



HOW BAUER MEDIA GROUP IMPLEMENTED SOURCEPOINT'S CONSENT SOLUTION FOR AMAZON'S ALEXA



Bauer Media UK reaches over 25 million UK consumers through a portfolio of world-class, multi-platform media and entertainment brands including heat, KISS, Grazia, Empire, Magic Radio, Absolute Radio and the Hits Radio Brand Network. These brands offer commercial partners access to highly engaged audiences, with creative solutions underpinned by insight and instinct. Bauer Media UK is part of the Bauer Media Group, one of the world's largest privately owned media businesses with media assets all over the globe.



Sourcepoint's expertise in digital marketing has been crucial in our journey to navigate the complexities of our omnichannel data privacy management.

Their consent solution for Alexa devices allows us to evolve our offering in this space to reflect where we see consumer growth."



Charlie Brookes
CRO - Digital Audio
Bauer Media Group

Overview

Bauer Media Group partnered with Sourcepoint to develop an innovative consent management solution tailored for Amazon Alexa devices.

This implementation positioned Bauer as the first major radio group to adopt such a solution, setting a new standard in the audio broadcasting industry, while Sourcepoint became the first global consent management platform (CMP) provider to exclusively deploy a consent management solution for Alexa devices.

Why Sourcepoint?

Bauer Media Group recognized the need for robust data privacy measures across emerging platforms as well as the ability to leverage data for their growing audio market. With the proliferation of voice-activated technology, especially Amazon Alexa, the company sought a solution that would ensure consumer privacy while maintaining compliance with global regulations.

Sourcepoint has provided the CMP for Bauer's portfolio of publishing and audio properties for over five years and enthusiastically supported the innovative project, working closely with the Bauer and Alexa engineers, developers and program leads.

The collaboration aimed to create a seamless experience for users, allowing them to manage their consent and marketing preferences effortlessly while interacting with Alexa.

Connecting the dots on compliance and value

The primary objectives of the project were to:

- **Drive value.** Compliant use of data enhances the value of users who engage with Bauer audio content on Alexa devices. The connection of a consented user to Amazon monetization platform drove significantly enhanced value.
- **Enhance consumer trust.** By providing consumers with clear options to manage their data, Bauer sought to foster trust and transparency with their audience.

- **Ensure compliance.** The solution was designed to comply with evolving global data privacy regulations, helping Bauer navigate the complexities of data management.
- **Seamlessly Integrate.** Integrating the consent solution into existing data flows without disrupting user experience was a must-have.

Development of the consent solution

Sourcepoint's consent solution for Alexa devices enables audio broadcasters to capture and store a user's consent by sending push notifications to users' mobile devices when content is activated on an Alexa device.

This feature allows users to update their consent preferences without interrupting their listening experience.

Collaboration phases

1. **Initial consultation.** Sourcepoint, Amazon and Bauer's teams conducted workshops to identify specific needs and challenges related to data privacy in audio broadcasting.
2. **Custom solution design.** Leveraging Sourcepoint and Amazon's expertise, a bespoke consent management system was designed, integrating seamlessly with Bauer's existing data management frameworks.
3. **Testing and optimization.** Rigorous testing phases ensured that the solution met performance standards and provided a user-friendly experience.
4. **Launch and rollout.** The consent solution was successfully launched, with ongoing support from Sourcepoint to address any emerging challenges.

Key features

The team sought to prioritize user experience, allowing consumers to easily navigate their consent options. Users can also receive and respond to consent notifications instantly, ensuring up-to-date preferences. Finally, it was important for Bauer to build flexibility into the solution. The Alexa consent system is built to adapt to changing regulations, providing Bauer with confidence in their data practices.

Impact and Results

With improved transparency, consumers are more engaged and confident in how their data is handled and Bauer is better equipped to comply with data protection regulations across channels, minimizing their legal risks. Furthermore, the initiative positions Bauer as a pioneer in the audio broadcasting sector, inspiring other radio groups to adopt similar technologies.

The partnership between Bauer Media Group, Amazon and Sourcepoint to implement a bespoke consent solution for Amazon Alexa devices exemplifies a significant advancement in the audio broadcasting industry.

"[Sourcepoint's] consent solution for Alexa devices allows us to evolve our offering in this space to reflect where we see consumer growth. This, in turn, gives our advertising customers comfort in the trust and transparency of Bauer's media brands which is a key tenet of our data driven commercial proposition," said **Charlie Brookes, CRO - Digital Audio, Bauer Media Group.**

About Sourcepoint

Founded in 2015, Sourcepoint is the practical privacy software company trusted by the world's most influential brands. We believe that privacy compliance can be a catalyst for better business outcomes. With over 30 billion consumer touchpoints per month, we are the leader in enterprise-grade privacy automation for complex, dynamic compliance challenges.