

RADIO

Bang & Olufsen traverses soundscape ecology in podcast series

January 26, 2016



Bang & Olufsen's Sound Matters podcast

By STAFF REPORTS

Danish audio and video brand Bang & Olufsen is showing that "sound matters" through a new podcast series.

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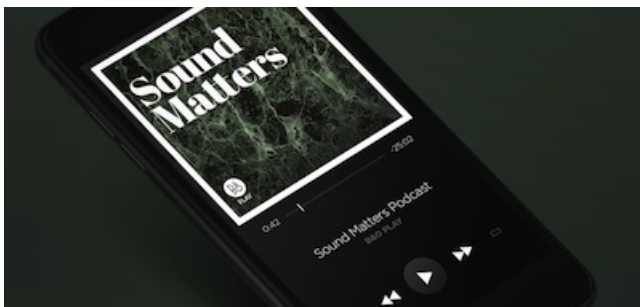
Bang & Olufsen's Sound Matters is housed on the brand's BeoPlay Journal page and was promoted on its social channels to boost awareness and interest. Curating sounds that align with a brand's ethos can help share DNA while allowing consumers to explore its products and message.

The streets are alive with the sound of

The podcast series looks at the sounds that make up daily life around the world. Future episodes of Sound Matters will explore all kinds of sounds that occur in the "noisy cosmos."

Instead of just listening to sounds, Sound Matters will explore how sounds are heard, the stories told about said sounds and the ideas, inventions, discoveries and possibilities that "live in the realm of the audible."

The 26-minute podcast episode was written and produced by Tim Hinman of Denmark's Third Ear, a digital magazine, and B&O Play.



Promotional image for Bang & Olufsen's Sound Matters podcast

Sound Matters' first episode, "The Sounds of Life Itself," takes listeners to meet with Bernie Krause, an influential field recordist, bio-acoustician and musician. After studying classical composition and playing guitar for folk group The Weavers, Mr. Krause became interested in electronic and avant-garde music.

Later in his career, Mr. Krause began incorporating recordings of wildlife and soundscapes into his own music. In

the Sound Matters podcast Mr. Krause talks about his career as a founding pioneer in the field of soundscape ecology.

Sound Matters can be played for free through Bang & Olufsen's [journal page](#) or through iTunes. On the latter Web site, consumers can subscribe to the podcast.

As an audio visual brand, Bang & Olufsen often incorporates the exploration of sound in its marketing.

For example, it continued to promote the B&O Play line of audio players and headphones with its "Sensory Spaces" mobile application that engages consumers with an exploratory use of sound.

Launched in 2013, Bang & Olufsen created the app in collaboration with the Danish alternative rock band Mew. The audio and video company is likely to gain younger fans through its connection with the popular Danish band ([see story](#)).

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