

BlackBerry Customer Success Story



Rock 101 is a classic rock radio station in Mexico that broadcasts via the Internet and mobile devices. Founded in 1984, the radio station recently became one of the country's first streaming communications platforms that allows music fans to connect and interact with the station.

Industry:
Media and Entertainment

Email Platform:
Mac Mail

Region:
Latin America

Solution:
Rock 101 by TR3SCO™

Company Size:
Small Business
18 employees

Internet Radio Station Gets Mobile and Appeals to Young Listeners with Help from the BlackBerry Solution

Key Benefits:

- Helped meet the needs of users for mobile radio content
- Helped the station expand its base of listeners
- Helped to attract new advertising revenue
- Helped inspire more audience interaction through social networks

The Challenge

To keep up with evolving trends and technologies, Rock 101 transformed itself from a traditional FM radio broadcast into an Internet radio station. But Rock 101's management realized that, while the Internet was a good way to reach listeners, it also restricted their audience to having to be in front of a computer and connected to the Internet. Management also felt that mobilizing their programming for wireless devices could be a key to greater success, giving them access to a wider audience of people listening to radio while on the move.

The station wanted to appeal to what they thought was the growing, young, tech-savvy radio audience that increasingly relied on mobile devices to listen to its favourite music. By tapping into this audience, it could potentially increase its advertising revenue by attracting companies who target this youthful group of listeners.

"Since the beginning, our goal has been to set the trend for media in Mexico by understanding the level of sophistication of Internet users and the existing restrictions in traditional radio offering," said Jose Carlos Martinez, Partner, Rock 101. "Thus, Luis Gerardo Salas, Agustin

Gomez and I have built an online platform that includes more than 200,000 monthly recurring listeners and a monthly average growth rate of 8 percent. We knew that to continue growing, we needed to broaden our reach and capture younger listeners."

The Solution

Rock 101 deployed a mobile application for BlackBerry® smartphones developed by TR3SCO™, a BlackBerry® Alliance member. Listeners can download the Rock 101 app from BlackBerry® App World™ storefront. The application contains a "play" button that lets users access the radio station's live streaming programming directly from their BlackBerry smartphones from almost any location where there is mobile signal coverage.

In addition, listeners can use the application to reach Rock 101's DJs, producers and fellow listeners via social media sites, such as Twitter® and Facebook®. Listeners can also follow the radio station's Twitter and Facebook posts from

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~ Jose Carlos Martinez, Partner, Rock 101

their devices to keep up on exciting topics. The Rock 101 app also allows the station’s audience to participate in hot topics and listener discussions.

The BlackBerry solution helps Rock 101 staff to stay in close communication with its audience through social media sites, and monitor social media conversations and stay in synch with their music preferences, which helps identify developing trends.

“We selected the BlackBerry solution for our consumer app because it’s easy for our listeners to download and use, but also because we think it is the smartphone with great market share among our target audience,” said Martinez.

ROCK 101’s Benefits

Rock 101 took advantage of the presence BlackBerry smartphones have in Mexico to offer its audience a more seamless way to listen and interact with the station. “Our listeners told us they like the option to listen while mobile and appreciate the experience when they’re listening to our station from their BlackBerry smartphones. They also like the option of listening to the station from their cars, by plugging their device into the car’s USB port,” said Martinez.

Providing a mobile radio app helped Rock 101 expand its audience and connect with younger fans, and made it one of

the first radio stations with 100 percent streaming mobile radio capabilities in Mexico.

Embracing the social media features of the app helped Rock 101 recruit more listeners. Tweets and Facebook status updates about the station’s programming helped to attract even more users to their app. Also, the radio station found that conversations on social networks helped them shape the content to meet audience demand.

Staff at Rock 101 interact more with listeners, which helps to build stronger relationships with fans and helps Rock 101 cultivate a more loyal and committed audience. A more engaged and growing audience has helped attract advertisers and generate more business opportunities for the station.

“Thanks to our BlackBerry smartphone app, Rock 101 is attracting new listeners and expanding our audience in our core demographic,” said Martinez. “The interaction with our listeners is much closer and better than ever before.”

The listener base has also expanded to new geographical regions. After the additional exposure for performing well in a BlackBerry App World regional contest, Rock 101’s mobile application now attracts listeners from all corners of Mexico and around the world.

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