

Discover the Secrets of Enders Analysis with Grant Goddard's Indispensable Book

Harness the Power of Enders Analysis to Elevate Your Decision-Making and Business Outcomes

The book cover features the title 'ENDERS ANALYSIS' at the top, followed by 'The Future of Digital Radio - Is it DAB?' Below the title is the subtitle 'January 2008' and the author's name 'Grant Goddard'. The cover has a light blue background with some faint text and graphics.

Executive Summary

The transition from analogue to digital is proving painful for many media industries, but for none more so than the radio sector. There is little doubt that 'digital radio' will replace 'analogue radio' eventually, but the issue is the speed of that conversion and which of the digital platforms will prove to be most popular with consumers. Since 1999, the large commercial radio groups have invested heavily in the Digital Audio Broadcasting (DAB) platform as the most likely replacement for traditional FM and AM radio broadcasting. Other digital platforms have been less prominent with their strategies, as a result of which the largest radio owner, iCap Media, for example, has no channels on Freeview, despite it being the fastest growing digital broadcast platform.

Although the DAB platform has struggled over the last decade to attract significant consumer or advertiser interest, the radio sector has pinned its hopes on the belief that a sudden upturn in DAB's fortunes would be just around the corner. But in 2007, Ofcom was inviting applicants for a second national DAB multiplex as if it were a 'licence to print money' rather than a mammoth infrastructure undertaking that would add further spectrum to a platform already suffering from oversaturation. As a result, the launch in mid-2008 of the Channel 4 DAB multiplex will double the spectrum available for national DAB, even at a time when the first multiplex still struggled to fill its capacity with viable channels.

By the end of 2007, it was evident that the 'masterplan' for DAB, which the radio industry had clung to since the mid-1990s was simply not going to work. The closure of two longstanding national digital-only radio stations – Core and OneWord – combined with reticence in the service of several other digital brands helped to crystallise the problem: too much spectrum, not enough consumer hardware take-up, and not enough enthusiasm for DAB from listeners or advertisers. Furthermore, the costs of DAB transmission continued to grow, whilst advertising revenues from the platform remained almost non-existent. By year-end, some in the radio industry were admitting for the first time that DAB might not be 'the future of radio' that they had anticipated.

If half the problem is admitting that you have a problem, then the radio industry has finally overcome that barrier, and it must now move on to the other half, which is how to solve DAB. A newly constituted government working group met for the first time on 28th August 2008 to consider all the issues surrounding digital radio, and will be making its recommendations by year-end. However, before that, the issue of DAB oversaturation亟亟ly needs to be resolved, and this will require a pragmatic solution by the main parties involved – Digital One (owner of the first national DAB multiplex), Channel 4 (owner of the forthcoming second national DAB multiplex), Arqiva (the main transmission provider appointed by radio owners to build DAB infrastructure) and Ofcom. Put bluntly, can the UK commercial radio sector really support two national DAB multiplexes?

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In today's dynamic business landscape, making informed decisions is paramount for achieving success. Enders Analysis, a renowned methodology developed by Margot Enders, provides a powerful framework for evaluating complex decisions and predicting their potential outcomes.



GCap Media (Enders Analysis) by Grant Goddard

5 out of 5

Language : English
File size : 579 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
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Now, with Grant Goddard's meticulously crafted book, you can unlock the secrets of Enders Analysis and master this transformative decision-making tool. Goddard, a leading expert in Enders Analysis, shares his extensive insights and practical experience, empowering you to:

- Understand the fundamental principles of Enders Analysis and its applications in various industries
- Develop a structured approach to decision-making, ensuring clarity and objectivity
- Identify and analyze key factors influencing decisions, including stakeholders, risks, and uncertainties

- Evaluate potential outcomes and make informed choices based on evidence and logical reasoning
- Communicate your decisions effectively, gaining buy-in and support from stakeholders

Goddard's book is not just a theoretical guide but a practical roadmap for implementing Enders Analysis in real-world business scenarios. He provides numerous case studies, each carefully selected to illustrate the power of this decision-making framework. From evaluating investment opportunities to navigating market disruptions, the case studies offer invaluable lessons that you can apply to your own business challenges.

With its clear explanations, actionable strategies, and real-world examples, Goddard's book is an essential resource for:

- Executives and managers seeking to enhance their decision-making skills
- Consultants and advisors guiding clients through complex decisions
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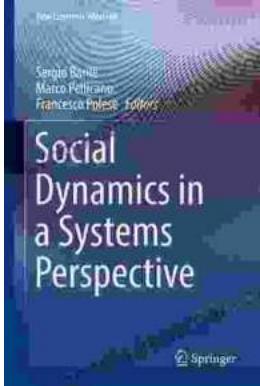


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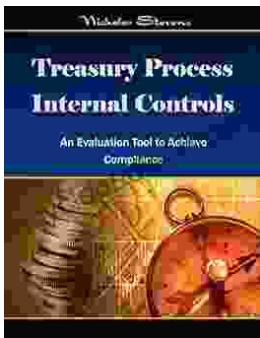
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