RE-INVENTING PUBLIC SERVICE RADIO: MIXED-METHOD STUDY ON DIGITAL TALK RADIO

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Research context: charter PSB (VRT Start-up)

"NEW DIGITAL WAYS TO CONNECT WITH THE BUSY 25–45 AGE GROUP THROUGH AUDIO"
CONVERGENCE LED TO SHIFT FROM PSB TO PSM

CONTRACTUAL AGREEMENT: PSB AS MEDIA INNOVATOR

Research context: why this charter?

TRADITIONAL PSB VALUES (INFORMATION, ENTERTAINMENT, CULTURE)
Assumption: digital audio to reconnect with 25-45 aged

- Audio is flexible
- Strong digital skills
- Changing family situation
- Active media use
Research questions

DIVERSITY WITHIN THE AGE GROUP?

IN WHICH CONTEXTS PROVIDES AUDIO ADDED VALUE?

FORMAT?
Mixed-method study

Clusteranalyse Digimeter 25-45 jaar

Environmental scan Expertinterviews

Business Model Canvas

Interviews

Probing box

Co-creatie

Storyboard

Survey met:
- PSAP
- Kwantificeren bevindingen

Persona's
RQ1: in which contexts provides audio added value?

- Transport (car/train)
- Sports
- House maintenance
RQ2: Format?

MOBILE APPLICATION
**RQ3: Diversity within the age group?**

- **Digital Dieter/Dina – 33%**
  - Limited budget
  - Personalised
  - Technology savvy
  - Smartphone lover

- **Music Maude/Martin – 27%**
  - Low adoption potential
  - Technology resistant
  - FM radio
  - Music

- **Busy Bea/Bent – 27%**
  - On the road (hobby/work)
  - Background-seeker
  - Family with children
  - FM and smartphone

- **Curious Charlotte/Charl – 12%**
  - Open for ICT
  - Busy job
  - Basic tech skills
  - Radio 1
Overall: less innovative than expected

Audio does not match personalisation?

App gap?

Limited view by audience?

Podcast users?
Wij zijn uitVRTedt!
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