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
I wish I were big
What's your name?
The Long Tail

Short Head
- Blockbusters
- Top 40
- Widely popular
- Short-lived
- Narrow scope

Long Tail
- Blockbusters in a niche
- Narrowly popular
- Popular in the past
- Good, but not great content
- D-list content

Popularity of Individual Titles

Narrow to Infinite Content Titles
8 Million Different Digital Tracks Sold in 2011
94% of all titles sold sell fewer than 100 copies.

Source: Anita Elberse, Harvard University - 2011
74% of all titles sold sell fewer than 10 copies.

Source: Anita Elberse, Harvard University - 2011
32% of all titles sold sell EXACTLY 1 copy.

Source: Anita Elberse, Harvard University - 2011
20 million tracks - 20%, 4 million tracks, have not been played at all.

Source: Gizmodo - 2013
The Long Tail

**Short Head**
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“The Short Head”

80% of sales come from the top 10,000 albums

50% of sales come from the top 1,000 albums

Source: Anita Elberse, Harvard University - 2011
Only 102 Tracks Sold more than 1 Million Units Each; 15% of ALL Sales

Source: Anita Elberse, Harvard University - 2011
0.001% of all Tracks generated 15% of all Sales
People don't fall in love with distribution channels; they fall in love with content.

Mark Ramsey
Mark Ramsey Media
Show Notes: Tuesday, May 27, 2014

Jamie & Jodi - Toledo, OH
Debt-Free - Paid off $95k in 27 months
TUNE-IN ALERT

Now on SiriusXM

When:
Weekdays
10pm ET

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.
HUGH JACKMAN
MUSCLE, MAYHEM AND REAL SUPERPOWERS