

# Press release 10-2023

## Technological revolution in radio in Germany!

STUDIO GONG uses a programmatic approach to linear radio advertising for the first time

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Nuremberg, 07/21/2023

Groundbreaking project from STUDIO GONG and several cooperation partners entirely reinvents previous marketing practices.

Mid July, national marketer STUDIO GONG based in Nuremberg with amy creator aprile consulting from Hamburg and technology platform operator RAUDIO.BIZ from Leipzig in cooperation with the One Tech Group implemented their first "Case". Together with the media agency network GroupM and their advertising clients GALERIA Karstadt Kaufhof and Kentucky Fried Chicken, they ran the first programmatic FM campaign booking ever. Since July 17, 2023 to be precise, programmatically booked advertising spots by GroupM booked via the DSP Active Agent are played directly by Munich radio station Radio Gong 96.3.

The customary booking processes in radio have not changed much over the past few years. Thus, it is a logical consequence to seek inspiration from digital players to streamline and modernize processes in linear audio as well. In the past, however, the technology necessary to be able to process the chain programmatically from radio customers to the agency to marketer to the broadcasting station was not available. With the trial run just conducted, it has now been proven that it can be done smoothly and seamlessly. STUDIO GONG worked with Ad Tech specialists amy (aprile consulting) to develop a programmatic buying approach to process even linear advertising bookings (FM and DAB+) automatically, faster and more efficiently and to make audio campaigns even more attractive overall for advertising clients. The outcome is the new digital trading platform amy: officially established by aprile consulting GmbH as amy GmbH which is also linked with the established advertising management system amily.

The initiators have found an ideal technology partner in the tech & media company RAUDIO.BIZ from Leipzig, which is providing new stimuli in the German advertising market with programmatic audio advertising. The One Tech Group, the leading provider of programmatic supply side solutions for one-to-many media, has provided the supply side platform SSP1, which connected seamlessly with the amy platform to support programmatic buying processing.

On the purchasing side, Virtual Minds with their demand-side platform Active Agent was brought on board which also as the first DSP thus realized the programmatic purchasing of linear audio inventory. This makes the trading with radio advertising much faster and more efficient than ever before and taps into additional monetization potential for radio publishers and marketers.

**Andreas Lang**, Managing Director of STUDIO GONG GmbH & Co. Studiobetriebs KG, summarizes the successful implementation: *"We had been looking for technology partners for a long time to be able to offer inventory of our marketed stations programmatically. We are now putting radio advertising on the same footing with digital media. With programmatic buying, we ensure that the traditional medium of radio is able to complement sophisticated cross-media campaigns creatively and efficiently. This is a significant step into the future, specifically for STUDIO GONG with their focus on modular marketing!"*

**Sascha Köhnen**, Managing Partner of GroupM, the largest media agency network in Germany: *"We are happy to be taking part in the first programmatic radio case with our clients Kentucky Fried Chicken and GALERIA Karstadt Kaufhof. With 'Near Real Time', FM is taking an important step to strengthen its role in the media mix."*

**Dirk von Borstel**, Managing Director Virtual Minds: *“Virtual Minds with their media technologies and adtech platforms specialized very early on in integrating all media types and channels, specifically also the classic, linear broadcaster media in programmatic marketing. Thus we are very happy to be able to support the opening up of linear radio for programmatic advertising with our solution and to continue to write the successful history of programmatic advertising in the classic advertising work together with our partners in this exciting project.”*

**Daniel Siegmund**, founder and Managing Director of One Tech Group GmbH, adds: *“Linear radio still combines the greatest reach in the audio segment. Thus it was an important and overdue step to connect this medium to the programmatic value add. As the technological frontrunner in the area of one-to-many media, we are happy that we were able to contribute our experience to make this happen.”*

**Nico Aprile**, founder and Managing Director of amy GmbH, aprile consulting GmbH as well as amily GmbH: *“We are setting the precedent! Programmatic buying is the first important step in the modernization and digitization of the radio advertising business. Still, we are planning the next steps to continue to enrich the available radio inventory and also to be able to offer a wide range of targeting options in radio.”*

**Andreas Schilling**, Managing Partner RAUDIO.BIZ: *“The future economic recipe for the success of audio marketing is to be found in programmatic advertising. We are happy to have been able to contribute decisively to shaping the future with our groundbreaking RAUDIO.BIZ Audio Ad Intelligence (AAI). The project we realized with our partners is an innovative milestone in programmatic advertising marketing which will be followed by many additional steps.”*

For more information about STUDIO GONG, please visit the [website](#). The press release is available in the area [Service > Downloads > Pressemeldungen](#).



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#### About STUDIO GONG:

STUDIO GONG GmbH & Co. Studiobetriebs KG was founded in 1983 as a subsidiary of the Gong publishing house (Sebaldu Group). By participating in cable pilot projects, STUDIO GONG did essential pioneering work for the development of private electronic media in the Federal Republic. With Radio Gong in Munich and Nuremberg, the first engagements in Bavarian local radio followed, which, in line with the company's objective, were gradually expanded to a state-wide level as well as outside Bavaria. Since the sale by the Gong publishing house in 1999, we have been operating independently on the market as part of a Bavarian consortium. STUDIO GONG is active in two business areas, investments and marketing. In marketing, STUDIO GONG acts as a national marketer of radio programmes in particular and offers a comprehensive media service. As a nationwide marketer of radio programmes (BAYERN FUNKPAKETE, Ostseewelle HIT-RADIO Mecklenburg-Vorpommern, Sachsen-Hit-Kombi, Sachsen-Funkpaket, HITRADIO RTL SACHSEN and kulthitRADIO) STUDIO GONG is one of the leading radio marketers in Germany. STUDIO GONG currently has 20 combos and over 120 individual stations in its portfolio. In Bavaria, 74 stations are combined in various radio packages. The new federal states incl. Berlin & Brandenburg are represented by STUDIO GONG with 19 stations. In Baden-Württemberg, STUDIO GONG is represented by 10 stations, in Rhineland-Palatinate by 10 stations and in Saarland by 5 radio stations, as well as other local stations in the federal states of Hesse, Lower Saxony, North Rhine-Westphalia and Schleswig-Holstein.



#### SOCIAL MEDIA

