

FEATURES

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Mumbrellacast: Radio returning to normalcy, Woolies in-housing, plus Natalie Harvey

On this week's Mumbrellacast, Emma Shepherd and Andrew Banks join host Calum Jaspan to discuss early observations from the first two radio surveys of the year. Plus Trinity P3's CEO Darren Woolley joins to talk creative decoupling and in-housing after Woolworths partnered up with Hogarth, and national sales director at Seven West Media Natalie Harvey chats about the network's key investment strategies across 2022 and 2023.

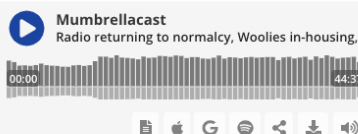
April 14, 2022 9:19
by [CALUM JASPAN](#)



GfK radio ratings survey two was delivered on Tuesday morning, offering up the first lengthy look at how the radio market is re-adapting post-COVID. The team talks about who performed well, who didn't, why Christian O'Connell's "seductive voice" works so well for Melbournians, how things may be shaping up for the year, and why the 'total audio' solution may be the winning ticket for the radio networks.

Then, TrinityP3 global CEO and regular panelist, Darren Woolley discusses Woolworths moving its production to Hogarth, the wider ongoing trend that has been coming "for a decade", and why content isn't king, "it's the whole game".

Finally, national sales director at Seven West Media Natalie Harvey discusses the network investment strategy across 2022 and 2023, as well as addressing comments made last week regarding rivals Nine intentionally making their online product "shit", media buyers changing behaviours post-pandemic, and the ongoing work with audience measurement company, Amplified Intelligence.



Episode breakdown

- Radio ratings offer a peak at some burgeoning trends as the pandemic becomes an afterthought (01:23)
- Woolie Woolie! Darren Woolley chats in-housing and creative production (11:23)
- Interview with Seven West Media's Natalie Harvey (18:55)

GOT A TIP?

Calum Jaspan

Calum Jaspan is News Editor at Mumbrella, based in Melbourne. He is also the producer and host of the Mumbrellacast.

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