



MarkRamseyMedia.com
@markramseymedia

One enduring thing about
Public Radio is content
that's BIGGER than
“radio”...

...because the best content
is unbound by
any distribution channel

...the best content moves
beyond the earbuds, the
speaker, the dial

...the best content is

BIG

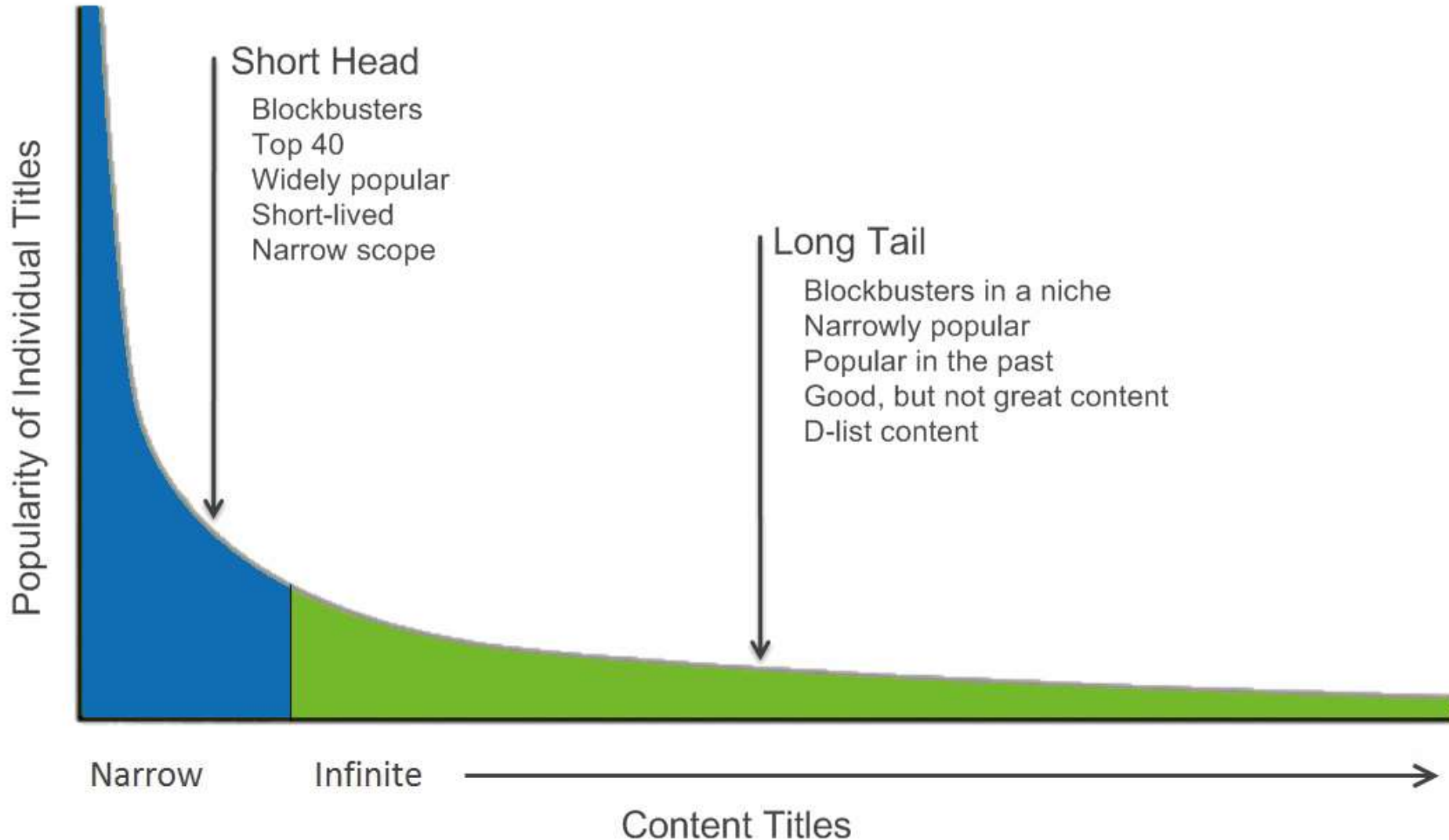


What's your name?





The Long Tail

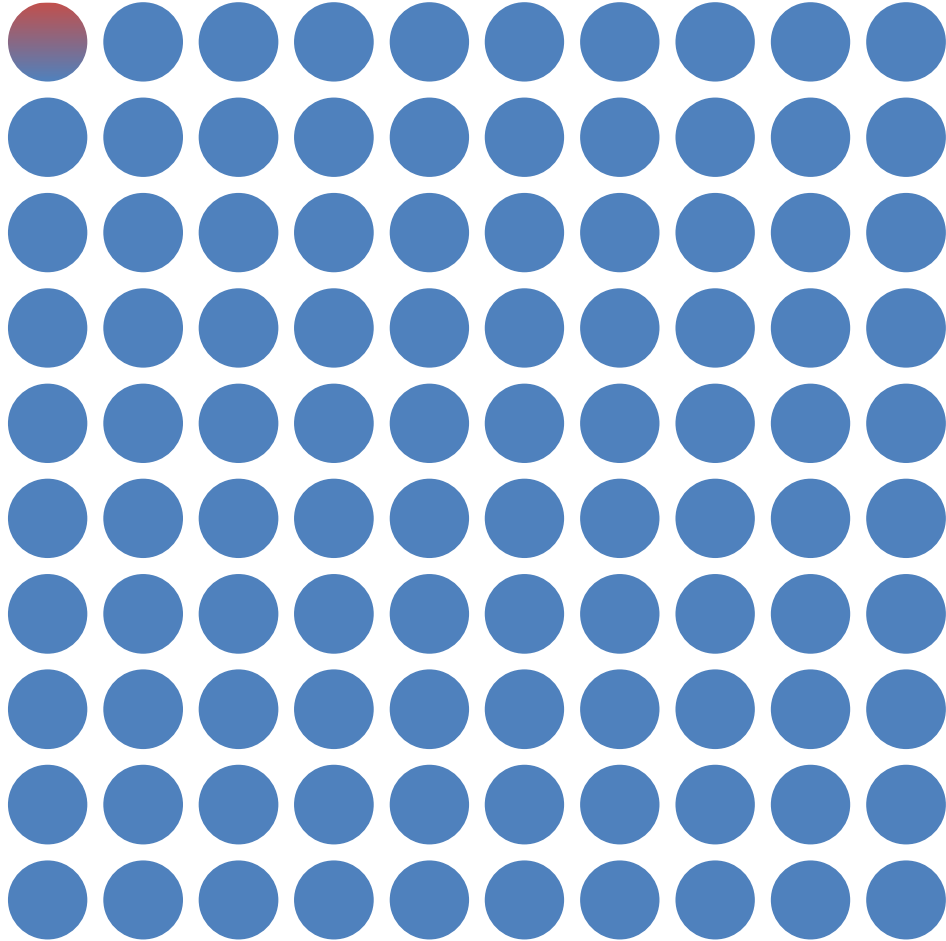




8 Million Different
Digital Tracks
Sold in 2011



- Katy Perry
5. I Like It (feat. Pitbull)
Enrique Iglesias
 6. Cooler Than Me (Single Mix)
Mike Posner
 7. California Gurls (feat. Snoop...
Katy Perry
 8. Ridin' Solo
Jason DerÜlo

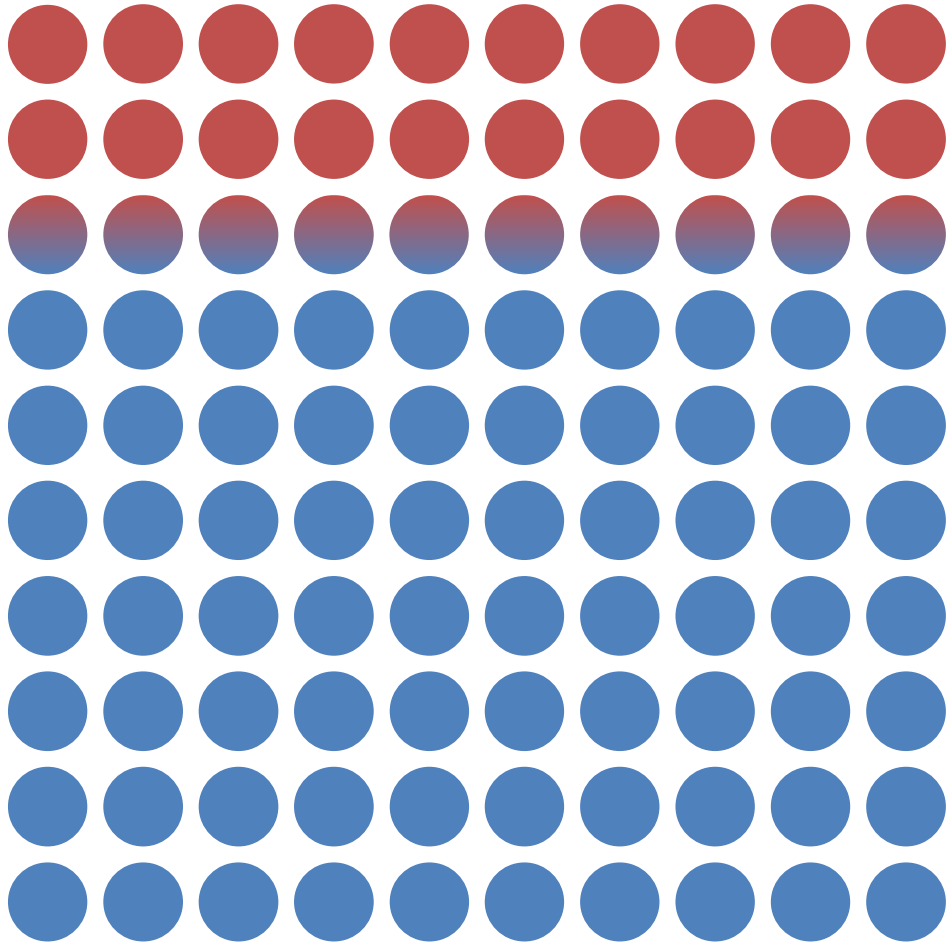


94%

of all titles sold sell fewer
than

100

copies

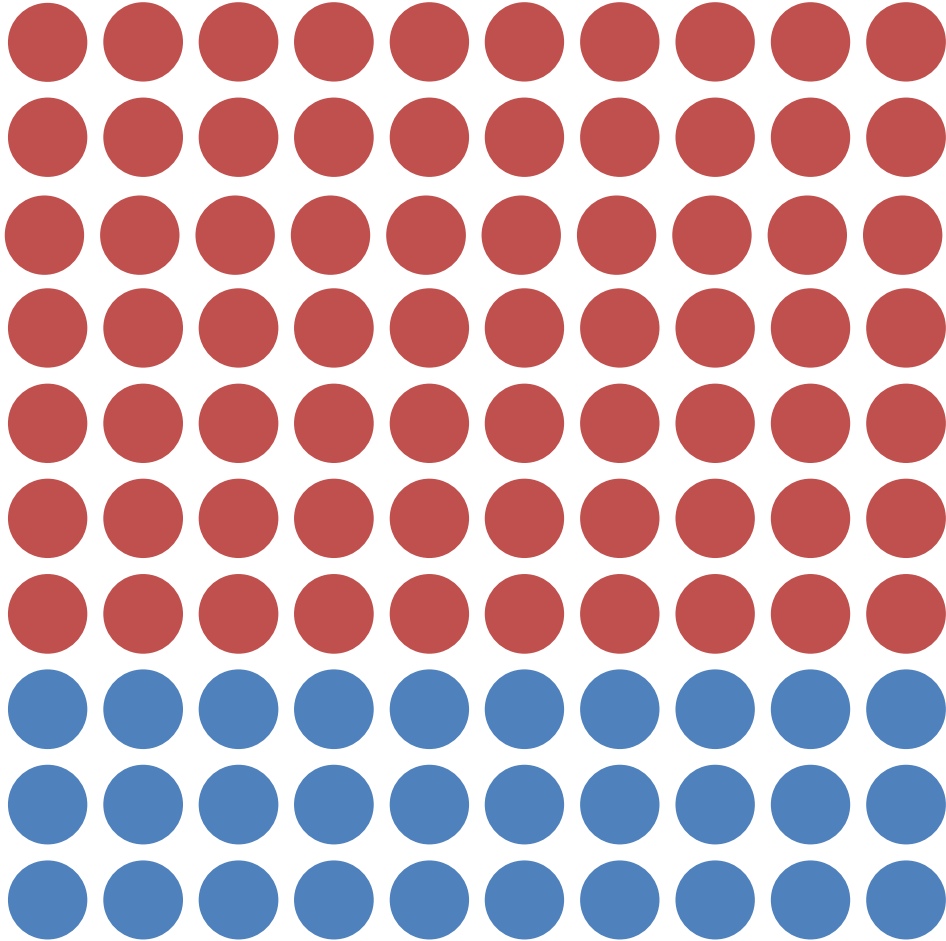


74%

of all titles sold sell fewer
than

10

copies



32%

of all titles sold sell EXACTLY

1

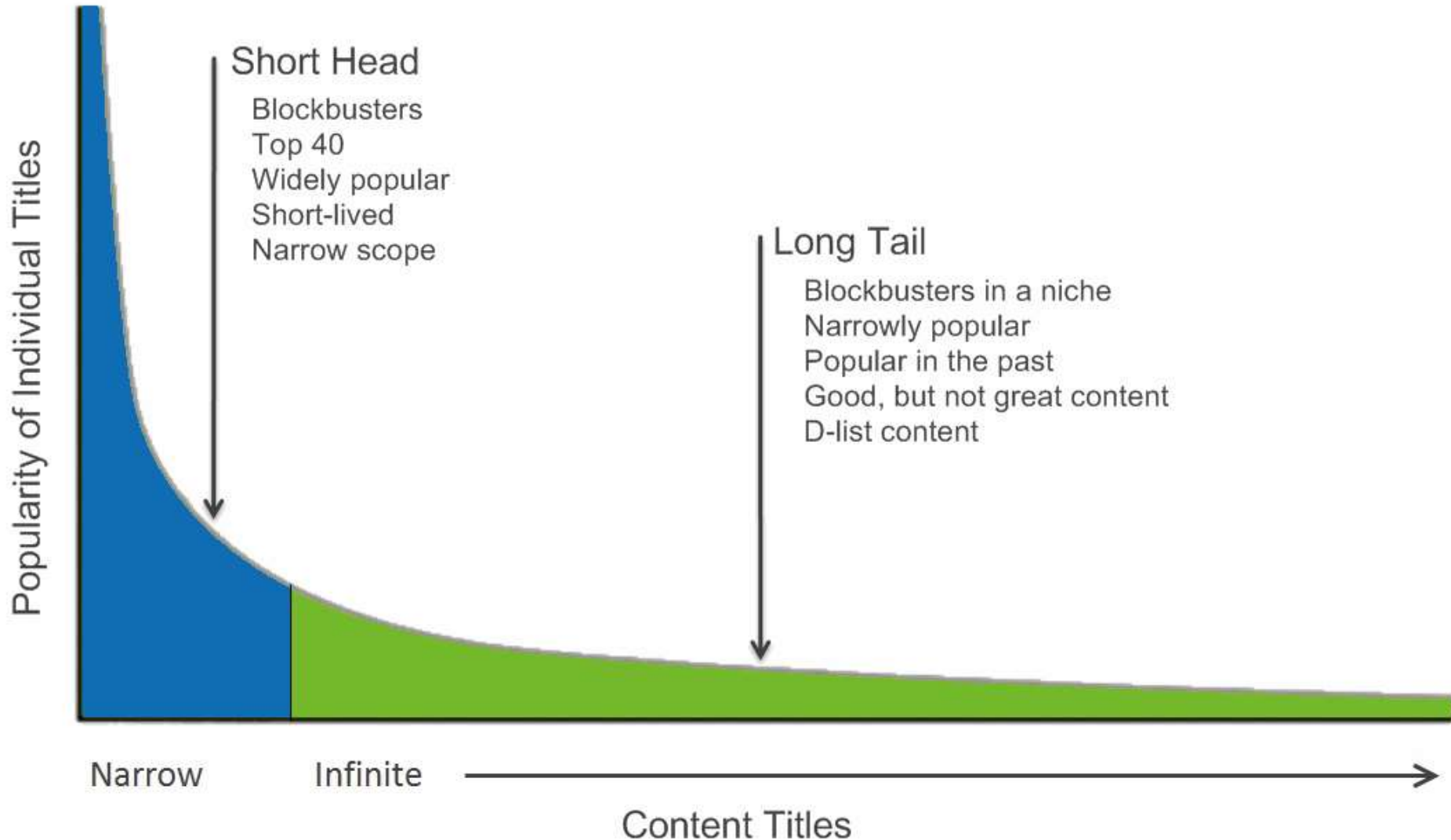
copy



Spotify®

20 million tracks - 20%,
4 million tracks, have not
been played at all.

The Long Tail



“The Short Head”

80%

of sales come from the top

10,000

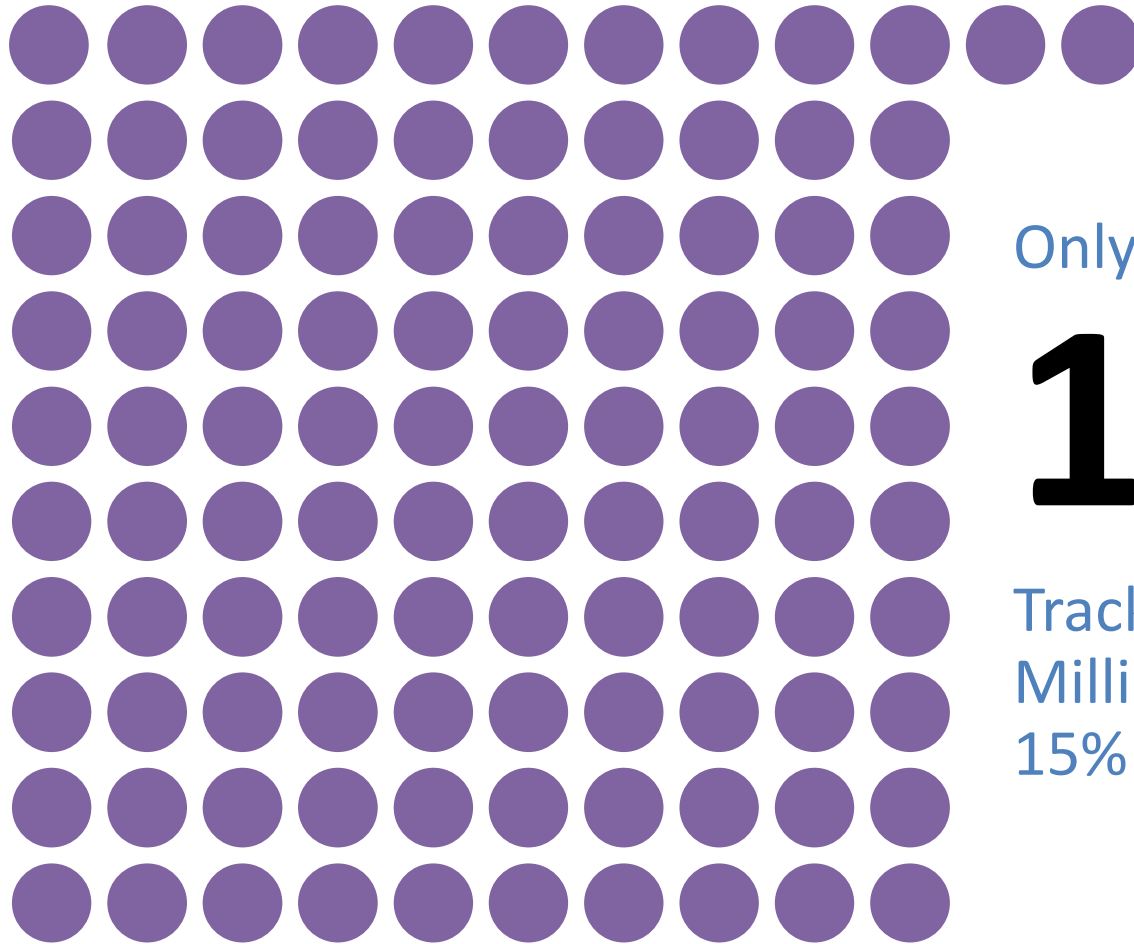
albums

50%

of sales come from the top

1,000

albums



Only

102

Tracks Sold more than 1
Million Units Each;
15% of ALL Sales

0.001% of all Tracks
generated 15%
of all Sales



Disney

MARVEL



GO BIG



people don't
fall in love
with
distribution channels
they fall in love with
content

Mark Ramsey
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Jamie & Jodi - Toledo, OH

Debt-Free - Paid off \$95k in 27 months



Show Notes: Tuesday, May 27, 2014

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849

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TUNE-IN ALERT



ellen

the ellen degeneres show

Now on SiriusXM



When:
Weekdays
10pm ET

SIRIUS XM
STARS
Channel 109

The Ellen DeGeneres Show, the popular Emmy-award winning daytime talk show, is available on SiriusXM beginning Monday, September 8, when the new season premieres.

The Ellen DeGeneres Show airs weekdays on SiriusXM Stars (Ch. 109) at 10pm ET, with encore airings the following morning at 9am ET.

[Click to see this week's schedule and guests](#) ➔

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SKATEBOARD

**SNOW
QUEEN**
NZ SLOPE
STAR
CHRISTY
PRIOR

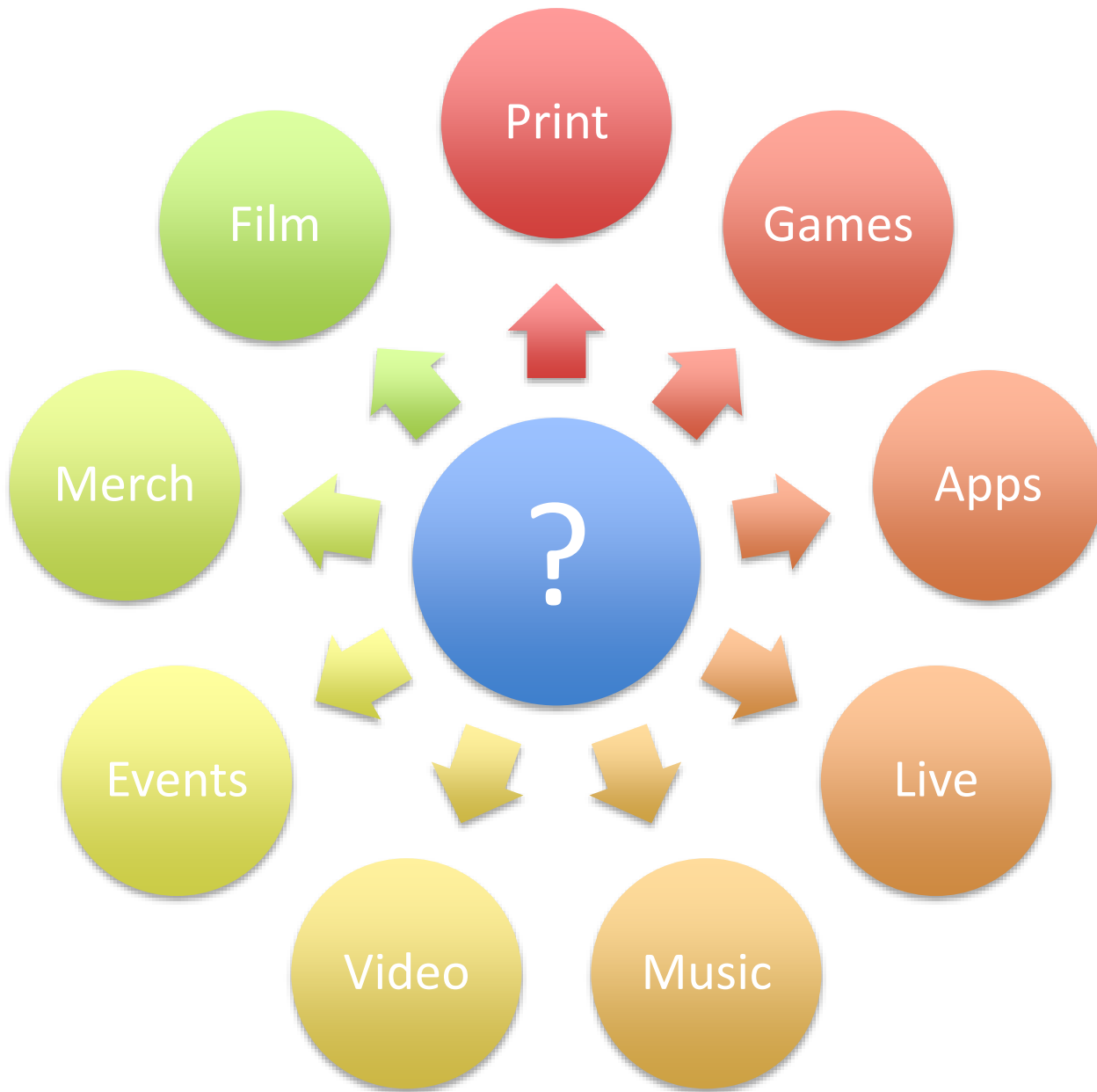
**THE BEAT
GOES ON**

NIGHTCLUB
AT THE
HEART OF
A WAR
ZONE

HUGH JACKMAN

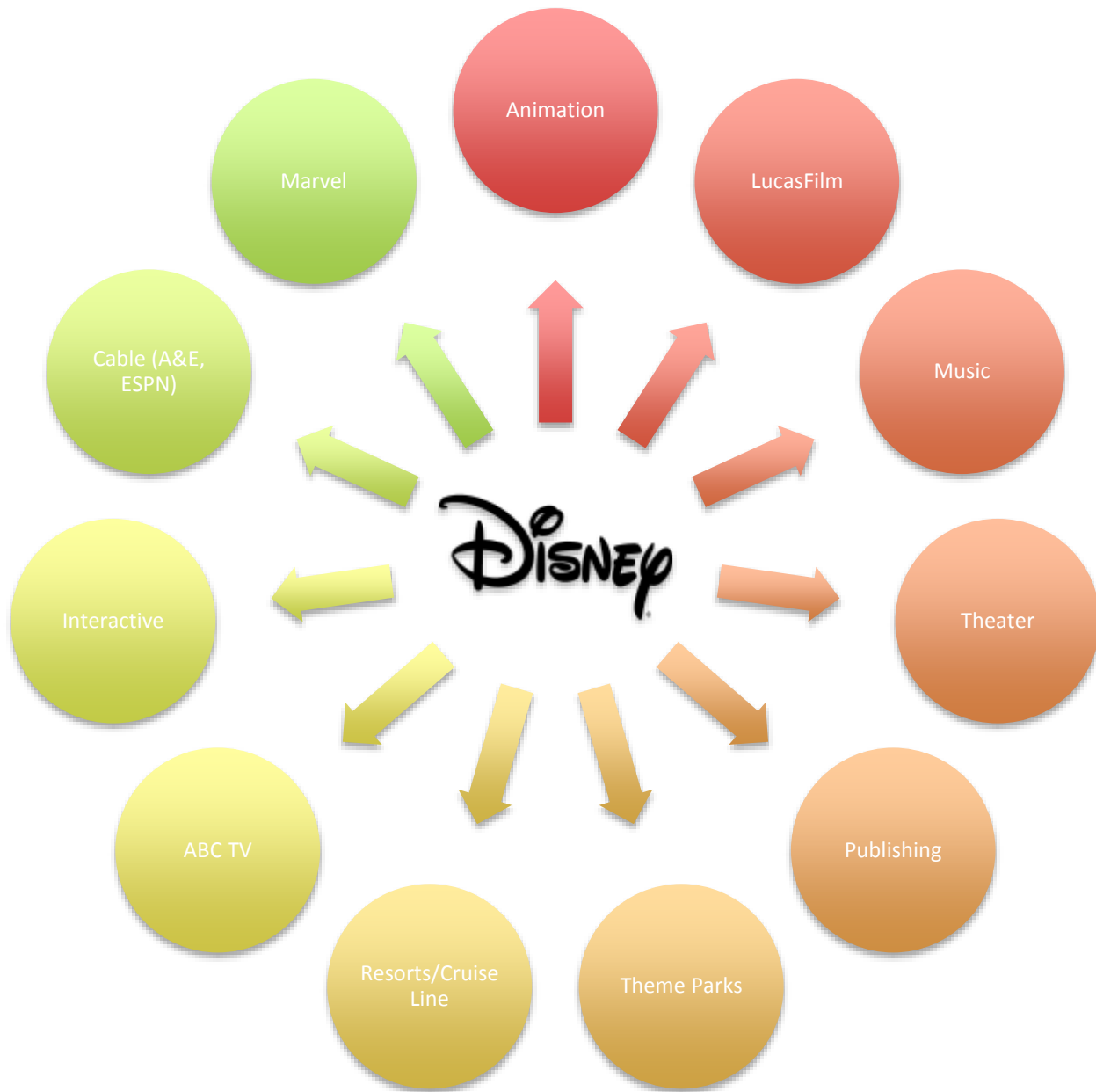
MUSCLE, MAYHEM AND
REAL SUPERPOWERS

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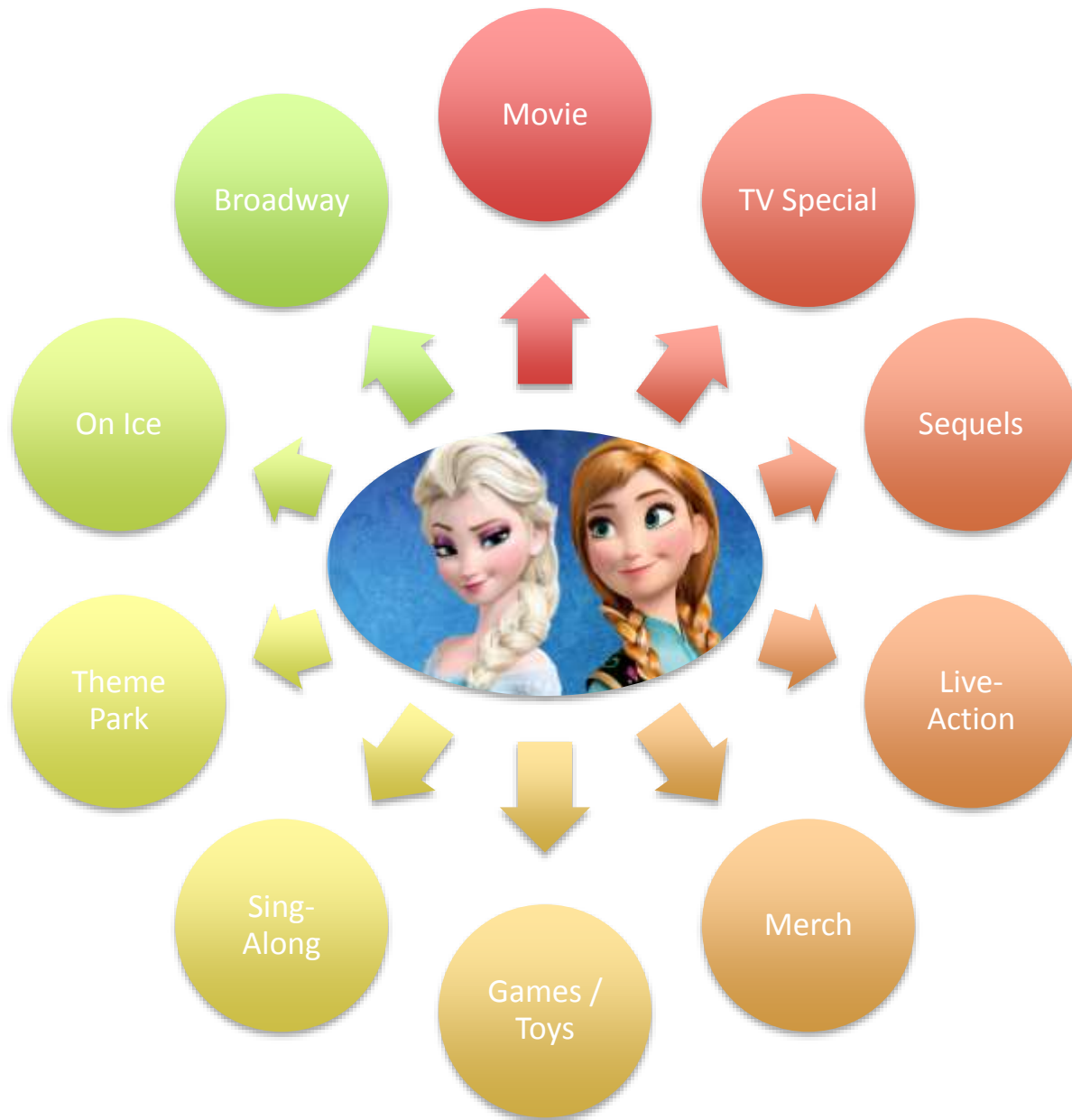


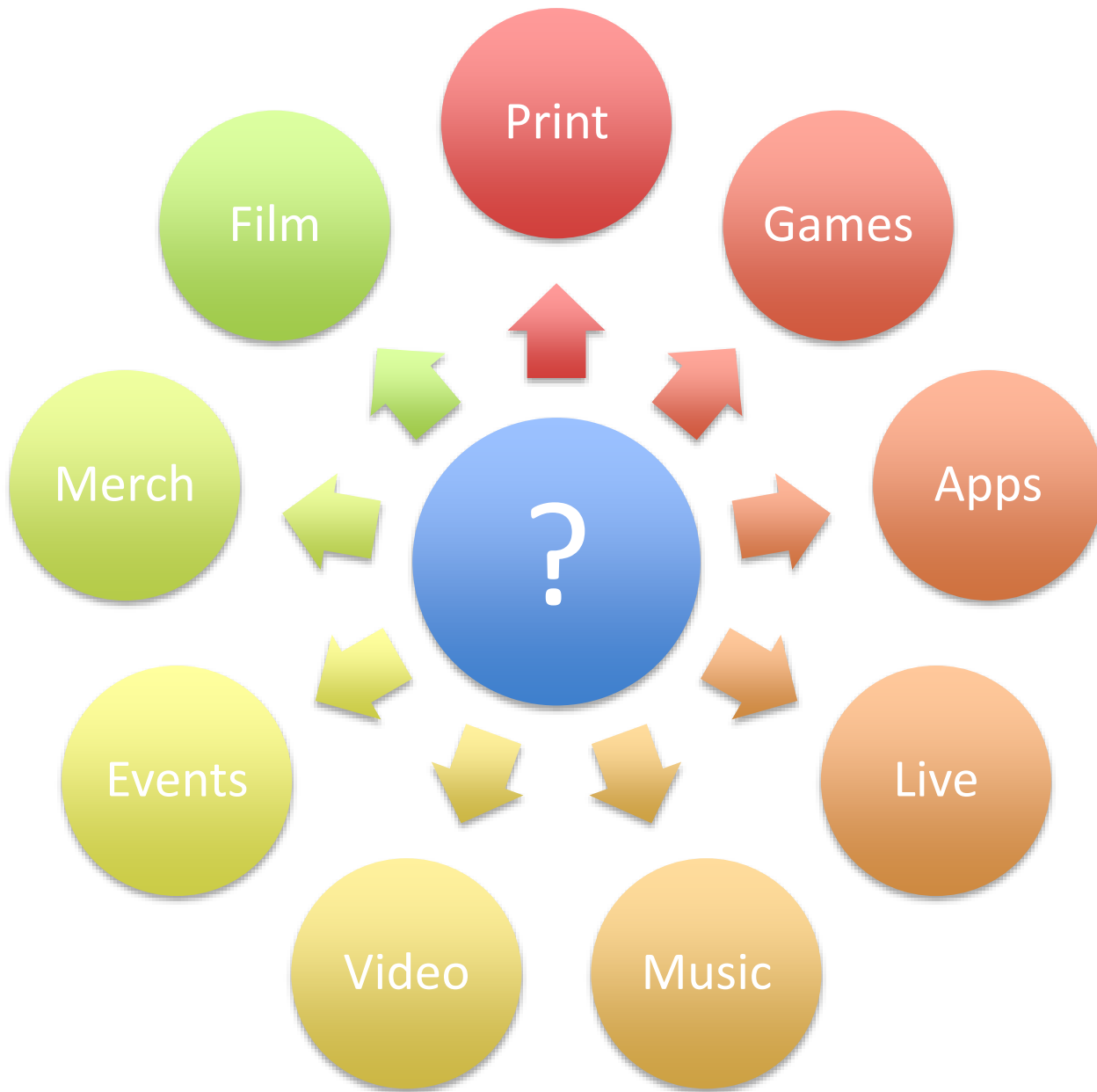


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JONNY
Quest

The logo for the animated series "Jonny Quest". It features the name "Jonny Quest" in a stylized, red, outlined font. The letter "Q" is significantly larger than the other letters and contains a cartoon illustration of a young boy with short, wavy blonde hair and blue eyes, looking slightly to the right with a neutral expression. The word "JONNY" is written in a simple, white, sans-serif font above the "Quest" part of the logo. The entire logo is set against a solid black background.



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