



Press Release 3 Dec 08

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## Radionomy has been selected as one of the 30 start-ups to participate to the LeWeb 08 Start-up Competition.

LeWeb'08 is the #1 Web Conference in Europe with more than 1000 participants from 25 Countries on Dec 9-10th in Paris.



Le Web08 organizes LeWeb Start-up Competition. TechCrunch and SeedCamp drove the selection from hundreds of applications. The 30 start-up are coming from 18 different countries. The competition will take place on Dec 9th, the companies each will have 7 minutes during which to present their companies and do a demo. And the three winners will each get a chance to actually present on the main stage. The competing companies will have access to a special **Start-up Competitors' Lounge** in which companies will have a chance to get a contact to anyone who's interested.

Radionomy will present its concept to a selected audience of investors, influencers and journalists.

Radionomy, created by Belgian serial entrepreneurs, enables everyone to easily create his own radio on the Internet.

It's easy. By tapping into vast libraries of music, jingles and content. By integrating one's musical creations, own audio content, sequences and reportages.

It's free. Radionomy broadcasts these radios throughout Europe and bears the costs which include copyrights and streaming. Radionomy even shares revenue with radio creators according to their audience.

People set up a radio because they have something to say and a true desire to be heard. To share one's musical choices, archives, finds, creations or the artists one loves. A radio reflects the personality, desires and mood of its creator. It serves as an active broadcast channel for one's true expression. It is therefore far being a simple playlist

[www.radionomy.com](http://www.radionomy.com)



## For further information

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More Details  
on Radionomy...

# A Name, a Project, a Team

## Where does the name Radionomy come from?

From the merger of two concepts: Radio + Autonomy

The founders of Radionomy thought that Internauts today should be able to create their radio with full autonomy.

- Autonomy to make a selection: hence our libraries of musical pieces, jingles, audio content generously provided.
- Autonomy in being able to add one's music (the music one creates or likes) and content in complete freedom.
- Financial autonomy: we pay for everything, including rights and all broadcast fees. And we even help radio creators to earn money.

## Radionomy, an ambitious project

The Radionomy team works actively in developing the website and application that will enable everyone to create his own radio, Radio Manager, which is operational in the Alpha version. The members of our team have been testing it intensively. The version for Beta testers will be available at the end of February 2008.

The project is of a European dimension. After a test launch in Belgium, international development will, from the outset, concern France, followed by the Netherlands and Germany.

A temporary website [www.radionomy.com](http://www.radionomy.com) gives further details on the project and provides Internauts interested in the project to sign up to obtain further details, i.e. artists, content producers, radio creators, Beta testers or just those who are simply curious. Its blog is updated regularly.

## The team: 4 Belgian Serial Entrepreneurs



Gilles Bindels, Cédric van Kan and Yves Baudechon have already successfully created a first start-up in Belgium dedicated to email marketing (JustForYou) and purchased Belgacom Skynet two years after its creation.

Specialised respectively in Sales and Development, Finance and Marketing, the former team felt the urge to take on a new enterprise.

Following their encounter with Alexandre Saboudjian, a radio aficionado, successful in telematic applications (MagicPhone, sold to Tellme), who today leads MusicMatic (company specialised in radios for points of sale); they decided to launch Radionomy.

# What is so new and different about Radionomy?

## Its simplicity, at no cost

There already are solutions for creating one's radio. Most are reserved for professionals or highly enlightened amateurs. And once the radio has been created, its creator must forever finance its broadcast, its streaming and ensure the payment of rights. These costs are far from negligible. In addition, no existing content, musical or other, is made available. All must be uploaded beforehand by the creator of the radio, which may be costly and above all fastidious.

According to a survey taken by the National Webradio Association (France Webradios), the average annual expenditures budget of a webradio in France amounts to 3 860 euros.



The National Webradio Association (France Webradios) has published the results of a survey conducted with its members in October 2006. These French webradios are to be considered as the largest and most well-organised webradios.

**The survey revealed that the average annual expenditures budget of a webradio in France amounts to 3 860 EUR.** This includes 39% for the bandwidth needed, 30% for the hosting of servers, and 10% for the setting up of musical content. 21% are allocated to the payment of copyrights with SACEM. To finance all this, webradios rely on the annual fees of its members, sponsorship, personal financial investment and often on donations that the leaders make to their own association.

## Radionomy, an original idea

Radionomy's originality lies in that it offers a tool that is easy to use, thus enabling users nearly 100 000 musical pieces, jingles and audio content to be sought in libraries. This helps each webradio creator to add musical pieces from its libraries from its record library, musical creations, jingles and the content he generates: his sequences, interviews and programmes. Radionomy finances the broadcast and payment of copyright by integrating advertising moderately, at regular intervals.

## Why create a webradio?

Because you have something to say and a desire to be heard. Or simply to share your musical selection, archives or finds, creations or the artists you like with the whole world! No radio will be like any other. It reflects the personality, desires and the particular mood of its creator. It is an active broadcast channel offering expression. And while music is often one of the major components of a successful radio; jingles and content give it true flavour, a tone, specificity and originality.

A radio is also an ideal means for broadcasting information. Internauts like to listen to the radio while using their computer. Finally, a Radionomy radio helps generate revenue on a blog, personal website, a page on Facebook or MySpace. And what better way is there to mix business with pleasure!

# A webradio?

## For whom, for what audience?

### What is a webradio?

A webradio is a radio programme transmitted by the Internet and not by airwaves. Today, some webradios in fact serve merely to broadcast an FM or AM signal over the web. But the wide majority of webradios are reserved solely for the Internet. There are already several thousands in Europe. Any computer will do to receive a webradio. The development of WiMax will eventually permit a broadcast as vast as today's radio.

### Who listens to webradios?

**43 % of French Internauts listened to a webradio the last 30 days.**  
(Ipsos Media survey of September 2008).

**29 % of French Internauts listen to a webradio every day.**  
(Ipsos Media survey of November 2007).

To be added to this figure is the fact that 13% of people listen to a webradio 3 to 5 times a week. 63% of Internauts have listened to at least one radio programme in the last three months or on a medium other than the original one according to the Ipsos Media survey of November 2007.

Furthermore, listening to a radio online is the fifth favourite activity of European Internauts, in a tie with music downloads [(Mediascope Europe 2007 survey of the EIAA (European Interactive Advertising Association) with 10 countries in Europe)].

Each week, over 57 million Americans listen to a webradio.

A study conducted by Médiamétrie (French Institute of Audience Measurement – 24 October 2007) shows that 9 million French people aged 13 or older say they have listened to radio programmes over the Net in the first Quarter of 2007 as opposed to 8.4 million in the second half of 2006. As for radios 100% on the web, they have reached an audience of 100 000 people per day, thus doubling their audience in six months.

## Radio and “Long Tail”

The radio has been changing and will not miss the long tail phenomenon. Today, the FM band has been blocking the evolution of many radios due to the limited number of frequencies for emission. The web has literally been cracking this lock to enable the boom of highly specialised radios as a result of musical programming or the specific content they produce. The days of “popular” radios moving to the tune of PRA (Persons Responsible for Purchase) preferences and intended for the widest audience are over. Tomorrow, everyone will be able to listen to the music of his choice with the more advanced content he likes. Everyone will be able to speak freely, with the world as a potential audience.

## The radio, the ideal presence when using a PC

When Internauts are questioned about the media they intend to use in the future, after the Internet, the radio shows the greatest interest. The share of the radio in their consumption has been increasing. This is because the radio is an ideal presence when using a PC. The radio is not distracting; it acts “in parallel” and creates an atmosphere for those often engaged in solitary activity. By giving an impression of remaining “connected” to the outside world, it lightens the burden of solitude and isolation that the Internaut may feel. The radio adds a human touch and a pleasant environment.

## A Belgian start-up to take on European Radio

To develop their project, the four founders of Radionomy would like to attract sound investors and actors to the Net, strong personalities that have already led successful endeavours who would give them access to contact networks that are particularly useful to foster the Company's international expansion.

Two pools have been planned. The first one, concluded in record time, enables the Company to prove its concept, launch its application and service in French-speaking Belgium and France. The second pool is intended to finance the use of the service as well as its deployment at the European level. Radionomy will raise a total of 3 to 5 million euros.

The four founders are entrepreneurs who are highly experienced in Internet-related activities, the media and music.

**Gilles Bindels** (33, CEO, former Commercial Director of Belgacom Skynet),

**Cédric van Kan** (33, CFO, former Financial Director of Belgacom Skynet) and

**Yves Baudechon** (47, CMO, former CEO of the DDB Belgium communication agency)

have successfully created a startup in Belgium dedicated to e-mail marketing, which was sold to Belgacom Skynet in 2002.

Following their encounter with **Alexandre Saboudjian**, a radio aficionado with success in telematic applications (MagicPhone, sold to Tellme), who today runs MusicMatic (radio design for points of sale), they decided to launch Radionomy. MusicMatic is partly owned by OTC funds.

### Three investors with Radionomy from its inception

Radionomy's first pool has brought together, in order of appearance:

- **Christophe Salanon** is investing at a personal level. He launched Meetic in 2001 as Managing Director. In 2006, he left Meetic after having helped to set up one of the leading dating websites in Europe, present in 15 countries.
- **eValue** is a German fund specialised in the financing of innovative Internet companies. It is run by Thomas Falk, the creator of Falk eSolutions AG, an ad-serving tool taken over by DoubleClick in 2006.
- **Peak Capital** is an active Dutch venture capital fund specialised in TMC (Technology, Media and Communication). Each one of the six partners of Peak Capital has over ten years of experience on the Net.