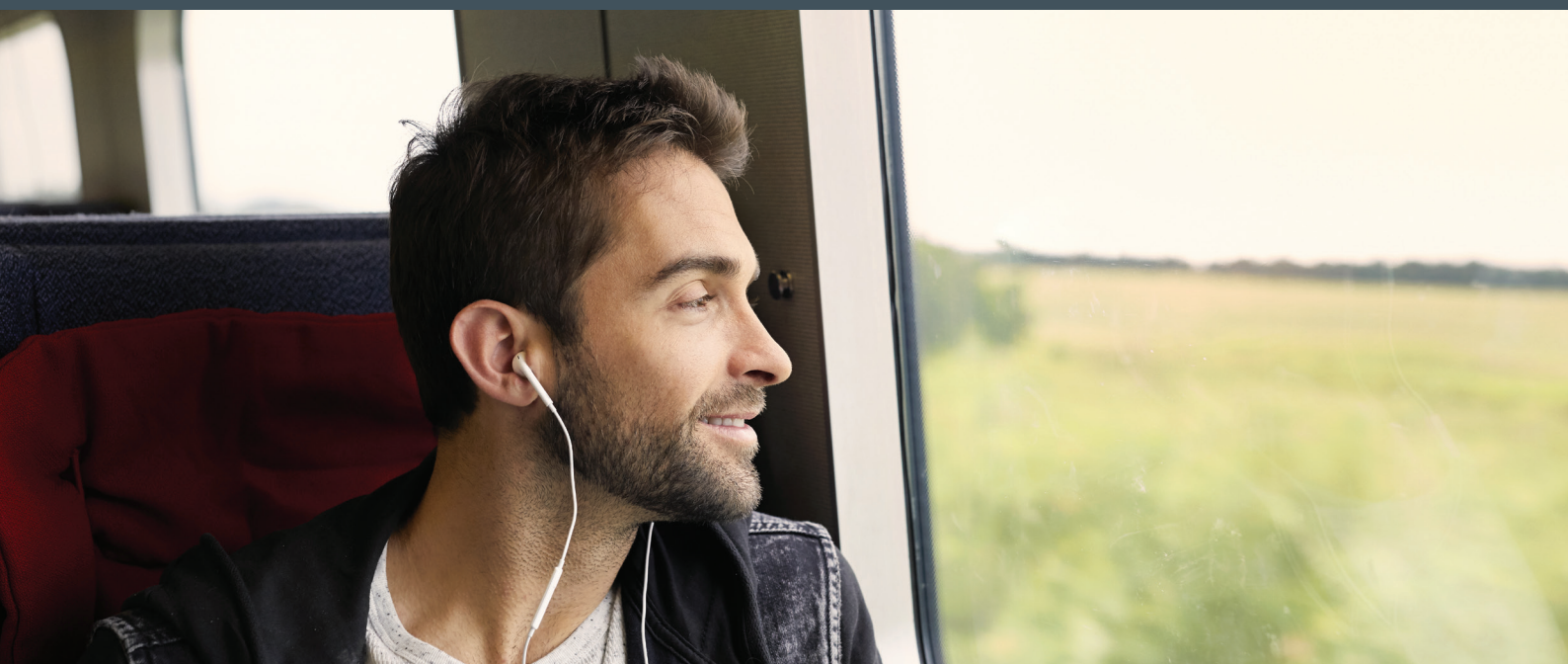


# Audio news-streaming platform NOA delivers FT content to meet the needs of on-the-go audiences

**[ft.com/republishing](https://ft.com/republishing)**



## The challenge

As a start-up, audio news-streaming platform News Over Audio (NOA) wanted to attract listeners by providing high-quality, trusted journalism. One of its target audiences was the business community – people who need to stay informed but who are often too short of time to read more than the headlines.

## The solution

NOA used the Financial Times' republishing service to bring their listeners, the FT's award-winning global news, analysis and insight, narrated by a team of professional broadcasters.

## The benefits

NOA has attracted business-minded listeners, enjoyed an increase in audience engagement and strengthened its market position as a global source of quality audio-journalism.



The FT's audio articles continue to post the highest engagement metrics across the NOA platform.



**Gareth Hickey**  
CEO, News Over Audio

## Delivering news and insight for busy people

NOA was established in 2017 as a trustworthy digital source of audio-journalism and is now home to an unmatched selection of professionally-narrated journalistic stories.

Its aim is to allow people to listen to quality content from the world's leading news publishers while they're on the go – whether they're in the car, on the train, at the gym or around the house. Instead of just providing a news snapshot, NOA makes it easy for people to understand the full story behind the headlines.

"We're seeking to do with quality journalism what Spotify has done with music and believe that the continued adoption of voice-assisted devices and connected vehicles will make the consumption of audio-journalism extremely attractive for consumers in the years ahead," says CTO Shane Ennis. "Over audio, the quality of reporting becomes more recognisable which is why we need to work with the best publishers in the business."

## The need for quality intelligence

We live in a world where information is overabundant and often flawed. Business people in particular are inundated with emails and feeds that deliver a stream of news as it happens.

However, it can be hard for people to identify the information that's reliable – or to find time to engage with the full story of why an event has taken place, what its implications are and what might happen as a result.

To meet this need, NOA requires a supply of reliable journalism that allows its listeners to stay informed, giving them perspectives and opinions to help them address their business objectives. "We want to give people thought-provoking, insightful and actionable audio content," says CEO, Gareth Hickey. "That's why we chose the Financial Times."

The Financial Times is globally recognised as a source of independent, authoritative intelligence on world affairs, business, finance and politics. With a global network of almost 600 journalists based in more than 50 countries, it gives its readers the best of both worlds: outstanding local expertise and an unrivalled global perspective.



Having a globally recognisable news brand such as the FT on board has made it easier for us to expand in international markets.



**Gareth Hickey**  
CEO, News Over Audio



Around 100 media businesses worldwide republish FT content to grow their readership and their revenue. By becoming a Financial Times republishing partner, NOA can deliver high-quality analysis and commentary, fulfilling the growing demand for trusted journalism and informed, insightful opinions.

## Reaching listeners on the go

NOA's team of professional broadcasters narrate seven FT articles every night from Sunday to Thursday. Each audio story is then distributed across their iOS and Android smartphone apps and on Amazon Echo, allowing listeners to stream their choice of stories anytime and anywhere. Listeners can also create a playlist of their favourite audio stories so they never miss one that's important to them.



***“Alexa, play  
News Over Audio”***

In NOA's product development pipeline are plans to further integrate its offering with other well-known smart speaker devices, including Google's Home, and in-car infotainment systems.

With its FT republishing licence, NOA can choose relevant content for its business-minded listeners, who need to follow global developments.

With this in mind, its broadcasters often include FT content from our in-depth Opinion & Analysis sections

to The Big Read section and from The Monday interviews to our award-winning columnists, including Martin Wolf, Philip Stephens and Rana Foroohar.

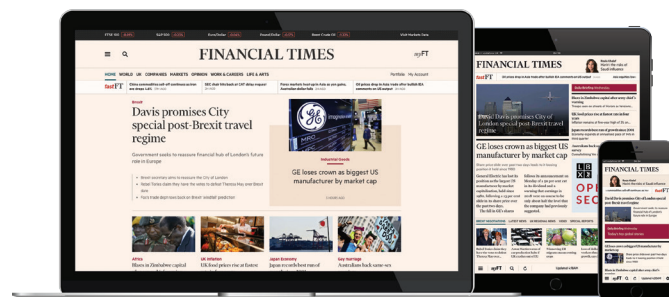
“FT content is extremely well-written,” says Gareth Hickey. “Each story is perfectly punctuated, provides ample context and is written in a way that draws the reader in. As a result, FT stories lend themselves extremely well to audio.”

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## Engaging a global audience

Cross-border and cross-sector, FT reporting helps NOA to maintain and strengthen its market position as a global source of high-quality audio-journalism. In addition, its association with the FT aligns it with a brand renowned worldwide for its authority, accuracy and integrity. NOA has also seen very strong levels of audience engagement with an above-average article completion rate of 86% for FT content as a whole. This equates to approximately 4 minutes and 20 seconds of playback time per 5-minute article (the average for FT content).

“FT journalism is a joy to listen to in audio format,” explains Gareth Hickey. “That's probably why the FT's audio articles continue to post the highest engagement metrics across the NOA platform. When our listeners press play, they tend to stick around and listen. They like what they're hearing.”





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