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Streaming Radio Archives

By Quentin Brown

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The model of radio has been working and profitable for years. The only difference between WABC radio and YourDomain.com is they have an audience (akin to web traffic) and they are pros at producing audience attracting audio content that they broadcast 24 hours a day to a limited area geographically. With your dot com, you can broadcast audience-attracting audio content just good as theirs, broadcast it on demand to anywhere in the world, and make profits with niches where they can't.

Example: Fly fishing radio, Pottery artists radio, Swing trading radio, Hair coloring tips radio, thousands of other possible niches would fail horribly in traditional radio broadcast models, but niches thrive on the internet, and so does niche internet radio. Once the audience is built, if yours is not already, all the profitable techniques of traditional radio apply. It would not be spam in an internet radio program to advertise and direct listeners to online offers. You could run all the audio ads you want. But be careful, people are 1 click away from not listening. Yet, we are conditioned to hear, "This program is brought to you by XYZ advertiser" and 8 minutes of every hour, radio plays commercials, and you could do the same on Internet radio programming.

Internet radio is just broadcast quality content being streamed over the internet. That is it, nothing more. There are 2 variations, and both are considered internet radio. One version is live content being streamed in real time based on a time schedule, but in reality that is not really necessary or cost effective for that matter. What I believe to be the next wave of useful marketing tactics using audio on the web, is building a niche internet radio station which will have tremendous marketing and audience building potential. It will be in the broadcaster's best interest to produce killer-archived content and post that regularly to stream on demand for their listeners.

This is so easy and cost effective to do, and does not require the live production techniques of traditional radio, nor the high costs and server infrastructure of live feed internet audio streaming. Be aware live streaming can be done through web companies such as www.Shoutcast.com or www.Live365.com, and many other others that have the data centers to multicast audio streams in real time. Internet radio needs only to be great audio content available upon demand online, and I see as an incredible opportunity for marketers of niche products and services to create to build audience or

traffic to their online offerings.

What makes Radio, Radio. The aural elements we take for granted and don't think about.

Below are auditory elements we hear every time we listen to commercial radio. They all can be produced easily with sound editing software, royalty free music, pro audio mics and sound cards, Add some creative energy and you can have an internet radio station broadcasting your creative content to the world. Listen to become familiar with the examples of the aural elements of radio.

Below is listed examples of radio style audio production you can create yourself to make your niche station

Advertiser Jingles
Station Call Letter IDs

Sweepers – Bumpers
Production Music Beds
Voice overs
Interviews – Talk radio
Advertisers commercials

To hear these examples <http://www.internetaudioguy.com/internetradiosamples.htm>

Flash is the best technology to stream archived audio over the web because it is the most common cross platform player, period. Real Media and Windows Media are the formats that allow live streaming, but I focused on archived, on demand audio in this article. The easiest method for hosting streaming internet radio content is <http://www.mp3soundstream.com> where you can see how to record your on demand radio programs and deliver them using flash.

Niche Internet radio station examples online now.

<http://www.lawtechradio.com> – All lawyers radio

<http://www.choosefitness.com> – All fitness radio

You can do it all with the right equipment, the right production software and a little learning curve, all available from <http://www.InternetAudioGuy.com> and <http://www.mp3soundstream.com>.

Hear you on the Internet!

Quentin Brown

Quentin Brown has been involved with Internet marketing for the past 7.5 years. He has produced a number of ebooks and software packages which are highly regarded. You can visit his latest project at <http://www.mp3soundstream.com>

iTunes tops 200 million downloads, Partners with Satellite Radio

By Syd Johnson

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It seems that Apple is in talks with Sirius Satellite Radio to make their streaming broadcasts available on the iPod. This is something that a lot of online music fans have been looking forward to for some time. Satellite radio customers love the music variety because they can go for days without hearing the same songs on rotation. This is in stark contrast to commercial radio stations, where you can hear the same song every couple of hours and on multiple stations in the same market.

Many think this pairing is just a rumor since iPods are not designed for this type of function and it would probably require a much larger hard drive and a much larger iPod case to be able to carry the streams.

Another functionality that would also require some tweaks is the ability to record satellite stream directly onto the iPods. The whole purpose of the iPod is the storage capacity and the ability to make music portable.

Even if satellite broadcasts were available, if the storage functionality is not included, customers could easily turn away from it and back to streaming radio only.

Since iPods are in short supply right now because so many customers are trying to get one, imagine what the market frenzy would look like if you add radio transmission receivers onto it.

Both XM Satellite Radio and Sirius Satellite Radio with over 4 million subscribers have been looking into ways that they can merge their popular streaming radio functionality with a host of gadgets to give their customers more options and to expand their subscription base.

The iPod seems like a natural fit. Rumors of a partnership between the satellite radio companies and Apple computers have been rampant after several telling signs by executives of both companies at various computer industry shows.

Online tech guides and skeptics are critical, but hopeful, since there is no clear mechanism right now to add the radio transmission function onto an iPod and still maintain the same compact look and feel of the iPod. In addition, it would take some time to develop the product, test it and bring it to market.

Then it would have to attract the attention of both Satellite radio customers and serious iPod fans to prevent each party from losing the market share they are hastily trying to capture.

There is some overlap between iPod customers and Satellite Radio customers especially in the ability to adapt to new technology. What is unclear is if streaming radio fans, and download happy fans are part of some larger online music tribe that anyone can tap with new gadgets.

This article may be freely distributed as long as there's an active link to <http://www.rapidlingo.com>Syd

JohnsonEditor



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