



Radio Industry, Quickshow Summary

**Every radio associate
telling your best story,
every time, every day.**

Background: Radio is an industry pummeled on all sides: by the Internet and audio streaming services and consumer personal technology gadgets. During the last several decades, few tools or services have emerged to *add value* to or *expand* radio's over the air messaging product.

Let's look at strengths: Radio is one of the few businesses that has a local presence in every community. Radio Broadcasters have a reputation as communications professionals (especially compared with web coupon svcs.). Radio is in the location, with unique credibility, waiting for a unique product to solve local business messaging needs.

Advertising vs: Messaging: Quickshow is a business message *creation* and *delivery* tool. The difference between messaging and mass broadcast advertising is significant. Messaging delivery is one-to-one. Messaging timing and story selection is controlled by the sender to meet the receiver's information need.
Messaging adds value with every touch by limiting the information to just-what's-needed, just when it's wanted.

Product: Radio broadcast is outward facing. Quickshow personal messaging faces both outward and inward. Out-facing community information and promotion messages reinforce radio's broadcast message. Inward facing messages allow a customer to view a show and make the connection about their own field messages. Summary: Quickshow field sales messages complement existing sales activity. Customers see and hear the station's message AND then make their own field message connection !

Technology:

Quickshow software creates small sized shockwave flash (SWF) files. SWF is a universal web format. Each show consists of spoken words and background music, high-definition images, and text that moves and transitions. Video (if available) is placed on top of the SWF. After a show is created and approved, it is available for Internet play, and is also converted into every kind of downstream format: DVD and SD & HD video, YouTube, flash drives, tablet and smart phones, etc.

Messaging Process:

Each Quickshow starts with a radio/customer script. Quickshow (or the station staff) builds the show. Each is provided as a web-page-ready Quickshow and user/group package. Then, automatically, the sales or service representatives name and contact information is automatically placed on user/group package. Buttons and web-links and activity controls are placed around the show and package, driven by show message intent. Show play is tracked by sent-to address, or web-page hit.

Sales Margin: Customers shows cost the station \$200 and retail at \$1000. They are (typically) sold in 5 show packages. Individual messaging accounts retail for \$100 / year. (please see term sheet for messaging account detail information)



NO charge for your radio station shows.

You can have Quickshow create, for your use, as many shows as needed, to start your message, to set appointments, follow up after a sales conversation, and bridge between meetings. Each show can be used over and over to educate, entertain, attract community attention and new customers, keep business conversations going, and to sell as much and many radio advertising packages as possible.

Isn't it fun to INNOVATE, again?