



Case Study - Entertainment & Media

9th Floor Radio



9th Floor Radio uses Box to organize and share a comprehensive archive of radio programming online.

“I really like that you can share whole folders with people instead of just sending individual files, I also like that you can generate an RSS feed for an entire folder...a lot of people subscribe to our station that way.”

Melissa Neal,
Station Manager
9th Floor Radio

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9th Floor Radio is an Internet radio station based in Oakland, CA. The station focuses on offering cutting-edge, on-demand content, making all of its past and current content available online 24/7.

Challenge

To meet a growing desire for on-demand programming, 9th Floor Radio wanted to provide its listeners with a readily accessible archive of all its radio programs on the station’s website. Melissa Neal, Station Manager of 9th Floor Radio, knew this would be a large task to manage considering the station’s 36 shows and 42 DJs. The station tried several different file sharing services but couldn’t find one that suited its needs and proved to be reliable. “One day I logged into my account [on a different file management site] and a bunch of my files were missing,” Melissa recalled. “I tried calling customer support but never heard back.”

Solution

In 9th Floor Radio’s hunt for a new solution, Melissa came across Box and was impressed by its clean interface, intuitive file management features and readily available support. She remembers, “I sent you guys questions and people responded the same day. I saw that as a good sign.” Founded in 2005, Box.net now serves more than 50,000 companies from small businesses to Fortune 1000 that look to Box to simplify online content management, accelerate team productivity and connect employees with a familiar interface that anyone can use.

Melissa liked that she could easily embed “widgets” on the station’s website for folders she created in Box. To create an online archive, Melissa simply set up a folder for each of the station’s programs. When new shows are recorded, Melissa archives them in the show’s designated folder. In turn, each show’s widget is automatically updated on 9th Floor Radio’s website. Listeners can either play files directly from the show’s Box Widget or download the audio files for later use.

Now that program files are on Box, Melissa can also send out unique links to files, allowing DJs to post programs on their personal sites. “I really like that you can share whole folders with people instead of just sending individual files,” Melissa commented. “I also like that you can generate an RSS feed for an entire folder...a lot of people subscribe to our station that way.”

While 9th Floor Radio primarily uses Box for sharing archives of its radio programs, Melissa has also used Box to collaborate with outside partners. When 9th Floor Radio wanted a new design for its live music player, the contractor would upload his drafts to Box, where Melissa could view and comment on them. “It was nice because we didn’t have to meet in person,” Melissa explained.

Using Box has resulted in hundreds of hours of time savings for 9th Floor Radio. “If we didn’t have Box, it would take somebody several hours a day to manually post files to our site. Whereas with Box I can do it at the end of the day in less than 30 minutes,” Melissa estimated. “I have to do this every day, so it’s good that Box is so simple to use.”