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Hörbar Nachrichten rund um die Uhr

CASE

NONSTOP NEWS

“**Visual Radio: Adding Digital Storytelling to Audio Broadcasting**”

STUDY

IN SHORT

Nonstop News reimagined audio journalism by transforming it into a visually engaging experience. Through subtitles, data visualizations, animations, and platform-optimized visuals, the newsroom expanded its reach to younger audiences while permanently integrating visual layers into its DAB+ programming.

ABOUT THE NEWS OUTLET

Founded in 1997 and based in Vienna, Nonstopnews.at GmbH is an Austrian media company producing innovative radio and digital news content in German. The company operates in cooperation with Der Standard, providing Austrian radio stations such as LoungeFM with comprehensive audio programs and delivering the latest news from Austria and the world. Nonstop News recently launched an independent program, INFORADIO, which now broadcasts across Austria exclusively via DAB+. Its mission is to create accessible, innovative formats that meet the needs of curious German-speaking audiences, particularly within Austria.



PROJECT OBJECTIVES

Nonstop News aimed to extend the reach of its audio journalism by making it more engaging and accessible for younger, platform-native audiences. The goal was to move beyond audio-only broadcasting by integrating visual storytelling into radio content.



IMPLEMENTED SOLUTIONS

The team developed a visual radio workflow that layered subtitles, data visualizations, animations, and platform-optimized visuals onto audio content. These visual elements were fully integrated into DAB+ broadcasting and adapted for digital platforms. As a result, visual storytelling is now embedded into Nonstop News' regular production process rather than treated as an experimental add-on.

Transitions

WHY THIS PROJECT?

The team realized that audio alone was no longer enough to reach younger, platform-native audiences. They wanted to transform traditional radio journalism into an engaging visual format suitable for social platforms and DAB+, and to future-proof their content strategy by integrating visual storytelling as a permanent part of production rather than an add-on.

DID NONSTOP NEWS'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

Results suggest increased engagement from younger, digitally native audiences and enhanced accessibility and inclusivity for listeners who benefit from subtitles or visual cues.

WHAT CHALLENGES DID NONSTOP NEWS ENCOUNTER AND HOW DID IT ADDRESS THEM?

The newsroom faced technical challenges in integrating visuals into DAB+ and optimizing content for different platforms. Audience testing also required more time than anticipated. The key lesson: partnerships and networking are essential for overcoming technical barriers, and sufficient time must be built in for thorough testing and iteration.

WHAT INSIGHTS OR LESSONS DID NONSTOP NEWS GAIN FROM THIS PROJECT?

The team learned that integrating DAB+ visualization, developing visual-storytelling skills, optimizing content for multiple platforms, and conducting audience research were all more complex than expected. The experience showed them that strong partnerships and networking are essential to overcome technical hurdles, and that thorough testing takes far more time than initially planned.

WHAT DOES NONSTOP NEWS PLAN ON DOING NEXT?

The team plans to continue building on this project by regularly producing new visualized audio stories and expanding the visual layer now integrated into their DAB+ programming. The reusable content, documented insights, and best practices developed during the project will guide future strategy. Nonstop News will keep refining its workflows, updating training materials, and using audience feedback to shape new formats and platform-specific approaches. Ultimately, the project has strengthened the team's digital-storytelling capacity and will serve as a scalable model for ongoing innovation within the newsroom.

WHAT ADVICE WOULD NONSTOP NEWS GIVE TO OTHER JOURNALISTS OR ORGANIZATIONS CONSIDERING A SIMILAR PATH?

The team's main advice is to invest early in building partnerships, as they are essential for overcoming the challenges of visual storytelling and DAB+ integration. Allocate far more time for testing than you think you'll need, especially when working across multiple platforms with different technical requirements.