



**YLEX**

- FROM FM TO AN EXTENDED BRAND -



# WHAT IS YLEX?



# YLEX

- Youth focused radio on Yle (Finnish Broadcasting company)
  - New music and personalities
  - 600 000 weekly listeners
- YleX.fi
  - News and features from popculture topics
  - 100 000 unique visitors per week
- Social media
  - Facebook, YouTube, Instagram, Snapchat, Twitter, WhatsApp
- Events



# CHALLENGES

- YouTube, Spotify and Google
- Youth spend less time with radio

A stylized, handwritten-style logo for 'Flex' in black ink. The letters are fluid and connected, with a long, sweeping line above the 'F' that curves down and around the top of the 'l'.

# STEPS TAKEN



- **YleX = United YleX**
  - Same brand, same tone of voice, different platforms
  - No more radio → internet, internet → radio or radio ← → internet
- **More focus and more resources on social media platforms**
  - Less hosts on FM, more resources on digital staff
- **Video first!**

# VIDEO FIRST

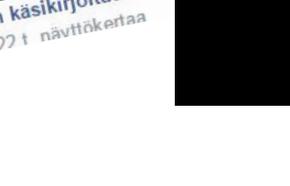
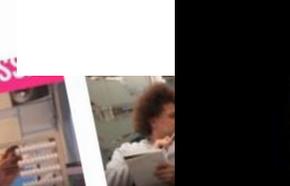
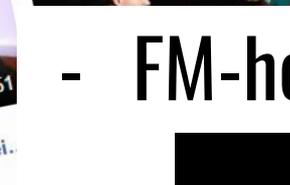
*Ylex*

- Tommi moves from radio to YouTube
- Key factor to success...  
**PERSONALITY!**



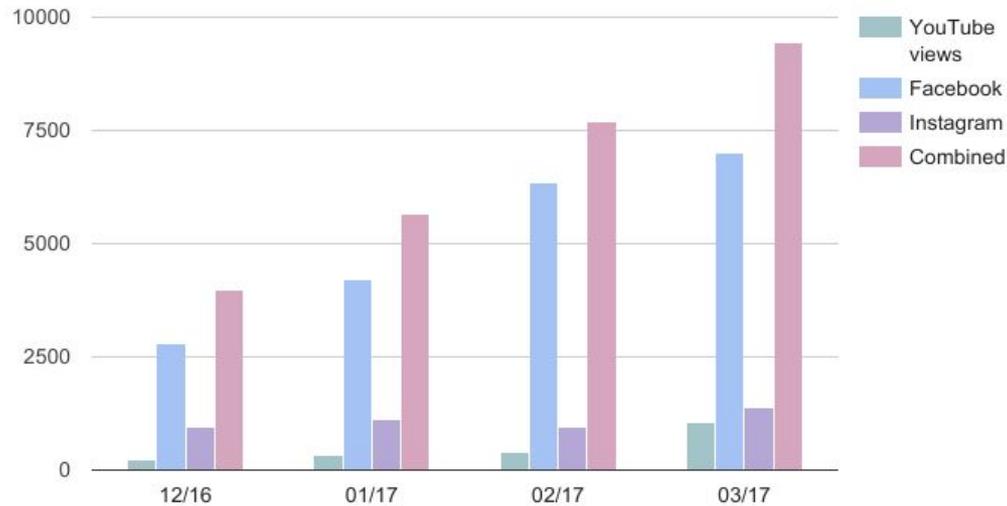
# VIDEO FIRST

- FM-hosts branded via social media



# OUTCOME

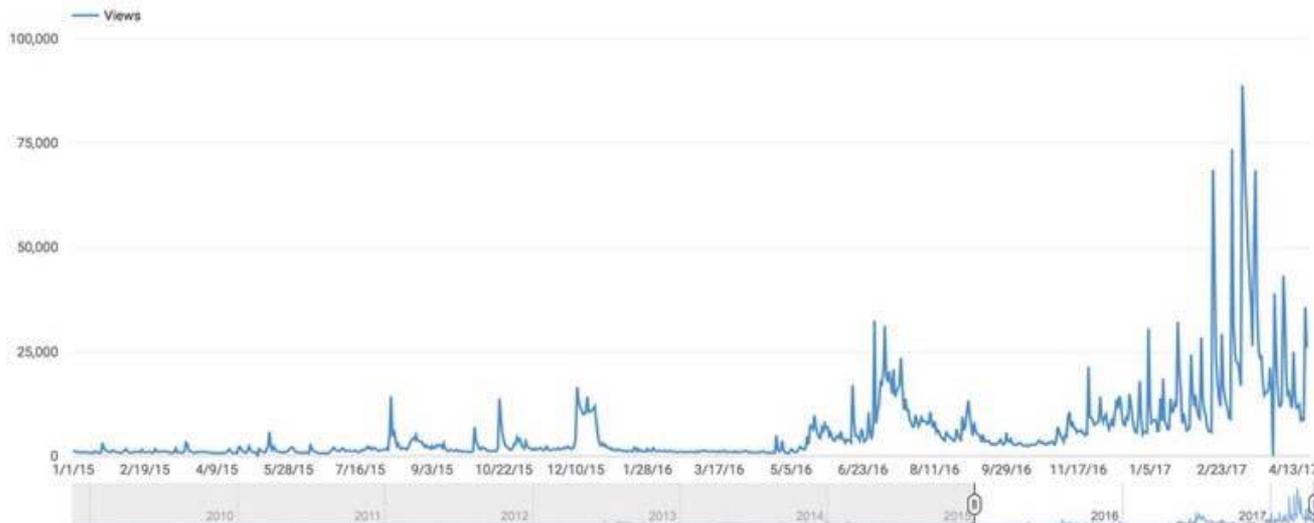
Views on content per month (in thousands)



# OUTCOME on YOUTUBE

YouTube: from december to march

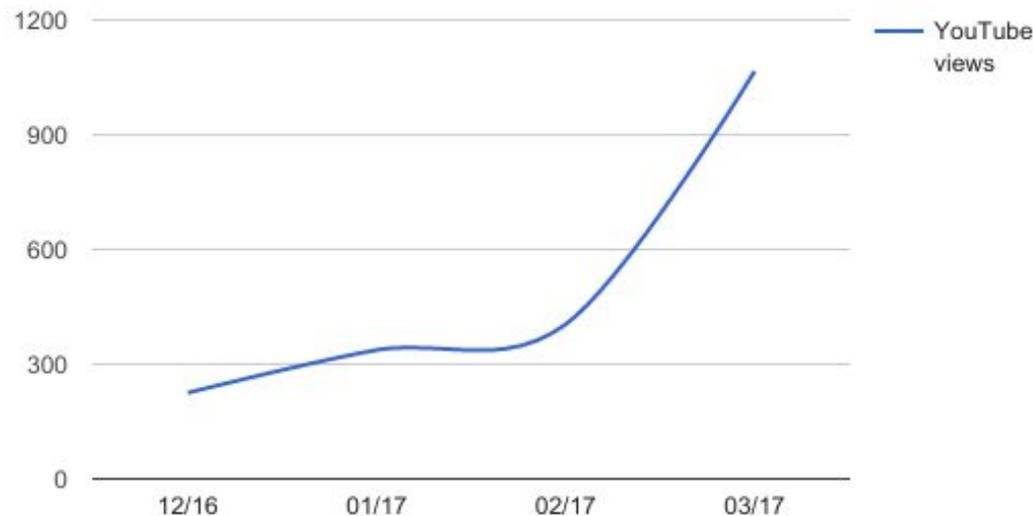
- followers + 100%
  - 15 000 → 30 000
- views + 350%
  - 225 000 → 1 066 000



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# WHAT ABOUT RADIO?

- Not the main focus, but still a key brand factor
- Important part of the Yle radio family
- Focus even more on youth, new music and talent
  - New morning show from 01/2017 → Ratings are up



# NEXT STEPS?

- YleX combines forces with Kioski
- One big youth media
  - One office, two brands
  - Focus on mobile use and videos
  - YleX focuses mainly on music and events, Kioski on entertainment, gaming, news and... food?



**THANK YOU!**

