RADIO PROGRAMMING SERVICE





About us - Interactive Media & Marketing

Interactive Media and Marketing is a small niche business made up of award winning producers, media presenters and business professionals.

We focus on growing audience for business, individuals and events,

Our experience has been active in media for the last 20 years.

We use all conventional and new media channels to promote our creations.

Customer value is key to everything we do and always a continuous conversation.

Objectivity and an open mind runs through our creative process.

We provide tailored bespoke solutions for all clients and products, whether heritage or new.

We support all with an innovative approach

We specialise in innovation and creativity





Gold Winners **PPI Radio Awards**



Introduction - Irish Radio

IMM offers a bespoke radio service focussing on individual shows and elements, also broader station aspects as required. We have multi-award winning experience both on and off air giving us a detailed and unique perspective firmly placed in the Irish media market.

THIS SERVICE IS MARKET EXCLUSIVE

Local and National competition has increased making it more difficult to make an impact in each individual area.

Within each schedule it is important to develop presenters/producers and shows with a defined target audience firmly in focus

The Radio 'Challenge'

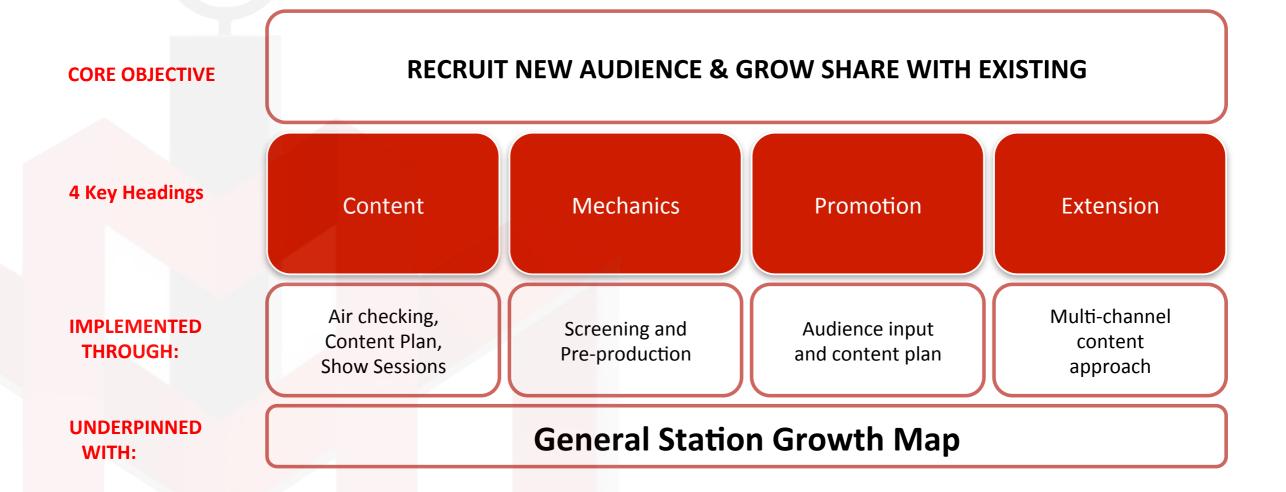
Competitive and new platforms means audience churn is inevitable - mechanics must be consistent to build audience measures faster

Creativity and originality must be cultivated and translated to radio events both on and off air to maintain a strong point of difference.

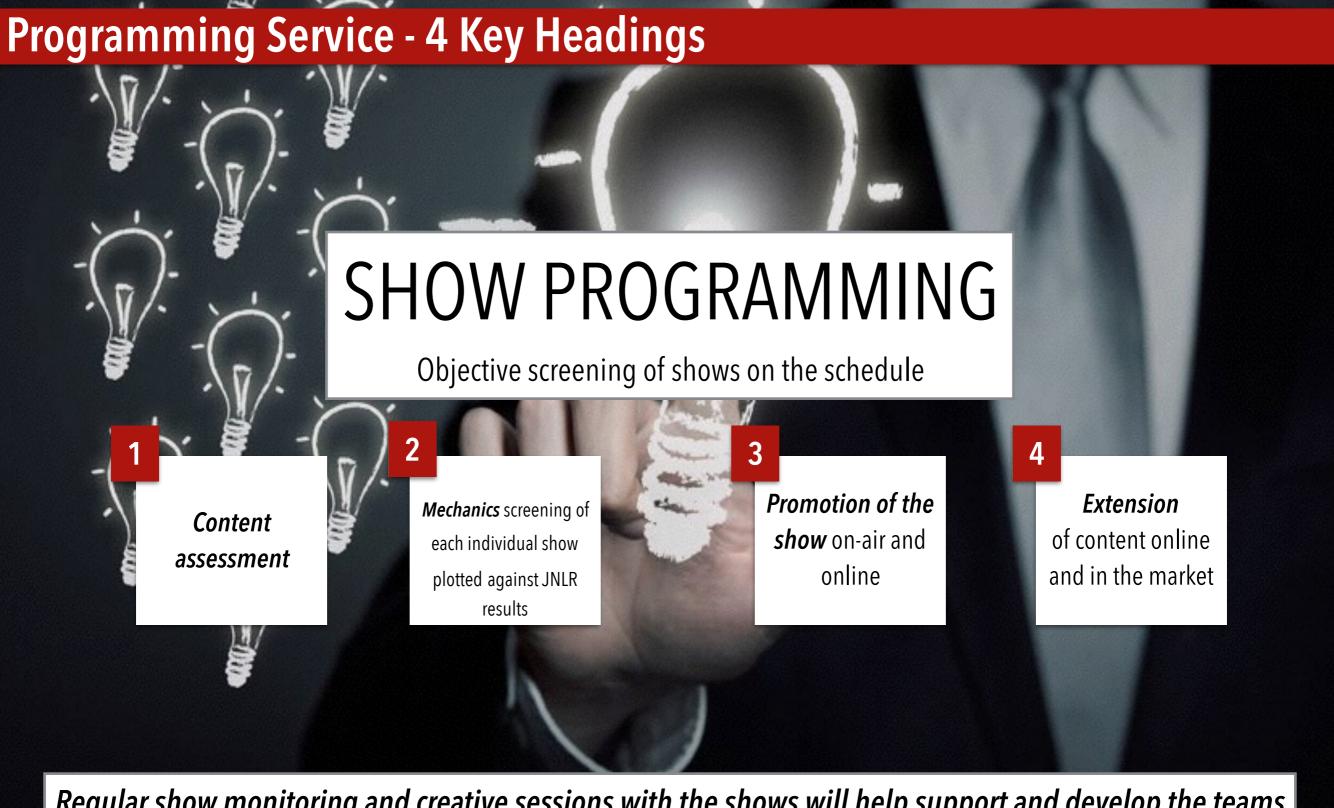


The Radio Service for the Radio Challenge

Focussing on individual shows IMM offers a service under 4 key headings







Regular show monitoring and creative sessions with the shows will help support and develop the teams



Programming Priorities - General Station Growth Map



An effective strategic programming template that delivers audience growth and new revenue opportunities

Programming Priorities - Other Key Elements

3 Key station elements that will be referenced in support and integrated as part of the overall service...

I Music 2 Imaging & Creative

3 Competition Analysis (Local and National)

Music Rotation
Cat Strategy
Competition
The Market
Events
Promotion

Creative Plan
Innovation
Event led
Planning
'Moment' Image

Monitoring
Listener surveys
Online surveys
Interactive



Target Audience Theme Filter

Consistently serve the core as defined by content plan

Create trust and authenticity with audience in all aspects of shows

Develop content for the edges

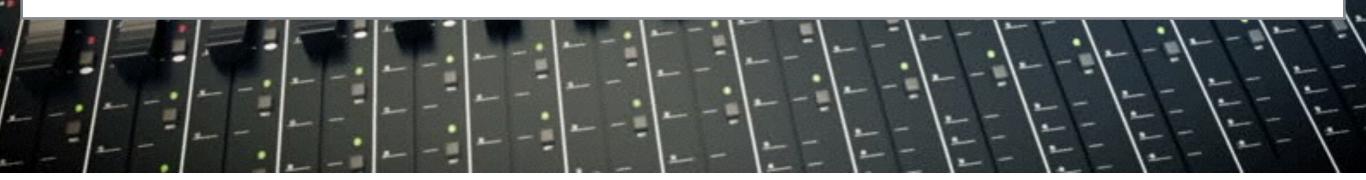
*20% each side of target...



Summary - What we will do...

IMM Programming Focus

- Work with programming teams, building confidence in presenters and producers about choosing and <u>executing the 'right' material.</u>
- Targeted approach to content and original ideas through innovative modelling
- Scheduled <u>regular meets</u> with each <u>individual shows</u>
- Mechanics and content focus to convert and grow share.
- All information fed through Programme Directors and programming teams to support existing structures.
- Proven track record with some of the best and most successful talent in Ireland
- IMM has multi <u>PPI and SONY award winning</u> programme makers bringing the highest level of innovation.



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