

# TRSN Talks Newsletter



**August 2021**

## Radio**MATRIX**

### **Radio Matrix – The industry is going green!**

Since October 2017 Radio Holdings has reduced Account Queries and Make-Goods, while simultaneously helping the industry go green, saving an estimated 900,000 reams of paper. We've now taken it a step further. In partnership with CRA and with the full endorsement of the MFA Board, we have achieved an Australian-first and potentially a world first. Never before has the commercial audio and media industry coalesced around a single cloud-based, collaborative workspace that manages audio planning, buying and proposals.

In January of this year RadioMATRIX enabled agencies with the ability to brief all networks simultaneously, receive proposals and provide feedback in a dedicated on-line workspace. The addition of Booking Request in April 2021 has further added to the ability of agencies to streamline the way they buy Radio.

### **RadioMATRIX: ONE SYSTEM. ONE SOLUTION**

RadioMATRIX is a live, shared media plan linking agencies and networks, dramatically reducing time spent in planning, proposing, negotiation and approvals across the entire spectrum of commercial audio; linear, digital and streaming. During the creation and implementation of an audio campaign, RadioMATRIX reduces the risk of human error and removes repetitive data entry through agency managed business rules and campaign templates.

Templates save time and create consistency across all planning teams, regardless of the market. Inbuilt versioning allows you to instantly roll back or update your templates to create future efficiencies. It also provides complete transparency on who did what and when. [Escape from death by email.](#)

RadioMATRIX allows you to manage proposals across one or more radio stations, whilst undertaking discreet negotiations with each station, all via the platform.

The aggregation of these efficiencies amounts to significant time back to agencies, opening the door to more opportunity to allocate more time to strategy, billability and ultimately better margins

### **MFA SUPPORT AND ENDORSEMENT**

The Media Federation of Australia (MFA) Board has endorsed RadioMATRIX as the future of audio buying. The MFA support includes the assistance of 10 key champions from both the trading and technical sides of the agency business, providing consultation and assistance to the CRA committees overseeing the implementation and adoption of RadioMATRIX.

THINK RADIO  
THINK TRSN

