

# AudioUpdate

The Spoken Newsletter

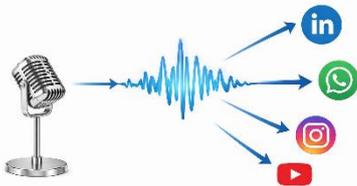


Inform – Stimulate – Activate

**AudioUpdate translates existing communication into a short, professionally voiced update of 90 to 120 seconds, easy to listen to through the channels people already use — exactly when it suits them. Newsletters and internal updates are often scanned or missed, even though the information itself is relevant. With AudioUpdate, your newsletter gains the space to be heard — turning information into movement.**

## From information to action

Many organisations invest considerable care in newsletters and internal communication. The content is often strong and relevant, yet it does not always achieve the intended impact. In practice, messages are frequently skimmed or missed altogether, simply because the timing is not ideal and other priorities take precedence. By offering the same message in audio as well, it gains the opportunity to truly land — with greater attention, understanding and impact.



## What is AudioUpdate?

AudioUpdate is essentially a newsletter as you already know it, but presented through the spoken word. With AudioUpdate, your message is structured and translated into a clear and engaging listening experience. The goal is to create a natural movement or next step from the core of the message. Its accessible character lies in the fact that your newsletter can be listened to at any moment through common communication channels and mobile apps.

## Why this works better

Reading requires active attention and often happens at moments when other priorities take precedence. As a result, a large part of the information is only partially absorbed or missed altogether. Listening fits more naturally into the rhythm of the day — while commuting, between meetings or at a quieter moment. This creates more space for attention, understanding and engagement. With the same content, you reach more people and the message lands more effectively.



## How AudioUpdate Works

Based on topics, newsletters or internal updates provided by the client, we translate the core of the message into a short, professionally voiced AudioUpdate. Drawing on our journalistic and editorial experience, we structure the content and ensure a clear translation into audio. The client remains responsible for the content and final approval. The AudioUpdate is delivered as a ready-to-use audio file and can be

## Applications

AudioUpdate can be applied across a wide range of organisational communication. It is well suited for internal updates, project or collaboration information, explanations of policies and organisational changes, product or service introductions, and communication with clients or partners. It can also be used for knowledge sharing, practical insights or the announcement of meetings and events, offering an accessible and effective alternative to written updates.



## Who we are

AudioUpdate is a product of Booster Media Productions, an organisation that uses the spoken word as a powerful complement to written communication, especially where attention and understanding are essential. We work with experienced news presenters from the radio industry.

Each organisation is assigned a dedicated host, creating a recognisable and trusted voice, with flexibility to align this