The Media Streaming Journal

Covering Audio and Video Internet Broadcasting

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Welcome to The Media Streaming Journal

Welcome to the latest installment of The Media Streaming Journal.

Understanding your audience is as critical as the knowledge required for multimedia creation and the operation of content distribution computer systems. Establishing and continuously updating multimedia content is essential to maximize the potential for attracting and retaining audience participants. Creating a content distribution outlet without an active audience can yield to lost revenue potential or the ability to grow the station.

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

The Grand Master of Digital Disaster
(Editor In Chief)

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In This Edition

Handbook on radio and television audience research

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http://www.facebook.com/groups/internetradiosupport/

Magazine cover:

https://commons.wikimedia.org/wiki/File:EXIT_2012_Audience_(1).jpg

RADIOSOLUTION

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.

Start An Internet Radio Station

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.

Choose between complete hassle-free service packages or new features to add to start internet radio station. Benefit from customized services and the latest in internet radio technology. You will receive professional, personalized and better Internet Radio Station services than you have received up till now. If you already have an Icecast or SHOUTcast hosting provider, we can still help you transfer your radio server over to us with no hassle and at no charge.

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.

If you stream live or with an Auto DJ, we can provide you with the latest in web-based Cloud technology. You will love the simple to use control panel. Discover how easy it is to manage live deejays, upload fresh music and create custom scheduled programming. You will be able to track your listeners by getting real time statistics.

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.
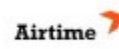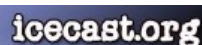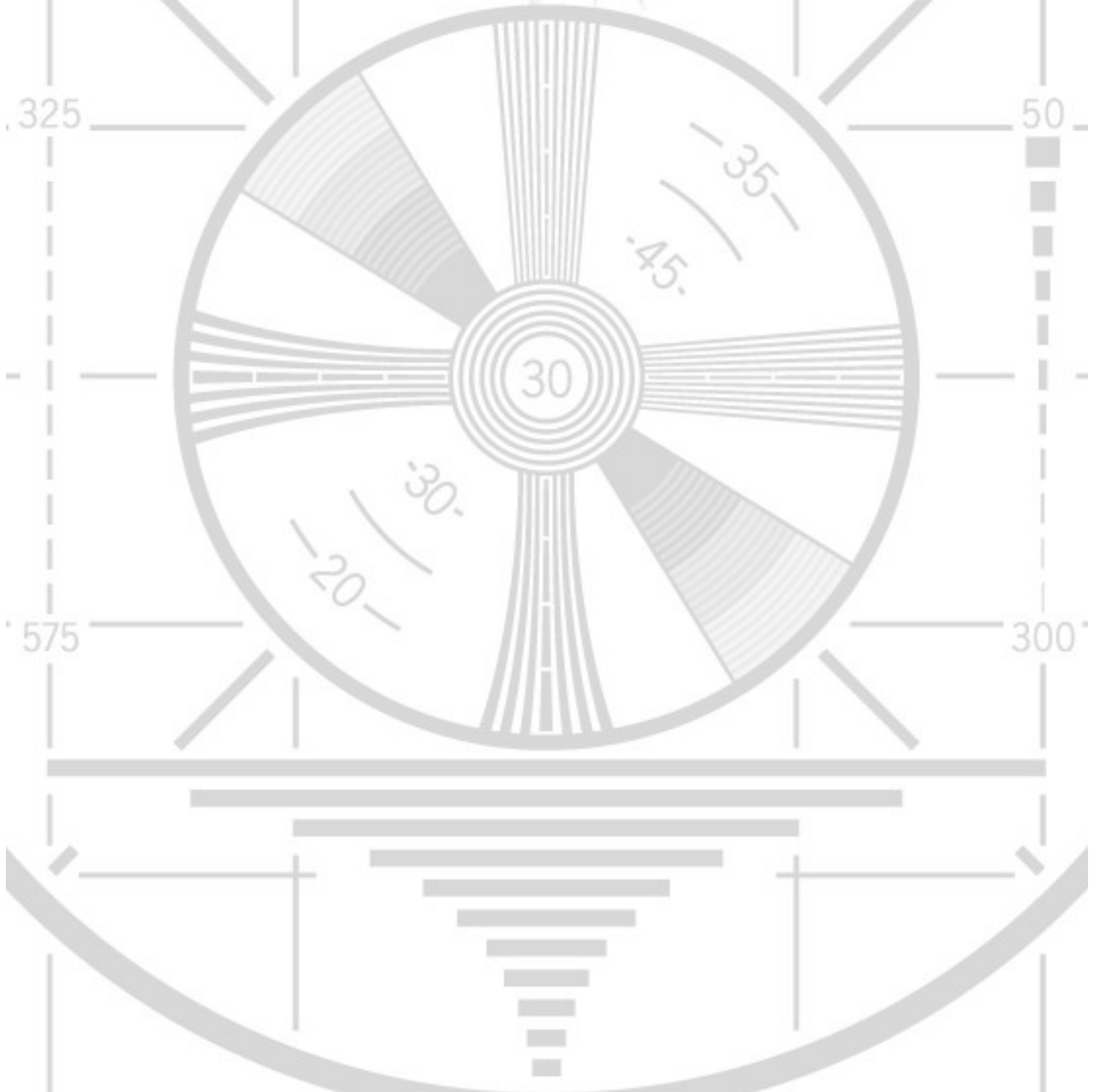
Hey You! Yes, You!
Why Should Anyone Listen to You?!

Do you need compelling, clever copy or catchphrases for your Internet station? If you do, please visit and let's talk!

http://www.ielectrify.com/work-with-me/

I am a professional writer with 15+ years of experience creating high-converting copy, for a variety of radio, broadcasting and marketing applications.

The foundation for audience research began with Over the Air (OTA) broadcast content delivery.

Broadcast audience research is a field focused on analyzing and understanding the viewership of television and radio broadcasts. The goal is to gather data about who is watching or listening when they are tuning in, as well as their preferences and behaviors. This information is critical for broadcasters, advertisers, and content creators for several reasons:

Audience Measurement: This involves quantifying how many people watch or listen to a particular program or channel at a given time. This data is typically represented as ratings and shares. Ratings indicate the percentage of the total potential audience watching a show. At the same time, share represents the percentage of those actually watching TV or listening to the radio at a specific time.

Demographic Analysis: Understanding the demographic profile of the audience (age, gender, income, education level, etc.) helps to tailor content and advertisements to specific segments, improving engagement and effectiveness.

Programming Decisions: Audience research helps broadcasters determine which shows are popular, which are underperforming, and what types of content attract specific demographics. This information guides decisions about what shows to continue, cancel, or develop.

Advertising Sales: For commercial broadcasters, audience data is crucial for selling advertising space. Higher ratings and a desirable demographic profile can command higher prices for advertising slots.

Trend Analysis and Forecasting: Broadcasters can predict future behaviors and preferences by analyzing viewership trends over time, allowing for strategic planning and proactive content creation.

The methods for conducting broadcast audience research have evolved over time. Traditional methods include:

Nielsen Ratings: This rating system is a well-known methodology that uses a sample of households to estimate the viewing behavior of the entire population.
Diaries: Where selected audience members record their viewing or listening habits.
Set Meters: Devices attached to televisions or radios in selected homes that track what is being watched or listened to.

In recent years, with the advent of digital broadcasting and streaming services, new methods like digital set-top boxes and online streaming analytics provide more immediate and detailed data. This digital evolution allows for a more nuanced understanding of viewer behavior, such as time-shifted viewing, binge-watching patterns, and multi-platform consumption.

Understanding audience participation in Internet multimedia content delivery requires the use of new tools and methodology.

Internet multimedia audience research is an area that focuses on understanding and analyzing the behavior, preferences, and demographics of audiences consuming multimedia content online. This includes video streaming, podcasts, webinars, and other audio-visual content delivered through the internet. The primary objectives and components of this research include:

Viewership and Listenership Analysis: This involves tracking how many people are accessing multimedia content, which specific content they're engaging with, and the duration of the engagement. It helps in quantifying the popularity of different types of content.

Demographic Profiling: Identifying the age, gender, location, and other demographic characteristics of the audience is crucial for content creators and marketers to tailor their offerings and strategies accordingly.

Behavioral Insights: Understanding how audiences interact with multimedia content, such as what devices they use, when they access content, and how they discover new content, offers valuable insights for optimizing content delivery and marketing efforts.

Engagement Metrics: Metrics such as likes, shares, comments, and retention rates provide insights into how engaging and impactful the content is. High engagement levels typically indicate content that resonates well with the audience.

Platform Analytics: Different platforms (like YouTube, Spotify, or social media sites) offer their own analytics tools, providing detailed data on audience behavior and content performance on those specific platforms.

Trend Analysis: Monitoring trends in content consumption can help predict future audience preferences and guide content creation strategies.

Advertising and Monetization Insights: Understanding the effectiveness of advertisements and other monetization strategies is critical for commercially driven content. This includes analyzing click-through rates, conversion rates, and overall ROI of advertising campaigns.

Methods used in Internet multimedia audience research include:

Digital Analytics Tools: Platforms such as Google Analytics, Adobe Analytics, and specialized tools provided by streaming services can be used to track online audience participation.

Surveys and Feedback Forms: Direct audience feedback can offer qualitative insights into preferences and content reception.

Social Media Listening: Analyzing discussions and trends on social media provides additional context about audience interests and behaviors.

This field is dynamic and rapidly evolving, driven by changes in technology, content consumption patterns, and the proliferation of multimedia platforms. Understanding internet multimedia audiences is crucial for content creators, marketers, and platforms aiming to maximize engagement, reach, and revenue in the digital space.

Handbook on radio and television audience research
United Nations Children's Fund
Graham Mytton
1992

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