10 Things We Learned At CES That Will Impact Radio
Today’s webinar...

10 Things We Learned at CES...
...begins soon

Upcoming webinars:

Sales Webinars:
Beg, Borrow, Steal: Events Can Drive Revenue
March 21 @ 10:00am and March 23 @ 3:00pm

Management Webinars:
Harnessing the Strength of High Achievers
March 8 @ 12:00pm (Former NFL player/coach Darryl Sims)

All webinars are Central Time. Details on RAB.com under the Training link
While you’re waiting for today’s webinar to begin...

In the “Q & A” section, we’d love for you to share which is your market and how many people are in the room with you.
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Aug. 11 - Dubuque, IA
Oct. 30 - Dallas, TX
Nov. 3 - Oklahoma City, OK

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➢ Lines are muted
  – Q & A
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10 Things We Learned At CES That Will Impact Radio

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10 Things We Learned At CES That Will Impact Radio
"Anyone responsible for guiding an audience-driven consumer business where success will continue to be measured by how successfully we are able to connect our content to our communities, attendance should be mandatory."

- Mitch Dolan, Times-Shamrock
By The Numbers

- 50
- 175,000+
- 55,000+
- 600+
- 2.6 million
- 3,800
- 9
- 11
- 30+
Dumbest of Show
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Dumbest of Show
1. Cars Were Everywhere
2. And The Car Is Changing
"The coolest technology (at CES) was numerous ways the car experience is being re-thought by carmakers. We are certainly not guaranteed primary positioning in the dashboard. That is the biggest threat to our industry."

- Jeff Warshaw, Connoisseur Media
2. And The Car Is Changing
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3. Voice Command Technology
"People will talk to their cars to make almost everything happen. That was my biggest 'aha moment.'"

- Bill Hendrich, Cox Media Group
3. Voice Command Technology
4. Robots, Robots, Robots, Robots
4. Robots, Robots, Robots, Robots

REMI, the alarm clock that coaches kids to sleep better

Jacobs

RAB
5. An Audio Renaissance
5. An Audio Renaissance
5. An Audio Renaissance

Radio for the curious mind
6. Music Discovery

A new world of music discovery starts on your TV
7. Smart Everything
8. The Internet of Things
8. The Internet of Things
9. The Second Stage
9. The Second Stage
"The Aria and Cosmopolitan were crawling with brands, agencies and media companies. Many of these folks never made it to the floor. This was a whole world unto itself. Marketers and agencies were entertained and held meetings with media companies to discuss new capabilities and strengthen relationships."

- Pierre Bouvard, Westwood One
10. Where’s Radio?
10. Where’s Radio?
"There were NO 'radios' anywhere. None. Just apps, streams, audio platforms. Our delivery system has and WILL be changed. For good."

- Beth Neuhoff, Neuhoff Communications
11. Radio Execs Showed Up
11. Radio Execs Showed Up
"I would describe my CES experience as a great big entrée of inspiration and excitement, with a side serving of fear & intimidation."

- Tim Murphy, Entercom
Our 10 CES Trends

1. Cars were everywhere
2. And the car is changing
3. Voice command technology
4. Robots, robots, robots
5. An audio renaissance
6. Music discovery
7. Smart everything
8. Internet of Things
9. The Second Stage
10. Where’s radio?
11. Radio’s execs showed up big time
Questions?
Thank You!

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