# MARCONI ▶

# *Bringing radio stations and listeners closer together*

MARCONI takes on the expectations and challenges that radio faces today: engaging users and offering personalised experiences on various digital platforms.
The project aims to enable fully interactive and personalised radio solutions, integrating broadcast radio with digital and social media.

Listeners will be able to interact with live radio broadcasts via their preferred communication channel in various ways.
Radio makers are provided with an integrated view on audience interactions and will be supported by interaction automation services.

## *User-driven approach*

We refined, improved and validated the general concept of MARCONI through stakeholder consultations based on the methodological model of design thinking.

We explored the initial problem space through a user journey mapping and then we further explored the problem space through observations and co-design workshops.

## *Validation through large scale pilots*

Together with participating broadcasters, MARCONI organises large-scale pilots with their respective communities. An open piloting phase with external radio organisations is foreseen to begin in the second half of 2019.

During the open piloting phase, radio stations will be able to trial the MARCONI core system and various components.
The core system is built in such a way that it's easily integrated into current production environments.

The editorial tools are grouped within Radiomanager (developed by Pluxbox) as various UI components. These include:

- A component for managing conversations with listeners via several communication methods (SMS, App,...) in a smart way
- A component to configure chatbots
- A component to schedule messages to listeners
- A component to manage (search through, group,...) listener-generated content
- A component to gain insight into the radio station's audience
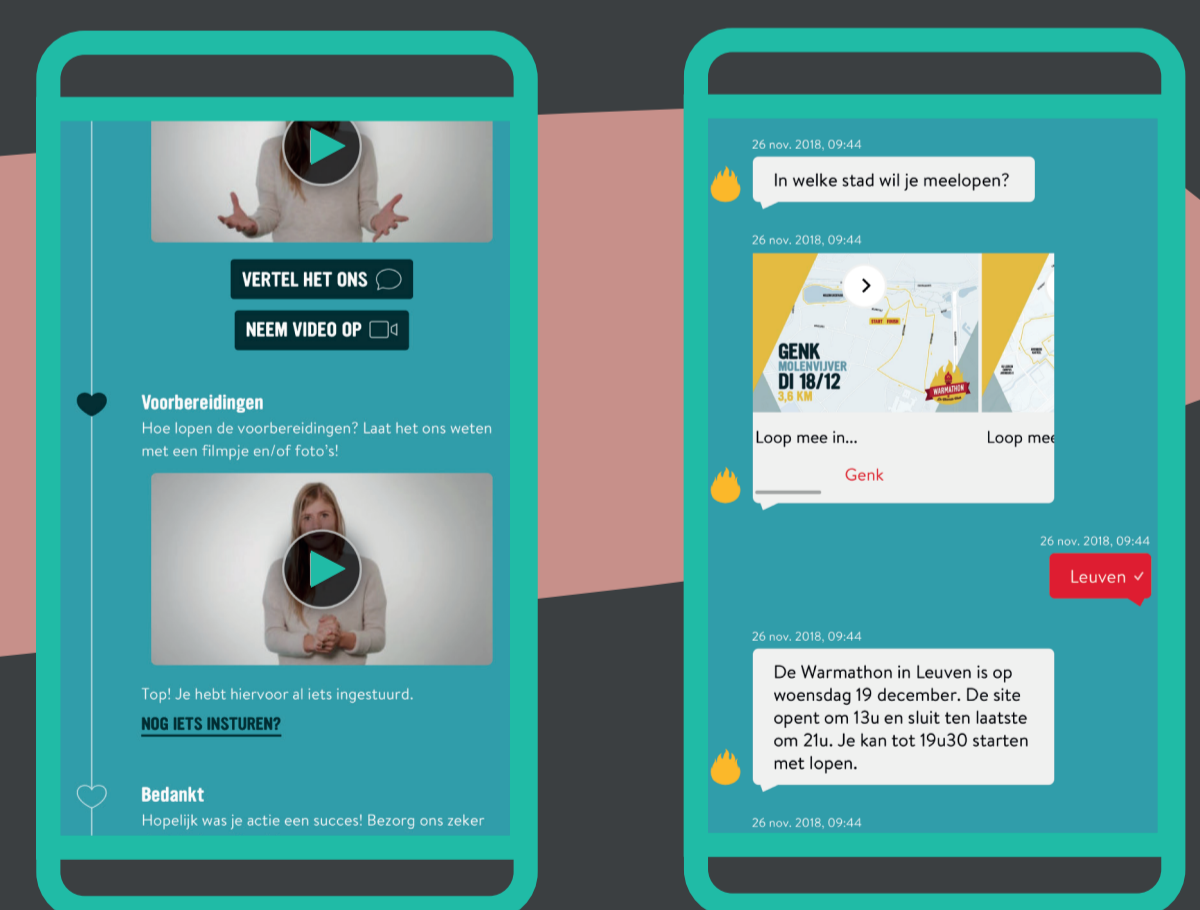
MUSIC FOR LIFE INTERACTIVE APP — PILOT AT VRT

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