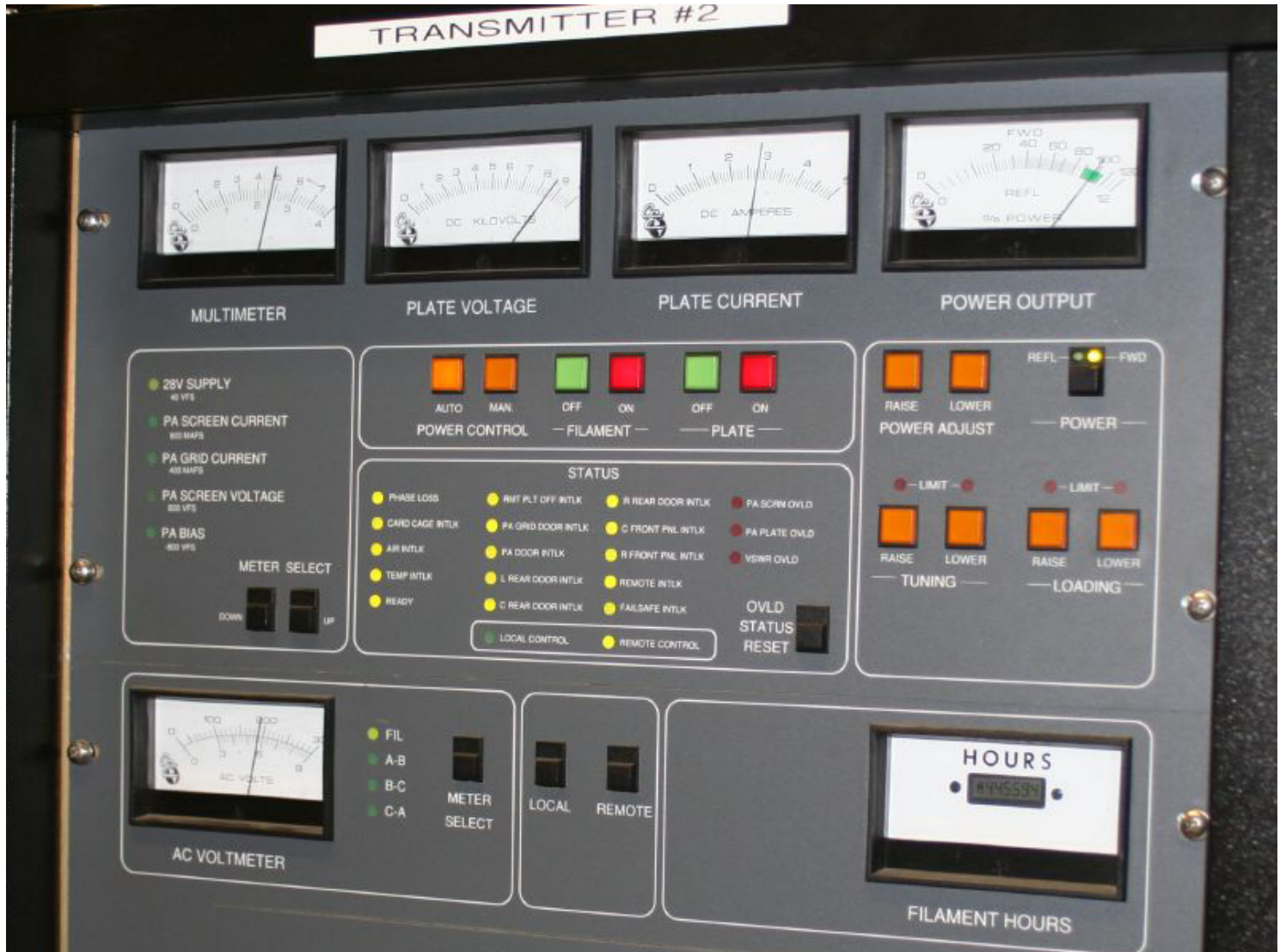


The Media Streaming Journal

January 2018



Covering Audio and Video Internet Broadcasting

Brought To You By

RADIOSOLUTION

www.radiosolution.info



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publicdomainvectors.org/en/free-clipart/Vintage-microphone-vector-graphics/6111.html

Welcome to The Media Streaming Journal

Greetings,

I Heart Radio continues to maneuver through legal and bureaucratic minefields to stay afloat financially; however the creditors are feeling less than charitable in a possible Chapter 11 or Bankruptcy setting. I wonder if the final epitaph for I Heart will be - but we were too big to fail . . .

Please feel free to contact either the Publication Director (Derek Bullard) or myself if you have any questions or comments regarding The Media Streaming Journal.

Namaste

David Childers

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The Grand Master of Digital Disaster
(Editor In Chief)

The Media Streaming Journal

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Magazine cover:

<http://en.wikipedia.org/wiki/Transmitter>

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Our Mission

Let our friendly, knowledgeable staff assist you to build your project, such as an online radio station using our high end reliable video and audio streaming technologies. We want to become your partner for all your hosting needs, as well as your one stop shop for radio products such as custom DJ drops and radio ID's.

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Whatever you need to start Internet radio station, we will deliver! We provide high quality Internet Radio services to make your music radio project a success. We can provide Wowza, Icecast, SHOUTcast hosting and internet radio services to hobbyists, deejays, amateurs and established professionals. No radio station client is too big or too small for Radiosolution.

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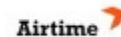
Internet Radio Station Services

Launch your internet, digital, satellite or AM/FM radio station anywhere in the world with all of the right tools. A broadcasting specialist is on standby to help you get started with an SHOUTcast or Icecast hosting package. We have servers ready for reliable streaming in North America and Europe. Our hosting packages have all the features you need to make your radio station project a success.

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Starting your own Internet radio has never been easier. Get in touch with us anytime to start your Internet radio station.

Radiosolution is a SHOUTcast hosting provider located in Quebec Canada. We also offer Icecast, Wowza and Web Hosting services. Contact us to discuss the best option available as you start internet radio station. Radiosolution can provide personalized service in English, Dutch, and French. Starting an internet radio station can be intimidating, many people want to start one, but have no idea where to start. Radiosolution will be there for you every step of the way. Everyday people are searching the internet for free SHOUTcast servers. With Radiosolution SHOUTcast hosting we will allow you to try our services for FREE. By trying our services, you can be confident that you have chosen the best radio server hosting provider. You have nothing to loose because we offer a 30 day satisfaction guarantee. What are you waiting for? Contact us now! Radiosolution offers everything you need to start internet radio station. You will not need to go anywhere else. We can create your website, market your station and help you submit your station to online directories. We also feature the voice of Derek Bullard aka Dibblebee He can create affordable commercials, DJ intros, sweepers, jingles, ids and so much more.



Tracking Radio Station Statistics Derek Bullard

Every radio station should track its website's statistics to create more relevant and useful content for the audience. The program directors should take some time out of their routine and review the audience statistics, at least once a week.

Google analytics is the most significant and valuable data source that you should consider to track the internet radio stats. The code generated by the google analytics will assist you to monitor the website visitors' data in the most efficient manner.

Following are some of the most critical factors that you should look for to accurately track the internet radio statistics by reviewing the google analytics data.

Total visitors

The number of people visiting your website determines the popularity of your shows. Keep tracking the number of visitors. Your goal should be to create content that can increase the numbers that you monitor every week. If the numbers are growing day by day, you are doing great.

Major Sources of Traffic

The traffic to your site comes from the various channels. You should look for each of these and see how much traffic is coming from every particular channel.

These include:

- Organic Search

When someone types some words in the search engine and your website appears as a result, that's organic search.

- Paid Search

You might have seen many ads on the Google and other search engines. People pay these to show their advertisements. You may also get traffic this way if people click on your ads.

- Social Networks

The traffic that you get when people click the links on your social media networks like Facebook or Twitter.

- Referral

Many of your visitors also come through the links given on other websites like in different news sites or blog posts.

With the help of google analytics, you can even dig deeper into your website. Once you know how much traffic you are getting from the social media altogether, you can also track the specific traffic driven by each of these media including Facebook, Twitter, and others.

Top Pages that are driving Traffic

Once you have tracked the total traffic coming to your site from various channels, you should look for the content that is attracting most of the audience. It will help you to keep the traffic high.

You should mark a clear distinction between the first page that visitors see and the page that has the highest traffic.

Bounce Rate

Tracking the bounce rate determines how much people are taking interest in your content. When a person clicks on your website and leaves it shortly without exploring any of the pages, it is termed as a bounce. The lower bounce rate indicates that most of the traffic coming to your website likes your content.

However, if you have a higher bounce rate, it means you need to be more creative in content creation. Additionally, your website design also plays an integral part in lowering the bounce rate.

There are some other factors that you should keep track of, to monitor the Radio station statistics. These include:

- Station broadcast audience
- Multimedia Downloads
- Audience Participation

Relax With The Sights And Sounds Of Nature

Scenic Television

Your Window To The World

Scenic Television is an Internet television station that broadcasts the sights and sounds of nature 24 hours a day. Savor exotic tropical beaches, or relax in a remote rain forest. Meditate at a bubbling stream, or relish the view of soft rolling waves at a lake. We have beautiful nature video from locations all around the world.

Scenic Television originates from the Gulf coast of South Alabama and broadcasts to a global audience. The television broadcast is accessible on any device with an Internet connection. Such electronic devices include desktop computers, laptops, tablets, smartphones, game platforms, and Internet-connected televisions.

<http://television.scenicradio.com>

Broadcast Advertising

Edited by David Childers

Formats

There is a broad range of choices for type and length of radio commercials. With changes in the radio industry and better production technologies, the mode of commercial presentation has changed, and commercial advertisements can take on a wide range of forms. The two primary types of radio ads are "live reads" and produced spots.

Cousin to the ad-libbed commercial, live read refers to when a DJ reads an advertiser's spot on the air, delivered from a script, fact sheet or personal knowledge. It can also refer to when the DJ "endorses" the advertiser's goods or services. The Radio Advertising Bureau (RAB) defines an endorsement as: "where the station or personality "endorses" the advertiser's product or service, usually "live" on-air."

Produced spots appear to be more common. A spot is 'produced' if the radio station or an advertising agency record it for the client. Produced commercial formats include straight read with sound effects or background music, dialogue, monologue (where the voice talent portrays a character, as opposed to an announcer), jingles, and combinations of these. Studies show that the quality of the commercials is as important to listeners, generally, as the number of ads they hear.

Research and Rates

Radio stations today typically run their advertising in clusters or sets, scattered throughout the broadcasting hour. Studies show that the first or second commercial to air during a commercial break has higher recall than those airing later in the set.

Nielsen Audio is one of the primary providers of ratings data in the United States. Most radio stations and advertising agencies subscribe to this paid service because ratings are critical in the broadcast industry. Ad agencies typically purchase radio based on a target demographic. For example, their client may want to reach men between 18 and 49 years old. The ratings enable advertisers to select a specific segment of the listening audience and purchase airtime accordingly. Ratings are also referred to as "numbers" in the business.

The numbers can show who is listening to a particular station, the most popular times of day for listeners in that group, and the percentage of the total listening audience that can be reached with a particular schedule of advertisements. The numbers also show exactly how many people are listening at each hour of the day. This information allows an advertiser to select the most influential stations in the market with specificity and tells them what times of day will be the best times to run their ads.

Besides the underlying numbers, most radio stations have access to other data, such as Scarborough Research, that details more about the listening audience than just what age group they fall into. For example, some data will provide the types of activities listeners participate in, their ethnicity, what kind of work they do, their income levels, what kinds of cars they drive, and even whether or not they have been to a particular entertainment venue.

Radio stations sell their airtime according to dayparts. Typically, a station's daypart lineup will look something like the following: 6 am - 10 am, 10 am - 3 pm, 3 pm-7 pm, and 7 pm - midnight. The spots running after midnight, from 12 am-6 am, are referred to as "overnights". Though this schedule of dayparts can vary from station to station, most stations run similar daypart lineups and sell their advertisements accordingly. Drive times, or morning and evenings when people are commuting, are usually the most popular times of day and also when each station has the most listeners. The "rates"; or what the station charges the advertiser, will reflect that.

Rates can also be affected by the time of year an advertiser runs. January is almost always a slow time of year, and many stations run specials on their rates during that month. This is not the case in warm weather markets like Florida, where "snowbirds" migrate and increase the population. In this situation rates are usually at their highest as the population swells. The cost of radio advertising also varies on how well the parties negotiate. During busier times of the year, stations can sell out of ads entirely,

because, unlike the print media, radio stations only have a limited number of commercial units available per hour. During the dot-com boom, some stations ran as much as twenty minutes of ads per hour. While commercial levels are nowhere near as high today, with the average station running approximately nine minutes of ads per hour, peak periods can and do sell out.

Thus, advertising rates will vary depending on time of year, time of day, how well the station does in the particular demographic an advertiser is trying to reach, how well a station does compared to other stations, and demand on station inventory. The busier the time of year for the station, the more an advertiser can expect to spend. And, the higher ranked a station is in the market, according to the ratings data, the more an advertiser can expect to get charged to run on that station.

Advertising rates can vary depending on the length of spot the advertisers elects to run. Although sixty-second spots are the most common, stations also sell airtime in thirty, fifteen, ten and two-second intervals. Thirty-second ads have always been favorite in television advertising, but radio stations just adopted this format recently. Clear Channel kicked off the "Less is More" initiative in 2004, utilizing thirty-second commercials in markets across the US. Though studies show that fewer commercials cause better recall rates, research indicates that traditional sixty-second spots may be the better option, with higher brand and message recall than the newer thirty-second ads.

Stations also run ten-second spots, or "billboards". Typically, this type of spot runs adjacent to some station feature, such as the traffic report, stating, "This traffic brought to you by..."; and is usually limited to about thirty words. Fifteen-second spots are typically reserved for station promotional announcements, although some stations sell them.

In addition to traditional radio advertising, some stations are selling airtime during their streaming broadcasts. In the past, the radio station stream included only the commercials that were also running on air. CBS announced it would begin airing 'live reads' in its streaming radio broadcasts, sold and voiced separately from the stations' regular spots, noting the efficacy of live endorsements.

Efficacy

More than eight out of ten Americans feel listening to commercials in exchange for free radio is a "fair deal". Furthermore, broadcast radio advertising often offers the advantage of being localized and inexpensive in comparison with other mediums such as television. Thus, radio advertising can be an effective, low-cost medium through which a business can reach their target consumer. Studies show that radio ads create emotional reactions in listeners. In turn, consumers perceive the ads as more relevant to them personally, which can lead to increased market awareness and sales for businesses running ad schedules. Twenty-five percent of listeners say they're more interested in a product or business when they hear about it on their preferred station.

Local DJs create a personal relationship with their listening audience, and that audience is more likely to trust what they say and respond to their message. Live endorsements are growing in popularity, as advertisers seek new means to reach consumers and cut through the surrounding clutter. Studies show that live reads have recall and response rates higher than the typically recorded spot. Perhaps because of the relationship listeners develop with their favorite station, twenty-six percent of listeners are more interested in a product or business when a DJ endorses it. As more advertisers turn to live endorsements, considerable demand is placed on DJs to announce them. And, as the number of available DJs shrinks, those that are left are often inundated with requests to do endorsements.

http://en.wikipedia.org/wiki/Radio_advertisement

Call To Action

Edited by David Childers

This is a marketing term used extensively in advertising and selling. It refers to any device designed to prompt an immediate response or encourage a quick sale. A CTA most often relates to the use of words or phrases that can be incorporated into sales scripts, advertising messages or web pages that encourage consumers to take prompt action.

A call to action (CTA) is an instruction to the audience designed to provoke an immediate response, usually using an imperative verb such as "call now"; "find out more" or "visit a store today". Other types of calls-to-action might provide consumers with strong reasons for purchasing immediately. Examples of these include: offers that are only available for a limited time (e.g. 'Offer must expire soon'; 'Limited stocks available') or a special deal usually accompanied by a time constraint (e.g. 'Order before midnight to receive a free gift with your order'; 'Two for the price of one for first 50 callers only'). The key to a compelling call-to-action is to provide consumers with compelling reasons to purchase promptly rather than defer purchase decisions. A CTA can be a simple non-demanding request like "choose a color" or "watch this video"; or a much more demanding request. An obvious CTA would be a request for the consumer to purchase a product or provide personal details and contact information.

Applications

Many marketing materials such as brochures, flyers, catalogs, email campaigns, etc. also make use of a call-to-action. Such instructions are designed to show consumers how to take the next step and create a sense of urgency around the offer.

Example of a website CTA

Successful sales representatives have long recognized that specific words and phrases elicit desirable responses from prospects and soon learn to incorporate the best lines into effective sales scripts. Clever sales pitches often integrate a series of small CTAs that lead to a final CTA. These smaller CTAs create a pattern of behavior that makes it easy for the audience to follow-through with just one last CTA, completing a more difficult request, had it been asked without context. An example could be the purchase of a designer torch. The salesperson might ask the consumer to choose a style, then a color, a size, and even a personalized engraving. When the client views the customized design, they are more likely to be predisposed to complete the purchase. The sales representative can close the sale by asking, "Will that be cash or credit, today?"

Advertising messages, especially direct-response advertising messages, often make extensive use of calls-to-action. The key to a compelling call-to-action is to provide consumers with compelling reasons to purchase promptly rather than defer purchase decisions. An article in the Wall Street Journal suggests that the incidence of calls-to-action in television advertisements is increasing due to marketer's desire for instant and measurable results.

In web design, a CTA may be a banner, button, or a graphic or text on a website meant to prompt a user to click it and continue down a conversion funnel. It is an essential part of inbound marketing as well as permission marketing in that it actively strives to convert a user into a lead and later into a customer. The primary goal of a CTA is a click or a scan in the case of a QR code, and its success can be measured via a conversion rate formula that calculates the number of clicks over the times the CTA was seen. Another way to test the effectiveness of a CTA is using A/B testing where several graphics are presented to users, and the graphic with highest success rate becomes the default.

[http://en.wikipedia.org/wiki/Call_to_action_\(marketing\)](http://en.wikipedia.org/wiki/Call_to_action_(marketing))

Sales Process Engineering **Edited by David Childers**

Sales process engineering is the engineering of better sales processes. It is intended to design better ways of selling, making salespeople's efforts more productive. It has been described as "the systematic application of scientific and mathematical principles to achieve the practical goals of a particular sales process". Selden pointed out that in this context, sales referred to the output of a process involving a variety of functions across an organization, and not that of a "sales department" alone. The areas for applying these methods include sales, marketing, and customer service.

This process is also known as "sales funnel engineering" and "sales pipeline engineering".

The first trend for businesses to be more deliberately rational in their use of language to define the evidence their marketers and sellers are seeing. No longer can business leaders afford to allow their people to throw around terms such as "customer" or "qualified prospect" without operationally defining them.

Then, as the clarity and consistency of what these terms refer to, in reality, the second trend will become incredibly powerful. That trend is the ability to "instrument" the interactions between salespeople and their customers in order to provide visibility to where the problems in the sales and buying processes are located.

For example, today's software products are enabling sales teams to track their activities and the customer's responses at a much higher level of granularity than has ever been possible before. This kind of feedback if efficiently used by sales managers has a powerful ability to elevate and sustain a sales team's performance. Examples of this can be found at www.amacus.com and www.hubspot.com.

Sales Process

Generally speaking, a process is set of activities, through which workflows, aimed at a common result. Processes define the best-known way of doing the work or of accomplishing a goal. Processes are used to create products or to deliver services to customers.

Sales processes are merely a unique kind of service. They differ from other service processes in one primary respect. The value created by a sales process is determined by whether or not the recipient of the service takes the action you want them to make. For example, a landing page on a website could be considered a kind of sales process. The headline, body copy, testimonials, and call to action create value to the extent they get visitors to the page to provide the requested information (usually their name and email address, etc.). Likewise, a proposal presentation from a salesperson creates value to the extent the recipients accept the proposal and buy what is offered.

Rationale

This section possibly contains original research. Please improve it by verifying the claims made and adding inline citations. Statements consisting only of original research should be removed. (April 2016) (Learn how and when to remove this template message)

Reasons for having a well-thought-out sales process include seller and buyer risk management, standardized customer interaction during sales and scalable revenue generation. Approaching the subject from a "process" point of view offers an opportunity to use design and improvement tools from other disciplines and process-oriented industries. Joseph Juran observed that "there should be no reason our familiar principles of quality and process engineering would not work in the sales process".

Unfortunately, while this is true, he failed also to recognize the unique challenge presented by the selling environment, which has made it much less receptive to process thinking. For example, In *Management of a Sales Force* (12th Ed. p. 66) by Rich, Spiro, and Stanton a "sales process" is presented as consisting of eight steps. These are:

- Prospecting / initial contact
- Preapproach - planning the sale
- Identifying and cross-questioning
- Need assessment
- Presentation
- Meeting objections
- Gaining commitment
- Follow-up

Such a depiction of the sales process is from the seller's point of view only. This assumption is a big problem because customers will not follow a process that does not create value for them. This lack of customer value presents a unique dilemma for salespeople. That is because managers assume procedures are to be followed without regard to the value that they create for customers, the methods become increasingly difficult to follow. Due to human nature, this arrangement generally guarantees a decay in performance over time.

The more productive arrangement is to provide workers with an objective, along with a process for achieving it, and then to ask them if they can improve the process to exceed the target, or reach goals more efficiently. This engages the minds of the participants in a self-interested manner that serves workers, managers, and customers alike.

Once salespeople are challenged, as a team, to find better ways to sell, process language is the indispensable means of enabling them to measure cause and effect, identify steps that are problematic, and develop creative ways of improving. They allow the prediction of numbers of sales based on customer actions.

http://en.wikipedia.org/wiki/Sales_process_engineering



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Social Network Advertising

Edited by David Childers

Social network advertising, also social media targeting, is a group of terms that are used to describe forms of online advertising that focus on social networking services. One of the significant benefits of this type of advertising is that advertisers can take advantage of the users' demographic information and target their ads appropriately.

Social media targeting combines current targeting options (such as geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make specific target group identification possible. With social media targeting, advertisements are distributed to users based on information gathered from target group profiles.

Social network advertising is not necessarily the same as social media targeting. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social media targeting refers to the process of matching social network users to target groups that have been specified by the advertiser.

Application

People who use social networks store various information about themselves, including their age, gender, interests, and location. This stored information allows advertisers to create specific target groups and individualize their advertisements. The advantage for advertisers is that their ads can reach people who are interested in the product or service. The benefit for users is that they can see ads that appeal to them. Facebook, for example, the hugely popular social network, has developed a targeting technology which allows advertisements to reach a specific audience. This information is why Facebook users see advertisements on their profile page that are tailored to their gender, music taste, or location.

Operation

Within social communities, users provide demographic information, interests, and images. This information is accessed by social media targeting software and enables advertisers to create display ads with characteristics that match those of social network users. The vital component of social media targeting is the provision of the users' socio-demographic and interest information. By using this information, social media targeting makes it possible for users to see advertisements that might interest them. The availability of user data allows for detailed analysis and reporting, which is a big part of social media targeting and what makes it more efficient than statistical projections alone.

Demographics

About three-quarters of Internet users are members of at least one social network. 49% of U.S. adult women visit social media sites a few times a day, whereas only 34% of men visit them. The fastest-growing age group on Twitter is 55- to 64-year-olds, up 79% since 2012. And the 45-54 age group is the fastest-growing on Facebook and Google+. Social media use is still more common among the 89% of Internet users aged 18-29, as opposed to 43% of those 65 and older.

Types Of Advertising

Popular social media sites, Facebook, Twitter, and YouTube, offer different ways to advertise brands. Facebook gives advertisers options such as promoted posts, sponsored stories, page post ads, Facebook object (like) ads, and external website (standard) ads. There are promoter tweets, trends, and promoted accounts that show up on users newsfeeds to advertise on Twitter. For advertising on YouTube, there are branded channels, promoted videos, and in video advertising.

In July 2015, during their Q2 earnings call, Facebook revealed that it achieved \$2.9B in mobile revenue, amounting to over 76% of its overall quarterly revenue. A significant portion of this income was from app install ads, of which developers buy on a Cost per Install basis.

Another type of advertising is using a tool called "buy buttons". Some networks are already getting involved with "buy buttons", or being direct marketers for various products a business wishes to promote

on their social media platform. Social networks like Facebook and Twitter are already involved with such partnerships, and this is still just the beginning. The "buy button" is the gateway to impulsive online shopping. These advertisements pop up in the news feed of social media interfaces and also give you the option to click a button and purchase the item right then and there. These account for just under 2% of online sales.

Advantages

- Advertisers can reach users who are interested in their products.
- Advertisers have access to detailed analysis and reporting (including business intelligence).
- The information gathered is real, not from statistical projections.

http://en.wikipedia.org/wiki/Social_network_advertising



http://commons.wikimedia.org/wiki/File:Willis_Conover_1969.jpg