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# REDAKTIONELLE BEITRÄGE

for English please see page 2

### **SRD Programm Heft, Print & Digital**

Deadline für Content Lieferung an dvd@radioday.ch: Fr. 21. Juni 2024

250 Druck Kopien

Wird auch auf ISSUU via radioday.ch und auf ISSUU publiziert (Beispiel 2023)

A5 Format, Portrait, 148mm x 210mm, 3mm Trim

Redaktioneller Beitrag Länge pro Sprache:

#### Beitrag Länge pro Seite pro Sprache (max 2 Seiten pro Sprache):

- >> Max 2'000 Zeichen inkl Leerzeichen pro Seite
- >> + hochauflösendes Foto vom Author/In
- >> + hochauflösendes Logo .jpg der Firma/Organisation





are now primary entry points for discovering audio-first content. Listening is no longer confined to earbuds. It is ambient, shared, and often performative.

item Z is also reviving the spirit of radio bulker invespected ways. On platform of live lutter invespected ways. On platform of live in the platform of live in the lutter of lives and unique interview. And produce sound-office order that references viriage assthetics, the body reclaiming of formats and adapting the lutter of lives and took. The result something entirely feath—an audio culture on from emixing, not reminissing.

both from remsung, not remnsong, More importating, his shift is not just cultural it is technological. Audio is being reshape, by artificial intoligence, hyper-personaliza tion, and real-time platform integration. Sati polyplatis are giving way to adaptive sound scapes that respond to a listener's mode schedule, or environment. The line between live and on-demand is bluring, Listening in becoming a behavioral loop that support focus, connection, and emotional ballance. irst environment where smart speakers reaspectime stories. At voices guide play, an aucound is a core component of how they interact with technology. For brands, this meansudio must be treated not as an accesstud as a primary interface. From sonic bran ting to voice-first UK. the opportunity lies in designing experiences that feel natural ringaging, and infutive.

timately, audio meets young people not just ere they are, but how they feel. It supports eir need for escape, self-expression, and stonging. So the real question is not whether en Z is listening. They clearly are. The ques-





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## **EDITORIAL SUBMISSIONS**

### SRD Magazine & Programme, Print & Digital

Deadline for content delivery to dvd@radioday.ch: Fri. 21. June 2024

250 print copies

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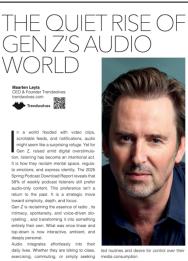
A5 format, portrait, 148mm x 210mm, with 3mm trim

Editorial submission for each language:

#### Editorial length per page per language (two pages max per language):

- >> 2'000 characters incl spaces per page
- >> + hi-res headshot of author
- >> + hi-res logo .jpg of the company/organisation





relationship with audio is also becoming re public and social. Smart TVs have some key listening hubs in Gen Z housete, and platforms like TikTok and YouTube audio-first content. Listening is no longe confined to earbuds. It is ambient, shared and often performative.

We witnessed this evolution through Tendendeview work on AXA's 'Dare1-be' campaign. The initiative invited your people to rediscover the nearly tendender tritual of calling. Using a network of physic phone booths, interactive voice promp and audio-based challenges, the campai phone booths, interactive voice promp and audio-based challenges, the campain full participation. These weren't gimmich They were carefully crafted experience designed to reframe listening as somethis active, emotions, and fur.

Gen Z is also reviving the spirit of radiaculture in unexpected ways. On plated ways to a plated FIRTOst, they create mock radio shows, voicquirily interviews, and produce sound-driven content that references virtage aesthetics. This sin't about remanticizing the past. It is about reclaiming old formats and authority here to new behaviors and tools. The resulsomething entirely feeth—en audio tools. The resulsomething entirely feeth—en audio tools. The result is completely result and tools of the own remaining in the service of the service of the own remaining in the service of the service of the service of the own remaining in the service of the service of the service of the own remaining in the service of the service of the service of the own remaining in the service of the service of the service of the own remaining in the service of the service of the service of the own remaining in the service of the service of the service of the own remaining in the service of the service of the service of the own remaining in the service of th

More importantly, this shift is not just cultural to its technological. Audio is being the particular intelligence, hyper-personalization and real-time platerin integration. Stati playists are giving way to adaptive souns escapes that respond to a listener's moschedule, or environment. The lime betwee live and on-demand is bluring. Listening becoming a behavioral loop that support focus, connection, and emotional balance.

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