

WO STREAMING & WO ON DEMAND

Established broadcast radio group embraces WideOrbit's streaming and podcasting solutions to monetize their digital audio content



ABOUT THE CLIENT

Federated Media owns and operates 12 radio stations in the Fort Wayne and South Bend (Indiana) markets, as well as a standalone digital marketing agency, Federated Digital Solutions. Owned by the same family since 1952, Federated Media has a long history of innovation, including being the first radio group to have a station with its own Amazon Alexa skill. Federated Media launched its podcast initiative in 2016 and now features more than 40 podcasts on its network.

THE CHALLENGE

In the summer of 2016, Federated Media launched a podcasting network to augment their growing linear and live streaming businesses. As their network grew, they had several opportunities to monetize their podcasting content with deeper sponsorships and requests to target ads across episodes and devices. While their existing podcasting solution was sufficient for basic functionality, such as hosting multiple podcasts, organizing content by station, and uploading feeds to podcast directories, it lacked the advanced functionality needed to keep up with the growing popularity of podcasts and the associated demand from advertisers. Furthermore, Federated Media staff felt their existing monetization software was not intuitive or user friendly and required complicated, manual ad insertion.

THE SOLUTION

In 2019, after testing multiple alternate podcasting solutions, Federated Media decided to expand their relationship with long-time media operations partner, WideOrbit. The *WO On Demand* product could provide the necessary advanced monetization functionality to scale Federated's podcasting business immediately. Transitioning to *WO On Demand* was simple because *WO Streaming* had already been Federated's live streaming platform for many years and, on the linear broadcast side of the business, *WO Traffic* had been their system of record for some time.



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“Transitioning to a new podcasting solution is always a challenge, especially with a large network of shows. With WideOrbit, I don't think we'll ever have to worry about our tools keeping pace as our business grows.”

KRYSTAL VIVIAN, Director of Digital Content

THE RESULTS

Because Federated Media staff was already very comfortable with the WideOrbit interface and workflow, training for *WO On Demand* was simple and quick. The workflow is a natural extension of *WO Streaming* for both their end users and their engineers. In addition, they have the flexibility to manage and monetize their content in many new ways. Today, Federated Media can offer:



Ad insertion for podcasts at the show, station or network levels



Streamlined file management to update intros, promos, and sponsorships



Dynamic station ID tag insertion for an enhanced listening experience



"Broadcast-to-Podcast" ability to auto-create podcasts from previously recorded original content

THE FUTURE

For many years, Federated Media has found WideOrbit to be a trusted and reliable partner on many levels. WideOrbit continues to evolve their products as the media landscape shifts and Federated looks forward to improvements such as:

- Repurposing on-air content into podcasts with separate dynamic ad insertion
- Adding an embeddable player for our website, blog & social media
- Reducing ad load by optimizing ad placement and balancing with content

Learn more about our offerings today

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