

Google Radio Closes.

Google will stop selling ads on radio in May 2009. This retreat from radio sales is the latest example of how the recession is forcing Google to more quickly reassess its ambitions to move beyond AdWords and online advertising by entering in traditional forms of media.

The closing of Google Radio could lead to at least 40 layoffs among Google's 20,000 plus workforce. The decision to stop selling radio ads comes less than one month after Google scrapped its efforts to sell newspaper advertising.



Google radio actually began in 2006 along with Google Newspaper and Google TV.

Google said it still intends to sell ads on television.

The Google Blog posted this announcement:

In 2006, we launched Google Audio Ads and Google Radio Automation to create a new revenue stream for broadcast radio, produce more relevant advertising for listeners and streamline the buying and selling of radio ads. While we've devoted substantial resources to developing these products and learned a lot along the way, we haven't had the impact we hoped for.

So we have decided to exit the broadcast radio business and focus our efforts in online streaming audio. We will phase out the existing Google Audio Ads and AdSense for Audio products and plan to sell the Google Radio Automation business, the software that automates broadcast radio programming.

Three years ago Google paid over \$100 million for dMarc Broadcasting (against a potential price of more than \$1 billion), which formed the basis for its Radio Ads program. The founders of dMarc left Google about a year later.

Hopefully the closure of Google Radio and Google Newspaper will allow Google to return their focus to keyword search and the Google search results pages. Keyword search is by far the most powerful and cost effective advertising medium and deserves the full attention of its Mountain View Industry Leader.

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Search Engine Marketing is the fastest growing advertising medium in the world, projected to become 10x more powerful and

influential than traditional media outlets such as: network television, cable television, local television, network radio, local radio, satellite radio, national newspapers, local newspapers, magazines, billboards, direct mail, telemarketing and more.

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An aside for consideration are the the distinct segments within the field of Search Engine Optimization. Clarification and separation are required in terms of paid search marketing, sponsored search advertising, pay per click, email marketing (spam), and the foundation of strategic internet marketing: Organic Search Engine Optimization (Organic SEO) are also referred to as Natural Search Engine Optimization (Natural SEO).

Key Organic Search Engine Optimization Facts:

- Keyword search is the 2nd most popular online activity, rapidly approaching the popularity of email retrieval.
- 90% of all new website visitors are delivered by a major search engine and/or directory.
- 98% of all keyword search activity results are powered by the big 4 search engines: Google, Yahoo, MSN and AOL.
- Keyword search results on Google, Yahoo, MSN and AOL are determined by search engine spiders and/or robot crawlers.
- Recent internet marketing studies confirm that keyword searchers prefer the organic results at a 6 to 1 ratio vs. pay-per-click sponsored search advertising listings.

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