

Lofty Community Media

Info Session – 30 November 2017

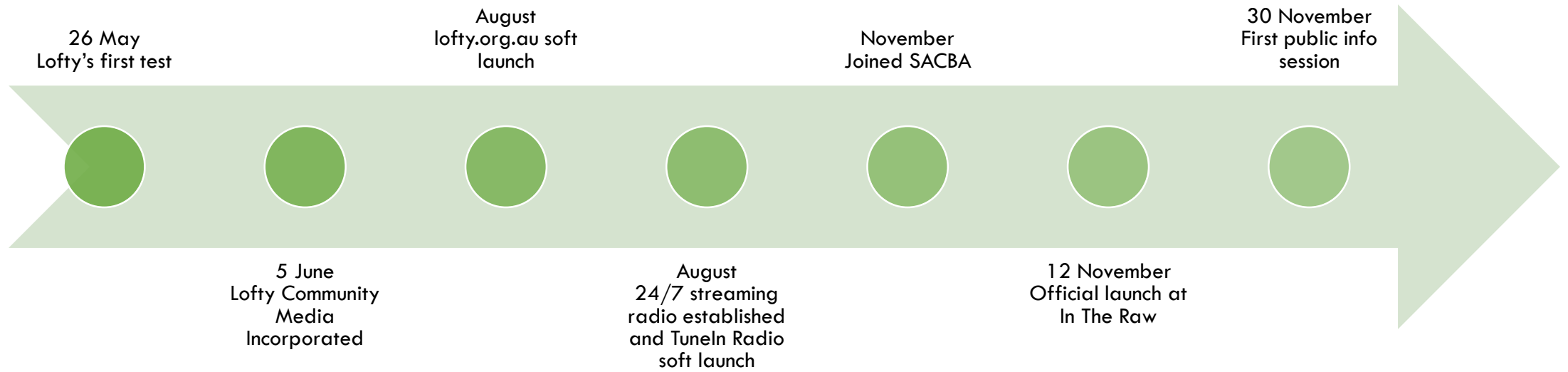


**“The medium is the
message”**

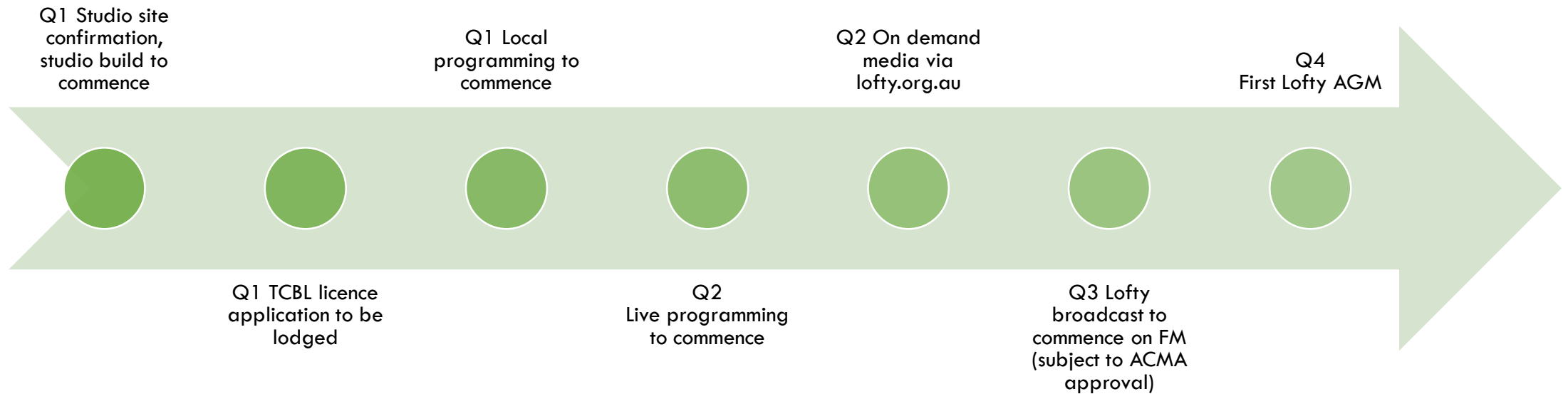
Marshall McLuhan



Timeline 2017



Proposed Timeline 2018



Internet radio vs FM radio



“Why don’t we have both?”



Internet radio vs FM radio

Internet radio	FM radio
can be heard worldwide	can be heard in some parts of the Hills
uses some data on your phone	costs nothing to receive
very inexpensive to operate	can be expensive to operate
available in many newer cars	available in most cars, regardless of age
emerging technology	established technology
firm listener stats available	hard to quantify listener numbers
especially suited to niche audiences	suitable for broader audiences
ON AIR NOW	still up to 12 months away

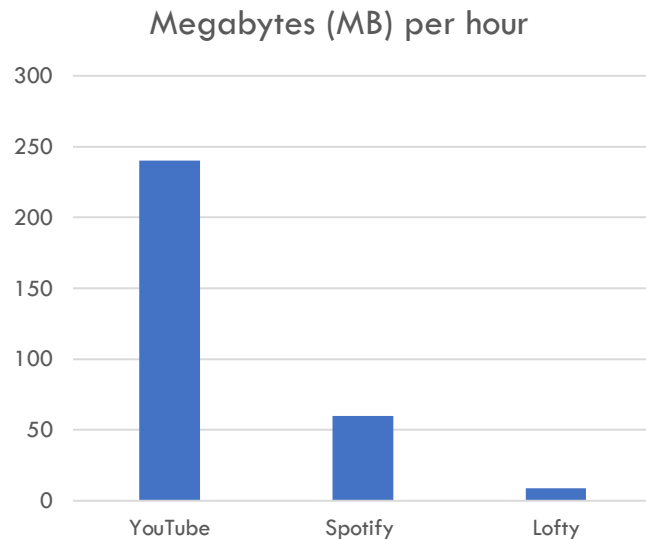


Interesting facts

- Listeners aged 18-64 listen longer on smartphone apps than on AM/FM radio
- Median age of radio listeners is 52 years of age
- AM/FM radio still holds 70% of the in-car listening market...
- ... but drivers of newer vehicles are 40% less likely to listen to radio than those with older vehicles
- TuneIn Radio has over 60 million monthly active users worldwide



“Yeah, but streaming radio uses heaps of data ...”



Lofty's stream consumes 8.7MB per hour. Compare this with Spotify at 60MB per hour, and YouTube at 240MB per hour.

Tested on 30 November 2017 using a Moto G4 Plus smartphone running Android 7.0 on the Optus 4G network.

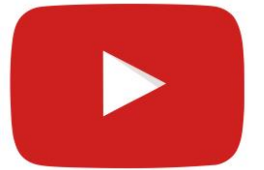


Let's put this another way ...

1 minute of YouTube

equals 4 minutes of Spotify

or 27 minutes of Lofty via TuneIn



Questions? Ask Lofty.

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