

# The Media Streaming Journal

September 2024



Covering Audio and Video  
Internet Broadcasting

Brought To You By

**RADIO**SOLUTION

[www.radiosolution.info](http://www.radiosolution.info)



## The Media Streaming Journal Staff

Derek Bullard  
Publication Director  
[info@radiosolution.info](mailto:info@radiosolution.info)

David Childers  
Editor In Chief  
[editor@radiosolution.info](mailto:editor@radiosolution.info)

Advertising  
[advertising@radiosolution.info](mailto:advertising@radiosolution.info)

[www.radiosolution.info](http://www.radiosolution.info)

[publicdomainvectors.org/en/free-clipart/Vintage-microphone-vector-graphics/6111.html](http://publicdomainvectors.org/en/free-clipart/Vintage-microphone-vector-graphics/6111.html)

## Welcome to The Media Streaming Journal

Welcome to the latest edition of The Media Streaming Journal.

Broadcast research is crucial for broadcasters by providing valuable insights into audience behavior, preferences, and trends. By understanding what content resonates with viewers or listeners, stations can tailor their programming to meet audience demands, enhance engagement, and boost ratings. Broadcast research also helps stations stay competitive in an ever-evolving media landscape by identifying emerging trends, optimizing advertising strategies, and improving the overall quality of their broadcasts. In a data-driven industry, research ensures that stations can make informed decisions to maximize reach, maintain relevance, and achieve long-term success.

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)

[www.linkedin.com/pub/david-childers/4/736/72a](http://www.linkedin.com/pub/david-childers/4/736/72a)



## The Media Streaming Journal

What is in this edition of the Media Streaming Journal

### In This Edition

Broadcasting Research Methods



Join our technical discussion on Facebook

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

Magazine cover:

[David Childers](#)

The Media Streaming Journal is licensed under the  
Attribution-Share Alike 4.0 International  
(CC BY-SA 4.0)  
Creative Commons License.

[www.creativecommons.org/licenses/by-sa/4.0/](http://www.creativecommons.org/licenses/by-sa/4.0/)



# RADIO SOLUTION

[www.radiosolution.info](http://www.radiosolution.info)

## 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.

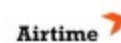
If you stream live or with an Auto DJ, we can provide you with the latest in web-based Cloud technology. You will love the simple to use control panel. Discover how easy it is to manage live deejays, upload fresh music and create custom scheduled programming. You will be able to track your listeners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



icecast.org



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

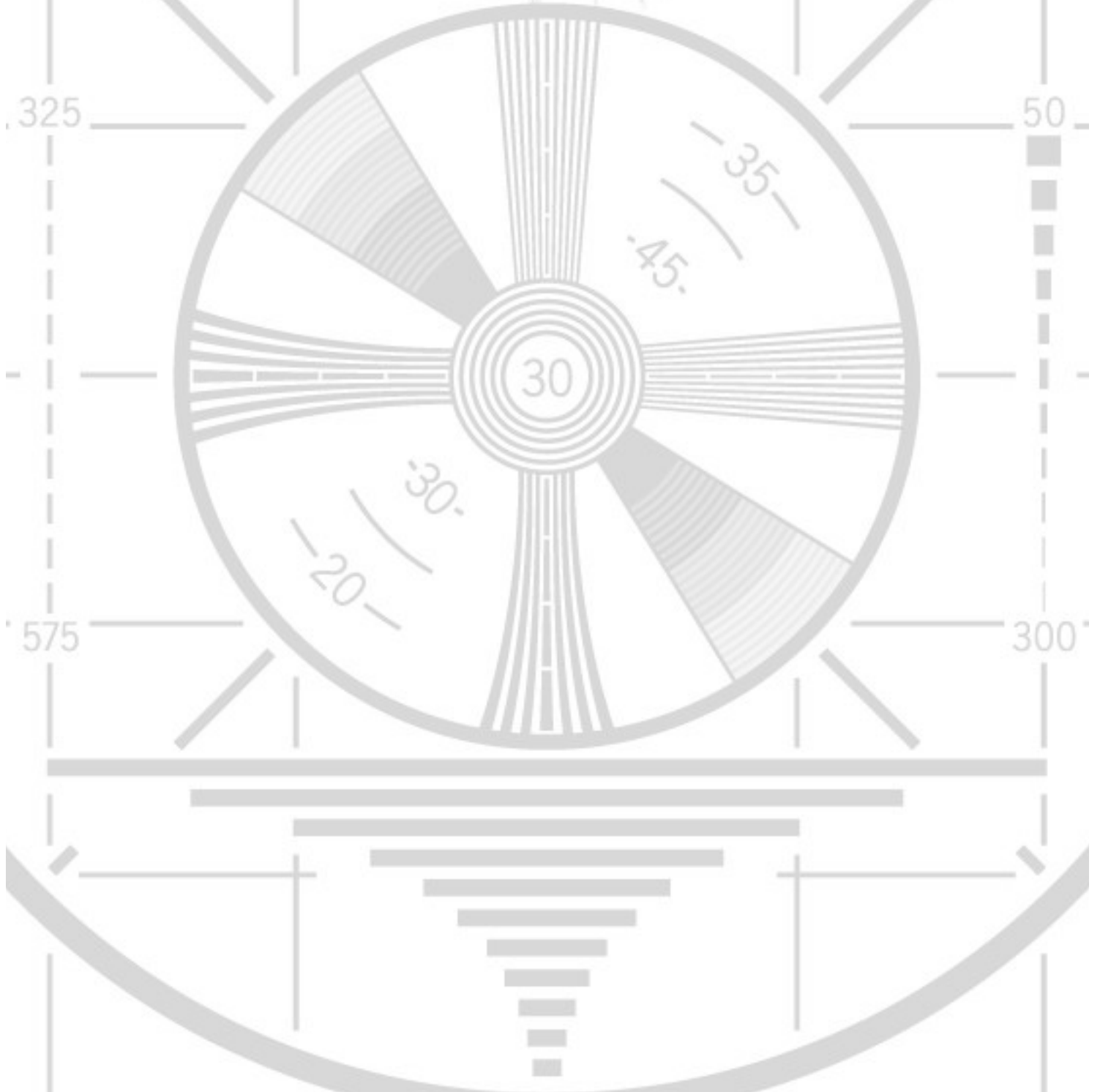
Do you need compelling, clever copy or catchphrases for your Internet station? If you do, please visit and let's talk!

<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.



[https://www.wpclipart.com/people/professions/professions\\_3/radio\\_announcer.png.html](https://www.wpclipart.com/people/professions/professions_3/radio_announcer.png.html)





## Broadcasting Research Methods

### James E Fletcher

This publication is a collection of essays that examine research methods for the broadcasting industry. These are essential tools used to analyze the production, content, audience engagement, and impact of radio, television, and digital broadcasting. These methods help researchers gather insights into audience preferences, behaviors, and the effectiveness of broadcast media. Essential techniques include quantitative methods, such as audience ratings and surveys, and qualitative approaches, like content analysis, focus groups, and interviews. By applying these research methods, broadcasters and media professionals can refine programming strategies, improve audience targeting, and measure the social and cultural influence of their broadcasts.

Free To Download:

<https://www.worldradiohistory.com/BOOKSHELF-ARH/Ratings/Broadcasting-Research-Methods-Dominich-Fletcher-1985.pdf>

