

User Generated Radio

Using Open Source To
Reduce Administration and
Increase Revenue

User Generated Radio

The User Generated Radio model is where the community and audience does the actual programming and intelligent systems do most of the administration that radio stations don't have the human resources to monitor.

Community radio run by consensus

Multi-platform Internet access has pushed social media into the mainstream with users from all over the world contributing rich content online. We are seeing user generated multimedia content in many ways including web applications like YouTube and Facebook.

Hurdles

There isn't a simple way to service small rural remote broadcast markets and to enable these communities an opportunity to communicate or advertise locally.

Rural communities do not have effective means of localized emergency broadcast communications or interoperability.

There are many high end radio systems available that cost many times what a small station or community can afford.

Logistical Challenge



How to supply communities with localized User Generated Radio Content and capitalize on new revenue streams

How to operate a reliable network of radios in a cloud environment under difficult conditions

How to do this on a limited budget

Solution



We need cooperative environments embracing innovative applications and service models to enable communities the ability to communicate using open source content delivery networks with standardized protocols.

Benefits of Open Source Approach

Open Source = Security

Sharing the source code of projects, the “Digital DNA” and blueprints makes it very difficult to inject Trojans and back door processes. There is no where to hide.

When was the last time Firefox crashed?

Case Study in Whitehorse

CJUC 92.5 FM

30+ active radio programmers

Community Jukebox

Local Music and Talent

Pacester
MPX
DJ Smarchmelo
Slip Mat
DJ Svive
Black Mass
Lifted One
DJ Sally Anne

92.5FM THE JUICE

CJUC

SUPPORT COMMUNITY RADIO
Dec. 16 at Foxys 8pm - \$10 fundraiser

Skip your office X-Mas party and come dance!

Who are the programmers?

- Groups and individuals that live across Northern Canada and as far away as Estonia, Thailand and Japan
- People with disabilities that cannot physically make it to the studio or that use assistive technologies
- People that speak languages other than English or French
- Busy people with not a lot of extra time that work in office jobs
- Stay at home fixed income retired people with time on their hands that have vast knowledge of music and culture
- Non-profit groups, Podcasters, Music Promoters, Rabble-rousers, News junkies, Commentators and Soap-Boxers
- People that rely solely on free over the air radio media that do not subscribe to mainstream media

The MPX (Matt P Experience)

At first Matt could only program simple music segments

We checked over his show and material for compliance then bumped up his permissions to do more

That was in 2005 and we haven't seen much of Matt since

Matt is one of the most active DJs!

New Revenue

- Emergency broadcast partnerships for priority access to local organizations
- Local music events and artist promotion
- Localized and regional user generated co-op advertising
- Residual from local revenue streams and split feed network ad substitution
- E-Busker residual for enabling real time transactions supporting content creators

Win Win Scenario

Audience gets diversified localized user generated radio content and enhanced economic abilities.

Community and emergency volunteers get a low cost unattended **emergency broadcasting system** with trained volunteer operators.

Broadcaster gets more local audience and speciality advertising opportunity, with out having to spend significant human resources or build new infrastructure

Thank-you!

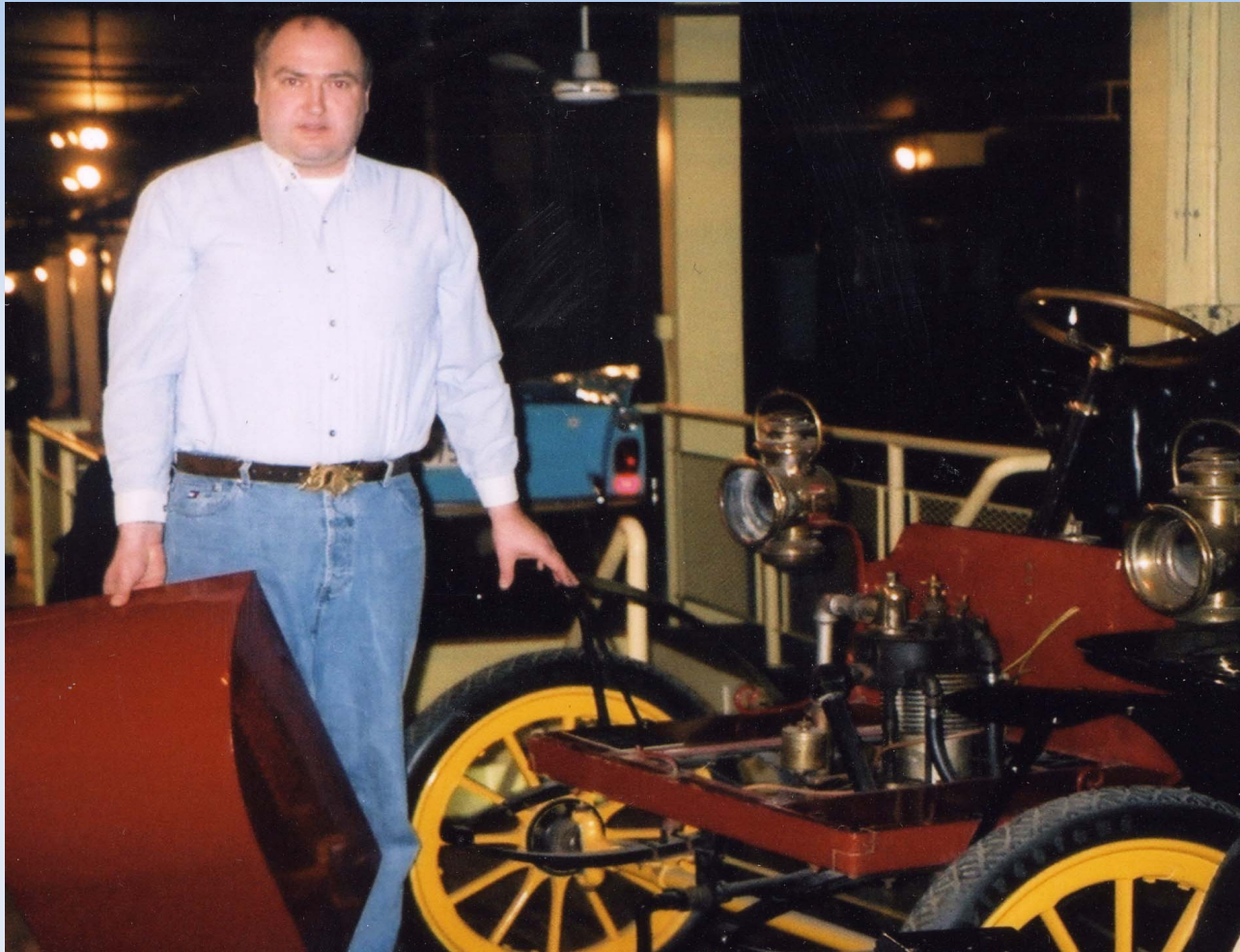


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Made in Yukon

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1902 Redpath Messenger



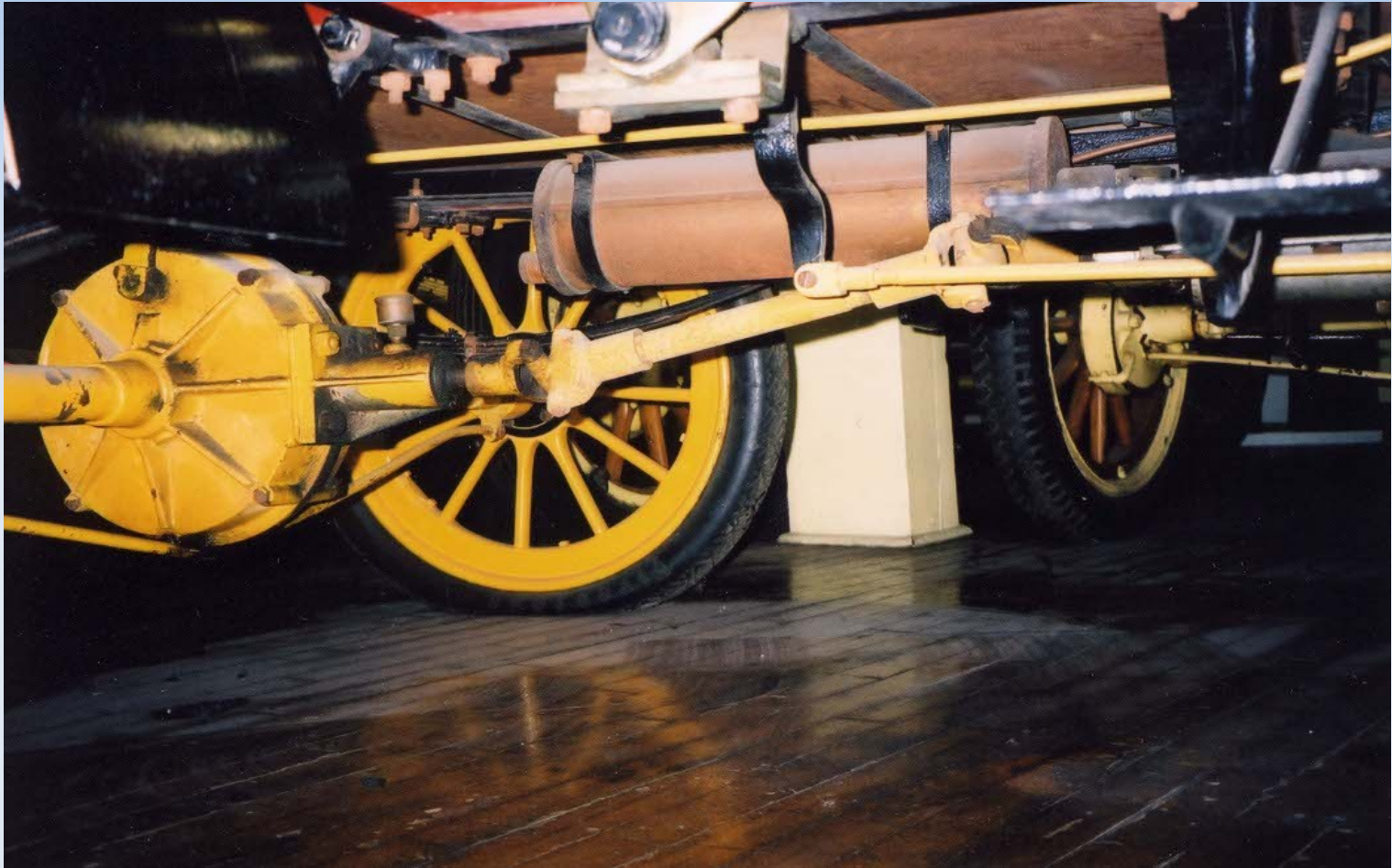
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1902 Redpath Messenger



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1902 Redpath Messenger



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John A Kitchen - Pulse Combustion



OpenBroadcaster

John A Kitchen - Pulse Combustion



OpenBroadcaster

AVRO Arrow



Research, Innovation & Commercialization (RIC) Whitehorse Yukon January 23 2012



Biography of Rob Hopkins

Rob comes from a pioneering family of inventors. His great great grandfather manufactured one of Canada's earliest automobiles, the Redpath messenger. In 1901 his great grandfather William Redpath, started working in the motion picture industry. Rob's grandfather John A Kitchen worked on the AVRO Arrow, designed the eternal flame at the Ottawa parliament buildings and did innovative and successful commercialization work using pulse combustion technology.

Rob came up to the Yukon during the Thanksgiving weekend 1982 to hop the Whitepass railway as a hobo and the day he arrived here was the day they shut the railway down.

He started working in communication industry 1992 and built a private mountain top wireless communication link connecting Tagish and Whitehorse 120kms away in order to send and receive a fax for purchase orders from South East Asia.

He then setup up a CRTC “under regulated” broadcast radio station in 1997 from his home in Tagish. It was later during the licencing process that he struggled to describe how he would make his station accessible, providing community access programming, that he began to envision a web based “radio station in a box” prototype as a service for remote rural communities.

Contact

Robert G. Hopkins

Box 87, Tagish, Yukon, Y0B1T0

Tel: 867-399-3012

radiorob@openbroadcaster.com