

Please note the new partnership on this research as it becomes the RTDNA/Newhouse School at Syracuse University Survey. I am privileged to have joined the outstanding faculty at Syracuse. That's the name you'll see on the research from here on ... and that's what you'll see on the painfully long survey questionnaire later this fall.

Bob Papper

## **Marked Changes This Year in What's Going On with Radio and Mobile by Bob Papper**

New radio activity in mobile edged down three points this year to 28.6% in the latest RTDNA/Newhouse School at Syracuse University Survey. Once again, no sub-group – not even the biggest markets or the biggest newsrooms hit the 50% mark of doing something new and important with mobile.

### **What's the most important new thing you started doing with mobile this past year?**

There was a significant change this year in the answers to that question.

Strategy issues came in first place at 44%. That's a huge jump from last year's 12.5%. This group included everything from adding staff to redesigning the website to make it mobile friendly (a lot of that this year), Alexa (mostly) and other smart speakers, and establishing guidelines for things like push alerts.

In their own words:

- 5 minute videos for clients to tell us about their business, as opposed to 2 hour remotes
- Charging people to get all podcast episodes before they're available to public.
- Content from our new digital producer
- Drastically increased use of push notifications, leading to significant audience growth.
- Getting smart speakers to play us and organizing our social media efforts

Next, at 32.1%, came apps. Overwhelmingly, that was new, improved or redesigned.

- Redesigned the station app for better user experience

At 17.9% came streaming. That was hardly mentioned a year ago, but not this time around.

- Allowing listeners to our streaming audio to rewind or fast-forward audio like a DVR.

- Radio.com is implementing the ability to fast forward, pause, rewind, etc.

Content fell from 20% a year ago to 6% this time around. That included podcasts and more video.

## **Apps**

The percentage of radio stations with apps backed off of last year's record high of 63% ... down to 61.9%. The average station has 1.2 apps with a median number of 1. Both numbers are identical to a year ago. Non-commercial stations are more likely to have an app (68.9% versus 58.5%), but commercial stations continue to have more apps (average 1.3 versus 0.9).

Unlike past years, there were no meaningful differences based on market size, staff size or geography.

No stations in the Survey said they charged for apps. Not a single one.

***Note that there's a fuzzy dividing line between information in this Mobile Media article and the articles on the web and social media ... so please be sure and check out all.***

## **About the Survey**

The RTDNA/Newhouse School at Syracuse University Survey, funded in part by the Lawrence Herbert School of Communication at Hofstra University, was conducted in the fourth quarter of 2019 among all 1,702 operating, non-satellite television stations and a random sample of 3,427 radio stations. Valid responses came from 1,313 television stations (77.1%) and 673 radio news directors and general managers representing 1,996 radio stations. Some data sets (e.g. the number of TV stations originating local news, getting it from others and women TV news directors) are based on a complete census and are not projected from a smaller sample.

## **About Bob Papper**

Bob Papper is Adjunct Professor of Broadcast and Digital Journalism at the S.I. Newhouse School of Public Communications at Syracuse University and has worked extensively in radio and TV news.