- 2 - Capturing the right data to improve your email marketing strategy
- 3 - Timing the delivery of your campaign for the best results
- 4 - Content vs offer-based emails
- 5 - Rich media, video and highly functional emails
- 6 - Targeting, segmenting and personalisation

Attendees at the recent Email Marketing roundtables who contributed to this document include: Argos, Dialaphone, Citigate, Potential Job Board, Site Intelligence, Cisco, Warner Bros, Royal Mail, RedEye, Bluestreak, lastminute.com, Video Island, Toptable.co.uk, Linguaphone, B and Q, COI, Debenhams, D-Marketing, EmailcenterUK, Eurostar, Modem Media, Net-A-Porter, Practiv, Rodale, acceleration.biz, Xpedite, DotBiz Consulting, Panlogic, BCA Interactive and the DTI.

4. Other stories of note in the last week ▲

- Bulldog Communications launched a combined 4Mbps broadband plus phone service.
- easyGroup is partnering with UK-based music download service to form EasyMusic.com, offering tracks to download for as little as 25p.
- Associated New Media (ANM), has created a new research team, looking into editorial, design, marketing and commercial aspects of the digital publishing firm.
- European ISP Tiscali has partnered with CinemaNow to offer films to consumers in the UK, Germany and Italy, to stream or download.
- The Consumers Association accused online music store iTunes of overpricing its UK customers, saying the UK service charges 17% more per download than its continental Europe counterparts.
- Internet retailer Amazon.com has launched a full version of its A9 search engine, which it claims gives users greater control over the information they find.
- Interactive marketing agency, Agency.com, promoted David Eastman to the position of managing director of the London office.
- Yahoo! bought music software provider Musicmatch for a purchase price of approximately \$160m in cash.
- UEFA New Media has launched a new broadband service giving football fans audio and video coverage of this season's UEFA Champions league.

5. NEW roundtable report: Email marketing [September 2004] ▲

Based on feedback from a recent roundtable, this report looks at the very latest trends in email marketing and includes many tips and tricks as suggested by attendees. An invaluable guide to best practice from those in the know.

Jump to White Paper »

6. White Paper: Q2 2004 Email Trends Report ▲

The latest quarterly white paper from DoubleClick that reveals trends in delivery rates, open rates, click-through rates and so on. How do these compare with your own email marketing figures? Let us know in the forum.

Jump to White Paper »

7. Consulting Director - 3 roles ▲

Position: Consulting Director - 3 roles

Salary: Excellent package including equity

Based: Surrey, UK

Employer: Finalta

Advertiser: (<http://www.top-consultant.com>) Top-Consultant

Finalta is a fast-growing independent advisory company that specialises in providing benchmarking and best practice services to financial institutions. We are recruiting at Senior Analyst and Associate Director levels - both roles require exceptional analytical, delivery and business development skills.

(<http://www.top-consultant.com/UK/career/appointmentstwo.asp?ID=7166>) More details / Apply online >>

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8. Head of Marketing

Position: Head of Marketing, ref 14278/17

Salary: £60000-£70000

Based: London

Employer: Growing Internet Company

Advertiser: (<http://www.pricejamieson.com>) pricejamieson

A rare opportunity for senior marketing professionals to make your mark on this profitable and growing Internet Company. You will be responsible for a significant marketing budget that currently covers **TV** advertising, online marketing and PR. Along with this, your remit will be to take responsibility of existing products on the website and manage the customer offering. As the ideal candidate you will also have a b2c background, preferably with some experience in the personal finance sector and excellent management skills. This is a great company who are really going places and offers ambitious candidates many opportunities to develop their career.

(<http://www.pricejamieson.com>) More details / Apply online >>

Contact: Lucy Hanks – 0207 3931314

9. Top forum post: How to value intranet or portal content

*Effinfo's Nicolas Buerki comments on how to prioritise content in order to develop an effective **linking strategy** for intranets and portals. You can determine the value of your content by using Effinfo's Cost and Business Assessment Matrix, as outlined within this forum post. Thoughts?*

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10. Top forum post: Legal issues with domain names ▲

What is the legality of purchasing a domain name that is the same as an existing company name? Some excellent comments on trademark law, based on the experience – rather than legal qualifications – of Diligent Limited's Nick Harrison. What do our legal experts think?

Jump to Forum Posting »

11. Why pay to subscribe to E-consultancy? ▲

Get access to *all* of our exclusive content and special reports from just £99 per year, including:

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3. (<http://www.e-consultancy.com/publications/online-surveys-buyers-guide/>) Online Surveys and Research: A Buyer's Guide [August 2004]
4. (<http://www.e-consultancy.com/publications/interactive-advertising-rm/>) Interactive Advertising and Rich Media - Roundtable Output [August 2004]
5. (<http://www.e-consultancy.com/publications/affiliate-marketing/>) **Affiliate Marketing** - Roundtable Output [August 2004]
6. (<http://www.e-consultancy.com/publications/online-pr/>) Online PR - Roundtable Output [July 2004]
7. (<http://www.e-consultancy.com/publications/entertainment-brands/>) Extending Entertainment Brands into the Digital Space
8. (<http://www.e-consultancy.com/publications/usability-and-accessibility-roundtable/>) Usability and Accessibility: Roundtable Output
9. (<http://www.e-consultancy.com/publications/mobile-marketing-roundtable/>) Mobile Marketing: Roundtable Output
10. (<http://www.e-consultancy.com/publications/affiliate-marketing-buyers-guide/>) **Affiliate Marketing**, A Buyer's Guide [April 2004]
11. (<http://www.e-consultancy.com/publications/accessibility/>) Web Accessibility Guide [April 2004]

12. (<http://www.e-consultancy.com/publications/search-engine-marketing-buyers-guide/>) **Search Engine Marketing Buyer's Guide** [March 2004]

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