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Department of Business Administration  
Marketing Programme

Manchester Metropolitan University

**2<sup>nd</sup> International Conference on Contemporary  
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## Internet Marketing for Media Companies: The New e – Radio and e- Audience

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### **Abstract:**

*The aim of this research is to express how radio companies use internet for marketing themselves on the sample of Turkey radio market.. The aim of the research is to underline the importance of new internet based radio audience and to make a determination of how Turkish radio companies adapted themselves to this new communication form. For this there will be a case analysis of the web sites who are on air in İstanbul city in Turkey. In İstanbul which is the biggest city of Turkey in economics and population, all the FM band is full of radio stations. The FM band which starts from 87.5 and ends in 108.0 FM is full with radio stations. These radio stations are on air in terrestrial. This study made an examination for all these 115 radio stations internet web sites existence to express how the terrestrial radio stations adapted themselves to new media. There is a content analysis for the web sites of these radio companies and the way of radio companies market themselves within these web sites is analyzed. The paper makes an analysis of what do radio stations do in their web sites to market their company and content, how they use social media. The method of the study will based on content analysis of internet web sites and the outputs will be coded for interpretation. In the end of the paper there is a determination that İstanbul city radios use internet in medium level for marketing themselves. At the end of the study there is a compilation for 'radio internet marketing tools' in main five heads. At the conclusion part there is a recommendation for radio companies to consider these five heads for having an effective internet marketing and creating a competitive advantage in their business.*

*Keywords: Radio Broadcasting, New Media, Radio Business, Radio Marketing, İnternet Marketing, Turkey Radio,*

### **INTRODUCTION**

Radio is the oldest audio media within the media history. The advantage of mobility for the medium brought a new way of communication. Radio which has been called as an audio newspaper in its first historical days, had many changes in every new technological development. The medium became an entertainment tool after the invitation of FM band and stereo broadcasting. The creation of TV made radio to start thinking more about formats and music. The creation of satellite made radio a universal medium which can be listened from the satellite within a receiver. The biggest challenge for radio was the creation of internet and the developments within this new media platform. As the data transfer speed of internet increased the transportation of sound within internet caused radio to have a marriage with this new media.

Internet brought advantages to radio stations not only for transforming its sound to global universe but also to present itself to global world. The new media brought radio medium a chance to introduce itself to global world with the help of internet and social media. Until internet radio was using traditional media to market itself with on air and off air promotion tactics. After internet, radio start using this new media as a marketing tool which this caused to a revolution in radio marketing.

This revolution start with the internet web sites of radio companies, than it went up one more step with the ability to transport sound via the web sites of radios. With the developments of web 2, 0 a new media added to this new media. This was social media. The high demand of young generation to this new media platforms made an obligation to radio companies to use internet and social media as a marketing tool to reach to their younger target segments. This also made radio to be transformed from traditional media to new media platforms. Radio didn't only transformed from traditional media to new media it also stayed in traditional form but adapted itself to new media. This adaptation create a new type of radio listener which can be called as e-listener. The audience

start listening radio stations more than the traditional way and the creation of this e-audience start challenging the traditional ways of radio broadcasting. The e-audience start leaving the traditional media and live in new media in their new world. This created a new world which we call as new media. This new media has new rules and every actor needs to apply to these new rules in order to be alive. The companies now face a big challenge. This challenge created a competition within radio companies. Radio now while trying to exist alive in traditional media, it also try to increase its existence in new and social media with the convergency of new and traditional media. So this brought a big importance to marketing in new media and to the term of 'internet marketing'.

## **RADIO AND THE INTERNET REVOLUTION**

The radio industry is divided into two basic groups. Commercial and noncommercial stations. Commercial stations earn their revenue from advertisers who pay for radio advertising time based on listener ratings. Noncommercial stations (also called as 'educational' or 'public' stations earn revenue from public subscriptions or, in the cases of colleges and religious stations, from the institutions they present (Highbeam Busines,2014). For all kind of radio station distribution and rating is an important tool. Whatever aim the station has its important to have the best distribution of its content in a good way and reach to its target audience.

The first radio station in United States was KDKA in Pittsburg, which had started operating in 1920. The concept of using radio waves in broadcast information and entertainment spread very quickly and by 1922, 570 radio stations were on air in United States (Highbeam Busines,2014). Radio distributed itself from "waves" until the 90s. Internet which started getting more and more popular created a second distribution platform to radio medium. With the creation of high speed data transfer internet became a second distribution platform for radio. Radio industry started to broadcast from the internet next to its terrestrial broadcast. This created a revolution for the radio medium. As a result of the internet revolution radio industry became a more web-based and multimedia business.

Radio is framed by three important and different elements. These are distribution (coverage), branding and content. These three elements relate each other and create a third one which this is the business structure of radio. Hesmondhalgh (2002) has argued that this business structure fits the cultural industries framework via broadcasters professional complex system of production. The intangibility of radio content places the radio broadcasting industry within the cultural industries system, which depends upon defining distinct audiences. In that sense music radio stations have branded themselves differently from each other to attract niche audiences (Nyre,2008:105). The distribution of a radio station is a factor that effects the brand and the content of that radio station. In Turkey radio coverage is divided in to three parts for terrestrial stations. The local stations which are licensed as R3, the regional (R2) and the national (R1) licenses are the portions of radio coverage. Local radios have the right to broadcast within a city, regional can broadcast within one of the seven geographic regions of Turkey and national radios are able to be on air at least in the 70% of the whole country.

According to Castells (2003:19) internet reaches supposedly around the whole world. This idea of reaching to whole world had led broadcasters to approach to the internet in two different ways. These are using it as a process and as a distribution tool. Internet can be used in radio for the process of production content and for the distribution of this content to audience. Internet has created a big challenge to increase radio's distribution to universe. With internet the classical FM radio transformed to Fm + Internet based which reaches to global. Today radio is available both in Fm band and digital internet based media. These two platforms had been combined. As a result of this radio became a multimedia tool which this updated radio medium and gave listeners a broad set

of capabilities. While radio found a broad way for its distribution via internet it also gave a new behavior to the audience. Internet gave a chance to the audience for 'interaction'. Interaction is the communication between the user and radio. An interactive communication is characterized by three factors (Alba, 2000:65):

- Multi-way: Involve with two or more actors inside,
- Immediate: The response occurs in a very short time, shorter than the traditional media,
- Contingent: In the responses one of the actors follow directly and logically from the action of another in a sequence.

When we look at the history of interactivity from early days of broadcasting we saw that Brech proposed the transformation of radio from a transmission and distribution to an interactive medium, organized as a transmitter and receiver that binds listeners to each other through their contributions (Cordeiro,2010:64). McLuhan and Nevitt in the 1970s had suggested that the electronic technology would help to change consumer into a producer. New media has provided this and today the consumer is also a producer and while he use a content on the other hand he creates his own content.

The participation of audience in radio is now online participation. This is characterized with written posts like e mail, blog comments and audio/video materials based on social media platforms. This content is a multimedia content. With new media radio stations start having live streaming, posts in social networks, on demand videos and audio podcasts. These tools create a new participation for the audience. The new radio audience participate without interacting directly with others. Personalization of radio station's internet websites, listener driven content and on demand content are features that admit participation and user control, being consider interactive (Cordeiro,2010:95).

Radio content is now produced and accessed on line and it's available through streaming, download and podcasting. The new type of radio is a combination of FM terrestrial broadcasting with online streaming. Jenkins had predicted that radio would combine different discourses in online platforms and integrate the participatory media culture by reshaping media content through the influence of media consumers (Jenkins,2006:77).

Radio enables people to take part in a virtual structure of communications and interaction. The audience keep listening to radio content and get immersed in radio community taking part of activities, meetings, conversations, a sense of belonging that only takes part in a virtual context.

Changes in media consumption have led the audience to consider a kind of listener who integrates both the audio and listener and also the user by interacting in social networks and exploring radio websites, engaging actively by producing and sharing content in social media (Slot and Frissen, 2007:97). Bakker has expressed that social media had created a personal communication vehicle (Bakker and Sadaba,2008:87). So in that sence Cordeiro had made a new call to the listeners by underlining that radio has no longer only listeners, but online listeners who is a new form of listener that has been called as e-listener (Cordeiro, 2011:66).

The e- listener is a listener who listen a radio station from FM and also from internet. Today almost every radio listener has become an e –listener thanks to internet. In Turkey the numbers show that people listening radio from internet has increased. The traditional radio listener who is also an online radio listener is a technology follower, a web user, listen to online radio and use its facilities, take part in social networks. These audience is considered as lazy searchers, as they state that they don't have enough time or skills to explore the web for things that interest them (Corderio,2011:77).

One important specification of the e-audience is globalization. The local radio audience became a global radio listener. Robertson had created the term glocalization by expressing the relation between globalization and localization (Tufan,2009:22). Mohammadi has used the statement ' local

inside global and global inside local' for expressing the combination of local and global (Ahiska,1985:17). Radio which was a local medium before internet became a global medium and it found the opportunity of getting on global world. So the new audience whom we called as e-audience has a specification of globalization, and this audience can be called as 'global e-audience'.

### THE RADIO E-AUDIENCE of TURKEY

We see radio medium remain in lower ranks in the listing of most popular mediums in the research regarding the status of radio media in Turkey. Television is listed at top of the list of the most popular media organs with 49.3% followed by Internet 21.5%, Newspapers 15.6%, Radio 6.3% and Movies at 3.8% (Türk, 2013). According to the data of RTÜK (Radio and Television Supreme Council) there are 38 national, 99 regional, and 922 local radio stations broadcasting terrestrial in Turkey in 2014. Davut Dursun, president of RTÜK, states that when 85 radio stations broadcasting from the satellite and one radio station broadcasting via cable is included in the list the number of radio stations reaches to 1,145 (Yeni Şafak, 2014:11). Turkish Statistical Institute has revealed that youngsters listened to the radio for an hour and 50 minutes in a month on average, whereas adults listened for 41 minutes in a month on average (TÜİK, 2012 consumer figures).

The official body measuring the listening habits of radio medium in Turkey, Ipsos KMG, had a radio listening habits survey showing that the number of on-line radio audience increased by the day. The rate of people listening to radio medium on-line has risen from 2.36% to 16.63% from 2004 to 2012 according to Ipsos KMG's annual data. This increase shows that the number of people listening to the on-line radio has increased incrementally in the 2000's and e-audience has grown in number.

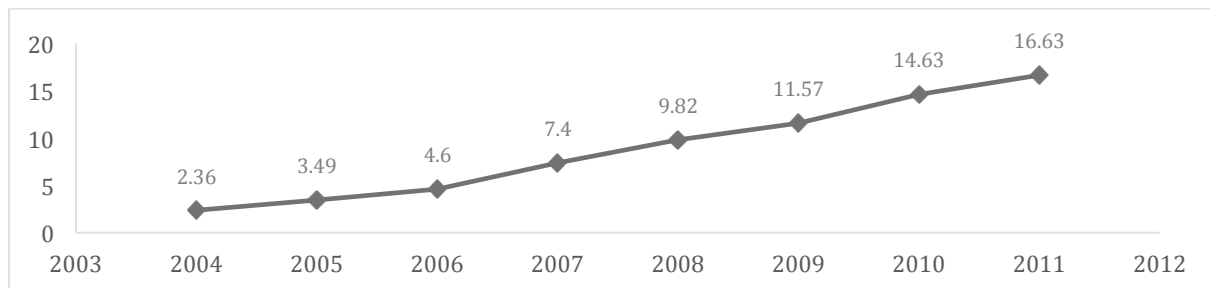


Figure 1. On Line Radio Listening Reach in Turkey (Ipsos KMG Turkey)

The rates of listening on-line radio has demonstrated a significant increase especially from the 2000's. RTÜK has disclosed that listening rate of on-line radio 6.2% in the radio listening habits survey it carried out in 2007. According to the survey audience in the 21-25 age group listened on-line radio the most, with 10.4% (RTÜK,2007:60-62).

In RTÜK's survey named 'Radio Listening Trends-2'(Radyo Dinleme Alışkanlıkları-2) carried out in 2010, the rate of people listening on-line radio increased to 15%. The rate of 6.2% in the first survey in 2007 has increased by 141% to reach 15% (RTÜK, 2010:85).

The habit of listening on-line radio in 15-17 age group has increased from 8,93% to 10,80% from November 2010 to November 2011 according to IAB's survey of Turkish internet measurements. According to the survey the demographics of Turkish radio audience via internet female listen to radio 48.32% and male 51.68% the radio from internet (IAB,2012:32).

Global Web Index Survey, simultaneously carried out a research in 36 countries including Turkey in 2012. It set out that 25-34 age group listens to on-line radio more than other age groups and also specified that 66% of the users connecting to the internet every day listened to on-line radio (Campaign, 2012). Radio is listened through terrestrial radio (traditional radio) at the rate of 54%, through internet at the rate of 50% and by mobile/cell phones at the rate of 40%, according to the

result of “Radio Stations and Advertisers Evaluation Survey” performed by DORinsight between 6-10 June 2013. It has come forward that as age increased rate of listening to terrestrial radio increased and young radio audience mostly listened on-line radio or through their smart phones according to the survey (Marketing Türkiye, 2013:34). Especially the generation dubbed as Generation Y listened to the radio via internet and social media according to the results of the survey named ‘Radio Technology’ carried out by Jacob Media in 2013. The rate of radio audience via smart phones and ipad according to the generations is as below: Generation Z 54%, Generation X 56%, Generation Y 62% and Baby Boom Generation 47% (İndeks İletişim, 2014). It is stated in the research by Kaspersky Lab, monitoring daily internet usage of Turkish internet users that 75% of internet users in Turkey listened to the on-line radio every day (Deniz, 2013). Ipsos KMG research carried out by Türk Telekom in 2014 declared that 51.7% of 19.1 million households in Turkey, that is roughly 9.9 million households had a computer. According to this research, 67% of the internet users in Turkey use internet to listen to the radio and music. (<http://www.bitdunyasi.com.tr/tr/?Sayfa=Detay&id=11216>, Reached at 24.02.2014).

DORinsight Research Company confirmed in its survey performed on 18-20 December 2013 that 52% of the radio audience over the age of 18 listened to the radio medium on-line. Radio medium is listened via mobile/cell phones at the rate of 49% and via traditional radio at the rate of 34%, according to the same survey. 69% of the survey participants say they listen to the radio more due to carrying of radio frequencies to the web and applications in mobile mediums and 23% express that they listen to radio more through these means (Digital Age, 2014:80). It was unveiled in a survey on radio audience carried out via internet in 2014 that 28.2% of the mass listening to the on-line radio, which we define as e-audience, listen to the internet radio less than an hour a day, 35.5% 1-3 hours every day and 36.4% more than four hours a day (Kuyucu, 2014:13).

Table 1. History of Digital Radio (Sonos,2014)

Year	Event
1990	Amateur radio experts started to use computers with sound cards to direct radio signals. First digital radio broadcast started.
1994	WXYC, became the first radio station to broadcast on the internet.
1995	Progressive Networks, started broadcast of RealAudio broadcasting in the quality of AM Radio.
1996	Sonicwave.com became the first internet radio station.
1998	Obligation to pay copyright was enacted by digital millennium copyright act.
2000	Pandora Radio was established under the name of Savage Beast.
2003	Online Internet radio reached a total value of 49 million US dollars.
2004	The success of podcasting steered radio companies to rethink about the audience, production and distribution.
2006	Howard Stern established a satellite earth station for 'sirius satellite radio'.
2007	Slacker radio, presenting special radio stations prepared by traditional and Professional DJ's, was established.
2008	Music broadcasting carried the revenues of the radios over 500 million dollars in 2008. Almost 13% of the whole population of US listened to the radio online.
2011	Turntable.Fm was established and included radio in Spotify application.

## RADIO AND MARKETING

Traditional marketing messages do not effect consumers today as much as they did in the past. It is also known that traditional marketing messages even annoy consumers. Chaney describes the advertising model constructed by means of guiding people to suddenly stop doing the things they were doing or stop thinking about the topics which they were thinking for a period of almost a century and think about another topic and perceive messages inciting consumption and marketing performed in this context as ‘Intervening Marketing Method’ (Tufan, 2013:139). Producer did not establish a human relationship with consumer in traditional media. The greatest promise of the new media is to build a long-term relationship and trust by establishing real, honest, intimate, human relationship with the consumer (Chaney, 2009:5).

The radio enterprise has to use various marketing methods to reach its consumers when we position this enterprise as a corporation. The radio station has started to use internet and social media



marketing besides traditional marketing methods to communicate its programs and the presenters and therefore all contents to the audience and to earn their admiration and following. Radio stations share their corporate information, programs they broadcast, their presenters, broadcast domains and many content informations with their audience and carry out customized direct marketing to their audience via websites and social media platforms. Radio stations introduce their contents, share the list of the songs they play on radio by using their websites and social media platforms such as Facebook and Twitter and present gifts to their audience by way of contests. The communication between the radio and the audience that is established by means of ways such as letter, fax in traditional communication model, is established via e-mail and social networks in the new media.

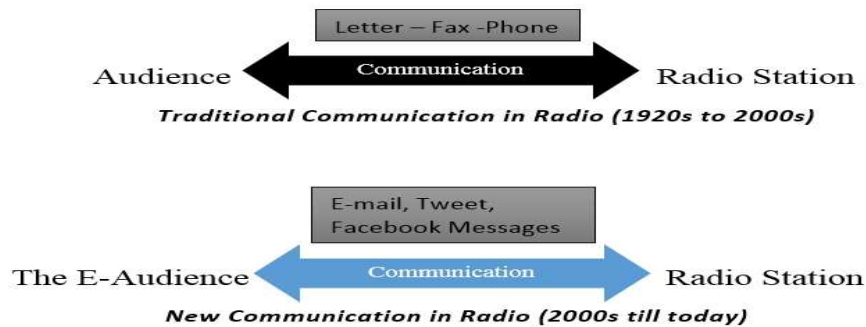


Figure 2. History of Communication Types in Radio

## AIM and METHOD OF RESEARCH

The researches show that internet and radio mediums have integrated and radio audience follow radio medium by way of internet more so every day in Turkey. When we approached in this context, the audience listening to radio via website, defined as e-audience, is increasing in Turkey as it does across the world. The new audience that emerges with the integration of radio medium and internet listens to the radio both as a medium and communicates with the radio while surfing the internet. Radio stations use their websites and social media platforms to communicate with this new audience through the internet. Websites and social media platforms, a tool in establishing two-way communication between radio and e-audience, assume a significant function in carrying out their own publicities. In this part of the research, a field research is carried out on the subject of how radio companies in Turkey structured their websites to communicate with the e-audience. The ways 115 radio companies, in terrestrial broadcasting in Istanbul, the largest city in Turkey both in terms of population and economy, communicated with e-audience via internet was analyzed in the research. The websites of 115 radio companies, registered in RTÜK's (Radio and Television Supreme Council – RTÜK in Turkish) records and operating in Istanbul, and the existence of these radio stations in social media platforms were analyzed in this research. Content analysis regarding websites of radio stations were concluded and a qualitative research on how radio stations use internet medium in their publicity and marketing was fulfilled by encoding the contents of their websites. Ozturk and Ayman's (2007:56-57) model with six basic headings named 'communication strategies used on websites' was referred. Model is adapted to radio companies and was updated with the addition of a criteria intended at social media which is a new communication platform.

1. Information regarding corporate identity on the website, (corporate publicity)
2. Broadcasting programs of the radio corporation via webpages, (content publicity)
3. Access via internet,
4. Access to social media, (social media marketing)
5. e-commerce via internet medium

The method of the research is content analysis, one of the qualitative research methods, as the purpose of the study is to describe the inclinations in the content of the communication on the webpages of radio companies. Content analysis is described as the quantification process by

encoding what people are saying and writing according to clear instructions (Balçı 2001). The webpages of mentioned radio companies were analyzed for this purpose. SPSS 21, 0 program was used for analysis. Analysis was performed in March 2014. So this research consist of the stations that were official on air during that period.

### Istanbul and Radio

Istanbul is the largest city in Turkey in terms of economy as well as hosting the most radio stations. One of the two cities where first radio broadcast took place in Turkey. Radio broadcasting in Istanbul were conducted with five kilowatt transmitters in 1927 (Kuyucu,2013:138). The number of radio stations in Istanbul showed an increase at the beginning of 90's when private capital radio enterprises came into operation in Turkey. Today there are 115 radio stations broadcasting from FM band in Istanbul due to the fact frequency tender comprising frequency allocation is not fulfilled yet. Istanbul has one of the highest numbers of radio stations around the world with its FM band fully loaded with stations. Istanbul, with a population of 13,854,740 according to "Address Based Population Registration System 2012 Census Results" of Turkish Statistical Institute (TÜİK) (<http://www.ekofinans.com/istanbulun-nufusu-ne-kadar-oldu-h19012.html>), is not only one of the biggest metropolitan cities in Turkey, but also in Europe. Radio stations, in significant competition to exist in the radio market, provide an opportunity for media enterprises which want to reach as many people as possible in a city with a large population. This competition has taken another dimension with the content produced in territorial broadcasts being carried to the internet medium and radio enterprises began to use internet marketing for the purpose of ensuring competitive edge.

Table 2. Internet Radio Listening Rates in Istanbul (İpsos KMG)

Year	Internet Radio Listening Rate (%)
2004	2.65
2005	4.05
2006	5.31
2007	8.28
2008	10.04
2009	10.78
2010	13.01
2011	15.75
2012	16.04

Rate of the audience listening to the radio via website increased every year in Istanbul as can be observed from the table above.

### Findings

It is confirmed that out of 115 terrestrial radio stations 27 do not have websites according to the result of the research.

Table 3. Website Ownerships of Radio Stations Broadcasting in Istanbul

Website Ownerships of Radio Stations	(n)	(%)
Have Website	88	76.52
Do not have Website	27	23.48
Total	115	100

The radio stations with websites are grouped as below according to the specifications of their websites. How radio stations publicized their corporate structures via websites as well as how radio stations publicized their contents was analyzed, in establishing these groups. The broadcasts with own content of radio stations were grouped in the first category and secondary contents produced by others and used by the radio stations was included in the second category. On Air content category comprises radio station's broadcast streaming, information about the presenters and programs, top 40 list, jingles and sweepers of the radio station and programs. Information service

giving the information of which song is played at that moment is also included in this category. The contents such as news, interviews presented by the radio station in music and other domains of their websites are analyzed in 'other contents' section.

Table 4. Contents of Websites of Radio Stations

Corporate Publicity	(n)	(%)	Radio Content	(n)	(%)
Communication (e-mail info)	74	84.09	<b>On Air Content:</b>		
Communication (address of the radio)	65	73.86	Information of Broadcast Streaming	77	87.5
Corporate information	54	61.36	Information about DJs and Programs	36	40.9
Personal record of the Enterprise	21	23.86	Information about Songs Played on the Radio	17	19.31
			Top 40 List	43	48.86
			Program Jingle Download	23	26.13
			<b>Other Contents</b>		
			Music News	35	39.77
			Music Video	21	23.86
			Music Interview	21	23.86
			News Outside Music	48	54.54
			Photo Gallery of Singers	12	13.63
			News of Music Events	27	30.68
			Singer Biography	10	11.36
			Music Survey	17	19.31

Table 5. Broadcasting through Website

Radio Broadcast Through Website	(n)	(%)
Yes	88	100
No	0	0
Total	100	100

All of 88 radio stations out of 115 which have websites broadcast via their websites. These radio stations usually use Winamp Player, Media Player and Flash Player to offer their broadcasts to the website audience. Some radios use only one media player, whereas others use more than one media player. The remaining 27 radio stations which do not have a website do not present their broadcasts via internet in any way.

Table 6. Media Players of Radio Stations

Web Broadcast Type	(n)
Winamp	41
Media Player	26
Flash Player	80

39 radio stations among radio stations with websites (44.31%) benefit from internet advertising by taking banner ads on their websites. The fact that there is no radio station selling products or services via their websites, indicates that radio stations are left behind regarding e-commerce.

The existence of radio stations in social media are classified as below in the analysis made regarding social media use of radio companies:

Table 7. Existence of Radio Stations in Social Media Platforms

Social Media Platform	(n)	(%)
Facebook	78	67.82
Twitter	77	66.95
Blog	0	0
Youtube	15	13
Google +	13	11.3
Instagram	10	8.69
Podcast	22	19.13
Pinterest	4	3.47

The research shows radio stations mostly take place in Facebook and Twitter. 67.82% of radio stations opened accounts in Facebook and 66.95% in Twitter.

## CONCLUSION and EVALUATION

All sciences has come to interact with web-based technology dubbed as the new media, with the development of internet medium. The new media paved the way for a new life style and life began to be evaluated in two historical periods as before internet and after internet. The life before internet is termed as traditional, whereas transition from web 1.0 to web 2.0 and the technological changes that came with it are termed as “new”. Everything that is ‘Traditional’ are interlaced with the ‘new’ and the integrity that spawned brought out a new life style.

A new broadcasting platform surfaced with the coalescence of radio, a medium of traditional media, and the new media. These new platforms changed the consumer as well. The traditional radio audience who listened to the radio through the battery-operated radio or electrically-driven radio receiver has left its place to a hybrid audience who listened both the on-line radio and traditional radio broadcasting terrestrially. Comprised from the new generations, e-audience was raised during an era of change in the social media and the mobile media. Although there is a numerical balance between e-audience and traditional audience today, the requirement of radio stations to converge to new media and social media in the future is inevitable with the increasing number of e-audience each day.

The new media affected other sciences as it did traditional media and transformed them. Marketing science took its share from this and traditional marketing has left its place to internet marketing. The increase in the number of the audience who listen to on-line radio, which we term as e-audience, has revealed the requirement of radio stations to use internet marketing more actively. In this context, radio stations firstly carried their traditional broadcasting to the internet, then they started to introduce both their mediums and their corporations to the new generation internet users by utilizing their websites and internet marketing. The increase in the time spent on the internet, brought in the requirement to exist on the internet for radio station.

Istanbul, the largest city in Turkey both in terms of economy and the population, is also positioned as the city with the largest number of radio stations broadcasting terrestrially. Istanbul, hosting the largest number of radio stations broadcasting terrestrially not only in Turkey, but also among the EU countries as well. It has 115 radio stations lined up on the FM band with 0.2 KHz frequency ranges. These radio stations bring Istanbul the title of ‘city with the largest number of radio stations broadcasting terrestrially in Europe’. It was observed in a research regarding how radio stations carry the heavy competition to the internet medium and how they utilized internet marketing with respect to getting together with the new generations that 23% of the radio stations do not have a website. It was observed that close to quarter of the radio stations broadcasting terrestrially do not

have a website and the ones that have websites only established their websites to broadcast their programs on-line instead of exploiting internet marketing.

It was observed in the content analysis intended at websites of 88 radio stations that radio stations did not use their websites effectively for their corporate publicity. It was observed in the analysis that 61% of the radio stations shared corporate information with respect to their enterprises. 84% of on-line radio stations gave e-mail information and 73% gave address information. It was also observed that content of radio stations were not very effective with regards to publicity and marketing. Radio stations with websites mostly shared their broadcast stream via their websites with 87.5% and they shared their radio and programme jingles and sweepers the least with only 26% doing so. All of the 88 radio stations with websites out of 115 operating in Istanbul offer their broadcast to the audience on-line. Internet broadcasts were presented to the audience usually through Flash player, whereas win amp player and media player are also used.

It was identified in the analysis regarding existence of radio stations in social media that radio stations used Facebook (67.82%) and Twitter (66.95%) the most. The third-most used social media tool is the Podcast technology. Another finding that strike out was radio stations do not use internet marketing frequently in marketing products and services. Only 39 out of 88 radio stations with websites (44.31%) take banner ads to their websites.

Radio medium has the opportunity to publicize their on air content as well as their corporate structure by means of internet marketing. Internet marketing is also effective in publicizing and even selling products and services of advertisers who are in the position of being clients of radio stations. Internet marketing, giving an interactive structure to the publication made in traditional ways, brings the product to the consumer directly and creates a more dynamic process. This dynamic process is of significant importance for radio stations which want to include younger generations to its target group. Radio medium, in heavy competition in terrestrial broadcasting, has the opportunity to ensure a competitive edge with internet marketing, as seen in the case of Istanbul. It has to include new generations to its target group and exploit the advantages of the new media by carrying the competition from the traditional media to the new media.

In this context, radio must be more active on:

1. Corporate publicity,
2. Content publication,
3. On-line broadcast
4. On-line advertisement and e-commerce” and
5. In using social media platforms effectively.

These are the main heads encoded under five titles in that analysis within this research. Radio companies have to be more interactive with the new generation of radio audience, defined as ‘e-audience’ who use new media and traditional media simultaneously, by giving a high performance in the codes compiled in five main heads.

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