

— DIGITAL AUDIO FOR SHIPPING COMPANIES

The fleet's soundtrack becomes a channel of value.

Seafy On Board Radio gives passengers music and themed channels available from the onboard portal. Through MAS and POD the crew manages the schedule and plays radio channels and non-safety announcements in the ship's spaces. One service to entertain, to communicate and to create new revenue opportunities.

business.seafy.com

On board, the audio experience is fragmented.

Locally managed playlists, patchy connectivity at sea and different tools make it hard to offer an audio experience that is recognisable and consistent across the fleet. Managing content and music rights also takes dedicated work ship by ship.

01

Uncoordinated programming

The choice of content often depends on the individual operator, producing different experiences across areas and ships.

02

Limited listening at sea

With no mobile coverage, passengers have fewer ways to listen to music and audio content.

03

Complex content management

Catalogues, scheduling, the player and music rights all have to be coordinated across several spaces and the whole fleet.

— VALUE NOT YET EXPRESSED

Sound is part of the experience you sell.

Without a coordinated audio strategy, the company gives up a touchpoint able to strengthen its identity, enrich the passenger experience and carry commercial messages. Value that can be developed both in the ship's spaces and in the onboard portal.



A recognisable atmosphere

Music and audio content help create an atmosphere that is recognisable and consistent through the crossing.



One more reason to log in

Radio channels enrich the portal and lead passengers to discover the other services.



New commercial opportunities

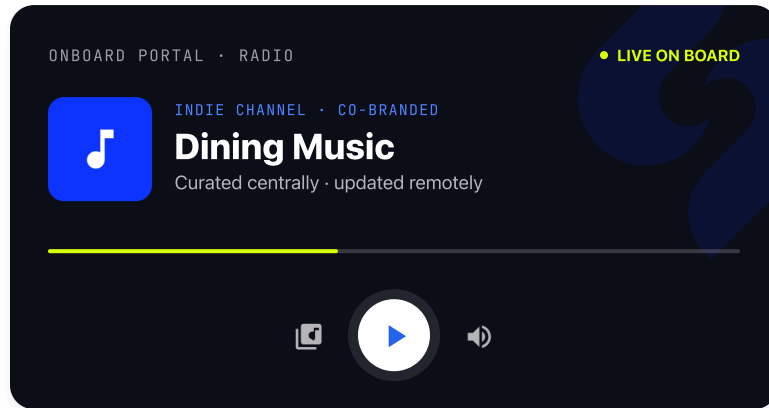
The schedule can carry advertising messages and promotional initiatives aimed at passengers.

— THE SOLUTION

Onboard radio, within the passenger's reach.

Seafy On Board Radio brings themed music channels into the onboard portal, which passengers listen to straight from their browser. Scheduling, catalogue and music rights are managed centrally, and the content can be updated remotely across the fleet.

- ✓ Listening in the browser, with no app to install
- ✓ Content available on the onboard network, with no satellite bandwidth used
- ✓ A co-branded experience, managed centrally



One more service to offer, one more channel to monetise.

Seafy On Board Radio enriches the free offer for passengers and gives the company new audio inventory for advertising messages and sponsorships. Content can be organised by channel, by ship and by onboard area.



One more service on board

Themed music channels passengers reach free through the portal, with no app to install.



New advertising opportunities

Audio spots and channel sponsorships widen the commercial space available to the company.



Themed channels

Music, children's content, wellness, destinations and company channels, configurable around the audience and the moment of the crossing.



From the portal to the ship's spaces

Passengers listen in their own browser; through MAS and POD the crew can play radio and non-safety announcements in the ship's areas.

Live on board in three steps.

Seafy configures the service around the ship, the route and the listening modes planned. We manage scheduling and catalogue, integrating On Board Radio into the portal and, where required, into the MAS and POD systems.

01

Service definition

We select the channels, the player identity and any advertising formats around the company and its audience.

02

Configuration on board

We activate On Board Radio in the portal and configure, where planned, playback in the ship's spaces through MAS and POD.

03

Launch and remote activation

After testing, the service goes live for passengers. Schedules, content and updates are then managed centrally.

Five music channels, plus content made to order.

The base schedule includes five music channels curated for different audiences and different moments of the crossing. The selection can be configured by company, ship and route, with the option of adding themed or branded channels. Through MAS and POD each channel can also be assigned to specific onboard areas.

The channels can carry advertising formats, sponsorships and the company's own content.



INDIE

Dining Music

A music selection made for restaurants, lounges and sociable moments.



POP

Family Zone

Music suited to a family audience and to activities for younger passengers.



ROCK

Rock Waves

A rock schedule for livelier, more recognisable listening.



JAZZ

Ocean Lounge

Jazz and lounge moods for bars, lounges and relaxation areas.



TOP HITS

Hits Onboard

A selection of contemporary tracks and hits a broad audience knows.

— LOCAL DELIVERY

Listening on board, with no impact on connectivity.

The channels are served locally through the onboard portal. Passengers listen in their own browser without using mobile data, buying an internet package or generating satellite traffic while playing.

✓ Local service · no satellite usage while listening

0€

Cost per passenger

0MB

Satellite data used



No app to distribute

portal.seafy.com/radio

• Served locally

A new advertising channel.

On Board Radio adds audio to the company's advertising offer. Spots and sponsorships can go into the media kit alongside TV and digital signage space, planned by channel, ship, route, time of day and onboard area.



Radio spots

Short advertising messages placed in the schedule and planned by channel, route and time of day.



Channel sponsorship

A brand can be attached to a music or themed channel for a defined period, with visibility in the player and dedicated content.



Playback by area

Through MAS and POD the messages can be played in selected spaces, such as bars, boutiques and lounges.

— INTEGRATED INTO THE SEAFY ECOSYSTEM

An audio service connected to the onboard digital experience.

On Board Radio is a module of the Seafy ecosystem and can be activated step by step according to the infrastructure on the ship. Passengers reach the channels in the portal over the onboard Wi-Fi; with MAS and POD the schedule can extend into the ship's spaces. TV and other digital services can complete a coordinated editorial and advertising offer.



On Board Radio

Themed music channels, company content and sponsorable audio formats.



Onboard Wi-Fi

Lets passengers reach the portal and listen to the channels on the local network, with no internet package to buy.



TV Entertainment

Extends content and advertising opportunities to the video channel too, within a multichannel offer.



MAS & POD

Multi-zone audio: channels and messages played area by area.

— NEXT STEP

One pilot ship, then radio across the fleet

We activate On Board Radio on a pilot ship and analyse the first periods of use: listening sessions, channels chosen, time spent and portal visits. On the results we tune the schedule and define the extension of the service to the fleet.

We also measure the impressions and performance of the commercial content.



[Schedule a meeting](#)

[Start a pilot project](#)