



Instore-Audio: New Technology Changes the Game

Thanks to the Internet, retail audio is finally unleashed from the limitations of traditional satellite service. Retailers and content producers can now create their own Internet-based audio channels for high-quality instore-audio with complete control over branding, theme, and even the ability to target ads. Imagine instore-audio that generates income!

New Opportunities

- **Brand Building.** A branded in-store channel contributes to the retailer's identity, keeping them ahead of competitors. Brand identity drives brand awareness and loyalty.
- **Creating Mood and Theme.** Customized audio tailored to your brand creates the right style and mood for shoppers, enhancing the retail experience and driving sales.
- **Targeted Messaging.** Advertisements and announcements can be broadcast system-wide or by group or single location. This powerful feature provides the greatest flexibility available in any system.

New Options

- **Programming.** Audio programming can either be created in-house, or more commonly it is provided by a professional media company.
- **Multi-Channel Capability.** Offer multiple audio channels just like satellite providers, while still maintaining custom branding and messaging.
- **Flexible Control.** It is possible to support single or multiple brands using a single instore-audio system.

New Sales Tools

- **Drive Sales** via targeted instore advertising, on a regional, time, or even language basis.
- **Generate Revenue** by selling advertising slots to FMCG suppliers.
- **Empower** local store managers to react to stock levels with on-the-fly ad scheduling for their location.

How is the new technology different?

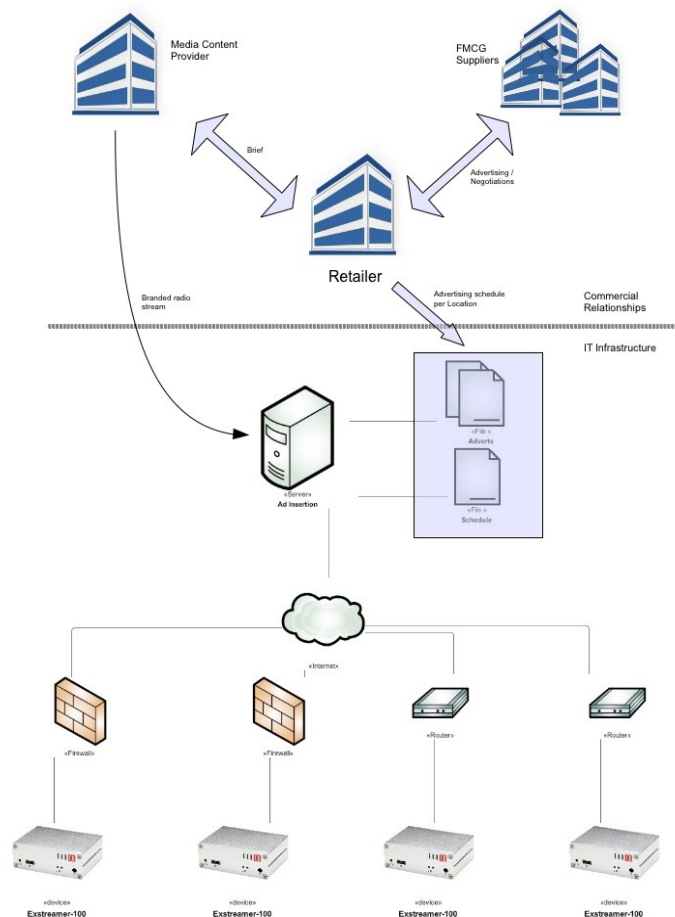
Simply put, the Internet replaces the satellite. Satellite connections require expensive installation and have high in-life costs. Since Internet connectivity is now widely available at a relatively low cost, the decision to switch is easy to justify on cost alone. The economic case for replacing an existing satellite distribution system is compelling, as Austrian retailer REWE discovered¹.

MOH Technology has developed an advertising insertion system that allows a retailer to deliver outlet specific customised advertising within a standard branded radio channel utilizing the retailer's existing Internet infrastructure. A straightforward installation with low running costs supports branded, locally-tailored radio channels delivered in near CD quality to each authorized retail location.

1 <http://www.barix.com/content.php?contid=21>

How does the MOH Technology Ad Insertion system work?

The diagram below outlines the commercial relationships and IT Infrastructure necessary for most retailers to be able to implement their own branded radio channel with localised advertising.



- The Ad insertion server in a CDN receives an audio stream (e.g. a radio channel from a professional content provider) and 'advertisements' to be inserted into the stream based on a schedule.
- A web-based interface provides controls for the management of all retail locations and ad-scheduling. Advertisements and other messages are inserted according to the web-based ad-schedule.
- The input audio stream contains audio and metadata: the audio is the main radio feed, the metadata carries command 'triggers' that instruct the ad insertion system to substitute the main audio feed for specific ad-files.
- A configuration file defines which ads to insert into the stream when a trigger is received from the incoming metadata. During an ad-slot, one location may hear the main feed, another may hear an ad about a local car dealership and a third location may hear about the latest special offers in the regional supermarket chain. Each location's stream is tailored in this way.
- Each retail location uses a network-connected Barix Exstreamer to receive their individualized audio stream, which is simply output to the store's PA or audio system.