

The Media Streaming Journal

March 2016



Covering Audio and Video Internet Broadcasting

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Welcome to The Media Streaming Journal

It is impossible to build one's own happiness on the unhappiness of others.

Daisaku Ikeda

That mythical fairy known as Karma has risen and kicked the door.

Rumors made the rounds that several of the large broadcasting corporations heavily lobbied the Copyright Royalty Board not to renew the Pureplay Webcaster option in its recent royalty rate decision. The non renewal of the Pureplay option has been the cause of thousands of Internet radio stations closing, in addition to the shutting down of one of the oldest Internet streaming services Live365.

Karma is now reaching out and touching the shoulders of several broadcasting corporations in a most unusual way.

CBS has recently announced that it plans on selling off its radio division due to budgetary constraints.
www.latimes.com/entertainment/envelope/cotown/la-et-ct-cbs-announces-cbs-radio-sale-20160315-story.html

Several debt holders notified IHeart Media that they might press for immediate liquidation of assets. The debt holders feel a recent internal financial transfer by IHeart puts the corporation in financial default status by breaching a previously agreed to debt servicing agreement.
www.digitalmusicnews.com/2016/03/11/iheartmedia-still-struggling-to-hold-off-massive-debt/

Cumulus still struggles under a massive debt load with no end in sight.
www.myajc.com/news/business/radio-giant-cumulus-tumbles-after-flying-high/npx9H/

It will be interesting to see how the dust settles from all this, and how this will impact Internet broadcasting.

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

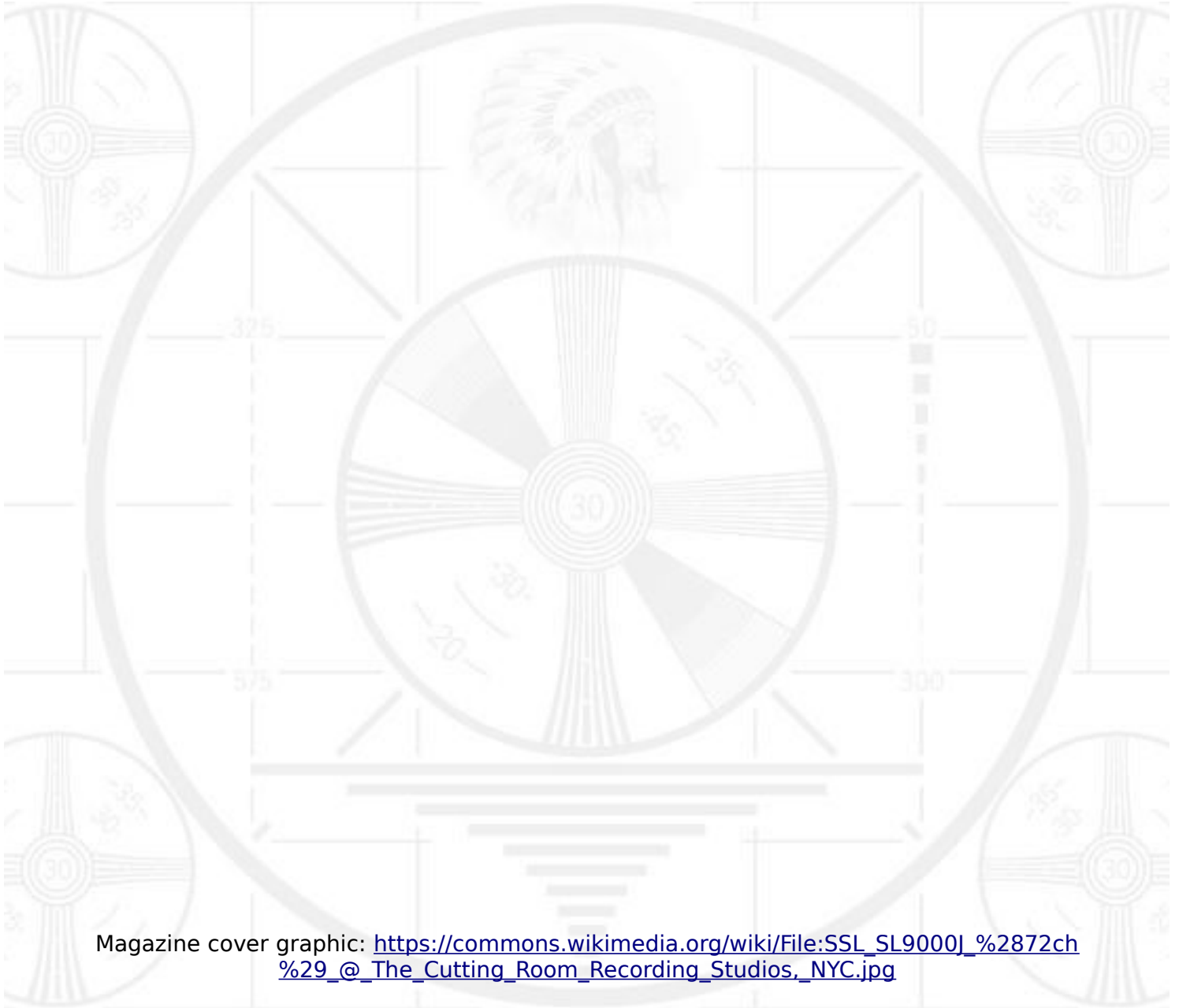
What is in this edition of the Media Streaming Journal

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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.

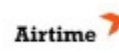
Internet Radio Station Services

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.

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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.



Introduction To Audio Sweepers

Derek Bullard

A radio sweeper is a short, prerecorded announcement used by radio stations as segues between songs that give listeners a brief station identifier or promoting future content. Here is an example: "You are listening to the soft sounds of classy radio. Easy and soothing music throughout the Apple Valley area".

Dry radio sweepers are voice only, with no music or sound effects. Wet sweepers generally contain sound effects (also known as "sonic", a global term for all sound effects and elements used in a sweeper.)

The sweeper ID is typically composed of three elements, which include:

- * Station name.
- * Station slogan.
- * Station website address.

Example:

- * Station name - You are listening to pure metal radio.
- * Station slogan - We are cranking the hits around the world.
- * Station website address - Check out our website at metal head dot com.

Note:

Sweepers typically contain 25 words or less.

You should strive to use the following guidelines in every sweeper creation:

- * Brevity - Keep the wording short, but concise.
- * Clarity - Make every word used count.
- * Appeal - Maximize each element of the sweeper for a combined overall effect.
- * Overkill - Do not overshadow the voice track with background audio.



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www.ScenicRadio.com

Internet Memes David Childers

Internet Memes are a combination of text and pictures that represent a concept or idea. The memes also include a website address that is incorporated within the graphic for the promotion. The concept of the Internet Meme is to create a graphic that people will virally share. Sharing the Meme offers a side benefit of promoting the website address as well.

- * It is important to use a unique picture and comment that will immediately attract people's attention.
- * It is important to use concepts and ideas that are easy to understand among many cultures.
- * It is important to use words and grammar that is easy to understand among many cultures.
- * It is important to use material that can be appreciated by all ages so never use vulgarity or lewdness.
- * Simplicity is the key - Keep It Simple Stupid (KISS).

Create Free Memes Online

- * <http://www.memedad.com>
- * <http://www.whatdoutmeme.com>

Online Sources For Quotes

- * <http://www.goodreads.com>
- * <http://www.brainyquote.com>
- * <http://www.thinkexist.com>

GIMP - GNU Image Manipulation Program (GIMP)

Open Source and free software that is similar to Photoshop image editing software.

- * <http://www.gimp.org>

Public Domain Paintings

- * [http://commons.wikimedia.org/wiki/Category:PD-Art_\(Yorck_Project\)](http://commons.wikimedia.org/wiki/Category:PD-Art_(Yorck_Project))

Creative Commons Images

- * <http://commons.wikimedia.org>

British Royal Art Collection

- * http://en.wikipedia.org/wiki/Royal_Collection

Public Domain Archive Of Clip Art

* <http://www.openclipart.org>

Public Domain Engravings And Pictures From Old Books

* <http://www.fromoldbooks.org>

* <http://www.oldbookillustrations.com>

* <http://scrap.oldbookillustrations.com/archive>

* <http://www.oldbookart.com>

Public Domain Photographs

* <http://www.public-domain-photos.com>

Example Of An Internet Meme

Background image ----->

Quote ----->

Website address ----->



all-free-download.com/free-vector/download/magnifying_glass_clip_art_23181.html

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Audience Statistics

Robert Andrews

Tracking the station broadcast audience, multimedia downloads and website traffic is important in many aspects. Keeping records of audience participation can also provide information on historical trends for audience participation and future planning.

* Audience participation and visitor information can be used for promotion, advertising and content programming.

Examples of important statistical information that can provide insight into the audience participants and their habits include:

Broadcast

- * Location of audience participant.
- * Time duration that audience participants accessed broadcast.
- * Software used by audience participants to access broadcast.

Website

- * Location of visitors.
- * Language of visitors.
- * Web browsers used by visitors.
- * Operating systems used by visitors.
- * Time duration of visits.
- * Web pages accessed by visitors.
- * Origins of visitor traffic.
 - Search engine referrals.
 - Links referrals.
 - Direct.
- * Content download.
- * Multimedia server logs can be accessed and analyzed by software applications to retrieve this information.
- * Website statistical information can be obtained using Google Analytics or similar services.



www.wherestheculture.fm

Mobilize The Audience Agustin Cesarsky

The broadcaster's audience is both the consumer of the station's content and the source for advertising revenue. Maintaining and expanding the audience is very important for the success of a broadcast station. Several resources and options are available to accomplish this, however these methods often provide mixed results.

The broadcast audience is not only important as a statistic, but also as a resource that can attract additional people to listen/ view the station's broadcast or visit the station's website. Creating a grass roots movement using the existing audience can provide a viral promotional effect which can generate large amounts of interest and targeted traffic. This method of promotion can be implemented at a very low cost and yield very effective results.

It is recommended that a plan is created that effectively uses the audience as a resource for promoting the station. This plan should incorporate several methods to ensure that the maximum target potential is achieved. It is also very important to document how the different methods are used to achieve the desired results for future use.

It is essential to advise the station's audience not to resort to Internet spam. This reflects negatively and shows a very poor professional demeanor for the station. It is important for the broadcast audience to use creativity and stealth in promoting the station.

The station should provide a medium that will allow the station audience to remain informed of station events and news.

This can be done using several methods, which include:

- Creating a station blog.
- Creating community forums.
- Creating a station newsletter.
- * It is important to create a method to allow people to sign up for the station newsletter.

Ask the station audience to:

- Visit the station's newsletter, community forums, and station blog.
- Register with and participate in the community forums.
- Spread the word about the station's newsletter, community forums, and station blog.

This request can be conveyed using these methods:

- On air announcements.
- On the station website.

Ask the audience members to post this information on their social media feed.

This information should include the following:

- Website address for the station newsletter sign up page.
- Website address of station community forums.
- Website address of station social media page(s).
- Website address of station blogs.

Ask the station audience to encourage their social media network friends, regular friends and family to:

- Visit these information pages.
- Register with and participate in the community forums.
- Post this information on their social media news feed.

This information should include the following:

- Website address for the station newsletter sign up page.
- Website address of station community forums.
- Website address of station social media page(s).
- Website address of station blogs.

Ask the station audience to E-mail, call, talk to, and encourage their friends and family to spread the word about the station.

Music collaborations from around the world



www.ilcradio.co.uk