

Why radio spins still matter for bands in the age of streaming. While streaming has become a primary mode of music consumption, bands shouldn't overlook the enduring benefits of radio spins. Here's why:

1. Wider reach and exposure

- **Mass Appeal:** Radio reaches a massive and diverse audience, often exceeding that of individual streaming services.
- **Passive Discovery:** Unlike streaming platforms where listeners actively choose songs, radio offers a more passive discovery experience, exposing new audiences to bands they might not have otherwise encountered.

2. Increased visibility and credibility

- **Tastemaker Influence:** Radio DJs and music directors act as tastemakers, curating playlists and lending credibility and validation to the artists and songs they choose to feature.
- **Quality Benchmark:** Radio airplay can signal to listeners and industry professionals that a band's music is of high quality and relevance.

3. Potential for higher royalties

- **Improved Royalties:** Radio airplay often generates higher royalty payouts for artists and songwriters compared to streaming services, which are often criticized for their low per-stream payouts.
- **Performance Rights Organizations:** Radio royalties are collected and distributed through Performance Rights Organizations (PROs) like ASCAP and BMI, ensuring fair compensation to artists for their music's public performance.

4. Building brand recognition and engagement

- **Long-Term Exposure:** Radio can provide consistent exposure over longer periods, leading to greater familiarity and attachment with listeners, [according to Play MPE](#).
- **Community Connection:** Radio fosters a sense of community among listeners, and this shared experience can extend to the featured artists, building emotional investment and loyalty, [according to Number Analytics](#).

5. Potential for increased sales and concert attendance

- **Driving Purchases:** Increased radio airplay has been shown to correlate with higher sales of albums, singles, and merchandise.
- **Boosting Live Performance Opportunities:** Radio exposure can translate into greater interest in live performances and increased concert attendance.

In conclusion

While streaming plays a significant role in the modern music industry, radio remains a powerful tool for artists to expand their reach, build credibility, generate revenue, and cultivate dedicated fan bases. A balanced approach that leverages both radio and streaming platforms is key for sustained success in today's music landscape.