

Embargoed until 9.30am AEDT  
19 October 2018

## Radio moves forward with automation

The commercial radio industry announced today it is moving forward to Phase 2 of an industry wide project to automate and simplify the buying of radio.

Phase 1 has resulted in the roll out of the AudioNET automated holding software RadioMATRIX. The industry wide system, live since October 2017 and paperless since July 2018, is now used by 131 advertising agencies and 380 radio stations.

The sophisticated software allows agencies to interact with a radio stations' traffic management system electronically and without the burden of a previously excessive paper trail. Driving take up within the industry is the double confirmation security strategy that ensures advertisers are correctly and securely linked to agencies.

Speaking at the radio industry's Radio Alive 2018 conference in Melbourne, Cathy O'Connor, chief executive officer of Nova Entertainment, and inaugural chair of the CRA Automation & Programmatic Committee said: "As an industry we are extremely pleased with progress to date and the on-time rollout of Phase 1. The Board of Commercial Radio Australia (CRA) has now approved extending the partnership with AudioNET to move forward with Phase 2 of the project. By this time next year, the industry will have three additional modules – Mini Holdings, Direct and Electronic Bookings. Also, by this time next year we expect to be talking to agencies about programmatic trading trials to collaboratively explore the most effective way of trading not only broadcast but digital and podcast inventory."

AudioNET will continue to work collaboratively with radio stations, agencies and large direct clients to build on the RadioMATRIX platform and further streamline the radio buying process.

AudioNET chief executive officer, Dave Cox said: "We're thrilled to be moving forward in partnership with the commercial radio industry. This is definitely a world first for radio. Feedback on Phase 1 has been positive highlighting improved security for station, advertiser and agency data and a significant reduction in double handling for agency staff."

"Over the next 12 months, Phase 2 will introduce an electronic bookings module for agencies and large direct clients. At the completion of Phase 2 the industry will be ready for the development, and testing with agencies, of a live e-trading platform," he said.

**Media contact: Melissa Fleming 0417 499 529 and Judy Shaw – 0418 415 965.**

**Agencies using the automated holdings system RadioMATRIX :** 3 Phase Marketing, 303MullenLow, Above Trading, Active International, All About Media, All Star Australia, Amplifi, Andruil Consulting, Advertising Associates, Astus Australia, Atomic 212, ATP Advertising, Backline Media, Bastian Maverick, Benedictus Media, BLUE 449, BMB Media, Bohemia, BPN, Bungle Media, Campaign Makers, Carat, ChannelH, CHE Proximity, Cole Media & Communications, Collaborative Marketing, Communicate Australia, Courtney Media, Cousin Trevor, Crisp Advertising, Cummins & Partners, Daredevil Marketing Communications, Dentsu X, Digicap, Direct Response Media, DK Advertising, Enigma Media, Fine Media Solutions, Foundation Works, Frank Media, Frontier Media & Marketing, GameChanger Media, Hatched, HM Communication Group, Hyland Media, Ikon, Impetus Media, Initiative, IPG Rufus, Jam Advertising, Jarvis Marketing, Joy Agency, Kensan Media, KWPI, LCT Business Consulting, Leader Street, Leaney Promotions, Leon Sainken Advertising, M Advertising, M2M Media, Magna Global, Marketforce, Match and Wood, Max & Partners, Media Circus, Media Forte, MediaCom, Media Kitchen, Media Lab, Media Merchants, Media Partners, Media Pot, Media Precinct, Media Republic, Media Sales Direct, Mediasuite, Millmaine, Mindshare, Miroma International, MK Media, Multi Media Planning & Buying, Noisy Beast, Nunn Media, Oddfish Media, Odyssey Advertising, OMD, OMD – WA, OMG United, OMNET Australia, Omnicom Media Group Australia, Orion Barter, Orion Trading, Our Media, Page One, Paykel, Pearman Media, PHD, pSquared, Publicis Loyalty (Apex), Publicis Media, Purple Frog, Q Advertising, Radio Results, Rapid Media, RT Advertising, Scout, Shove Communications, Slingshot Media, Spark Foundry, Spinach Advertising, Starcom, Stratosphere, Sutherland Media, Tactics Media, Taylor Made Media, The Brand Agency, The M Agency, The Monkeys, Them Advertising, This is Flow, TMS, Twenty3 Group, Ultimate Edge Communications, Umedia, Universal McCann Vizeum, Wavemaker, Why Media, Worldwide Advertising, Worsfold Media, WPPAUNZ Team Red, ZenithOptimedia, Zest Advertising.