Internet Radio Data...

We make you sound good... always

Our internet radio products and Test suite

About our data...

- extremely reliable (98.5% typical) – this is key to maintaining users (customers)
- varied – carry a wide range rage of genres and countries
- updated daily – we test the streams - we don't wait for a customer to tell us
- can supply a simple data feed (XML) of stations or a complete turnkey internet radio service

Our Test and management suite

- Designed over years to become reliable and easy to use – use our data or your data
- Requires only a few hours a day of operator daily
- the clear solution for internet radio directories or device manufacturers that want to achieve extreme reliability and brand satisfaction

internet radio services – examples

XML feed

Channels supplied by XML feed updated as agreed

Ideal for internet radio device manufacturers or if you have an existing domain that you want to monetize

Outsourced

Dedicated server with site managed by us

Typically installed on a sub-domain

radio.yourdomain

Owner Managed

Data and test suite supplied – managed by buyer

Owner Costs
1 person to run and manage test and updating
1pc as a test server

Server by buyer

Full license

Unlimited with source code by negotiation

Owner Costs
1 person to run and manage test and updating
1pc as a test server

Server by buyer

2009 notes on USA Internet radio use

Weekly Online Radio Audience Grows to Estimated 42 million Americans in 2009, Up from 33 million in 2008
Latest Arbitron/Edison Research Study shows continued growth of radio's digital platforms;

Key findings from The Infinite Dial 2009: Radio's Digital Platforms, include:

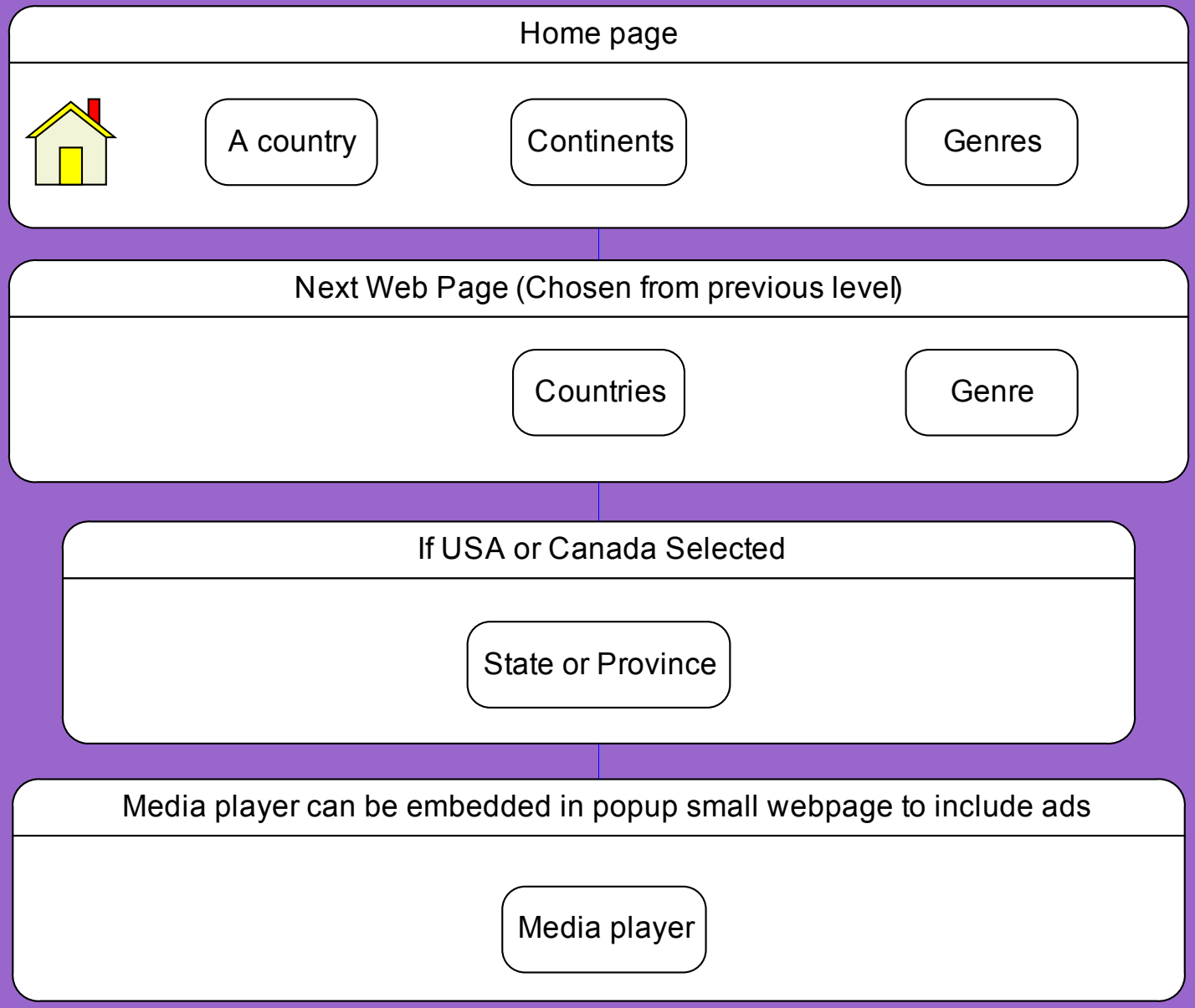
- The weekly online radio audience increased significantly in the past year to 17 percent of the U.S. population age 12 and older; up from 13 percent in 2008. On a weekly basis, online radio reaches 20 percent of 25-to-54 year-olds; up from 15 percent in 2008.

- Online radio listeners are more likely to be upscale, well-educated and employed full time; 54 percent of weekly online radio listeners are employed full-time (compared to 43 percent among persons 12 and older); 16 percent of weekly online radio listeners live in homes with an annual income greater than $100,000 (vs. 10 percent among persons 12 and older); 37 percent of weekly online radio listeners have a college degree or higher education level (vs. 29 percent among persons 12 and older).

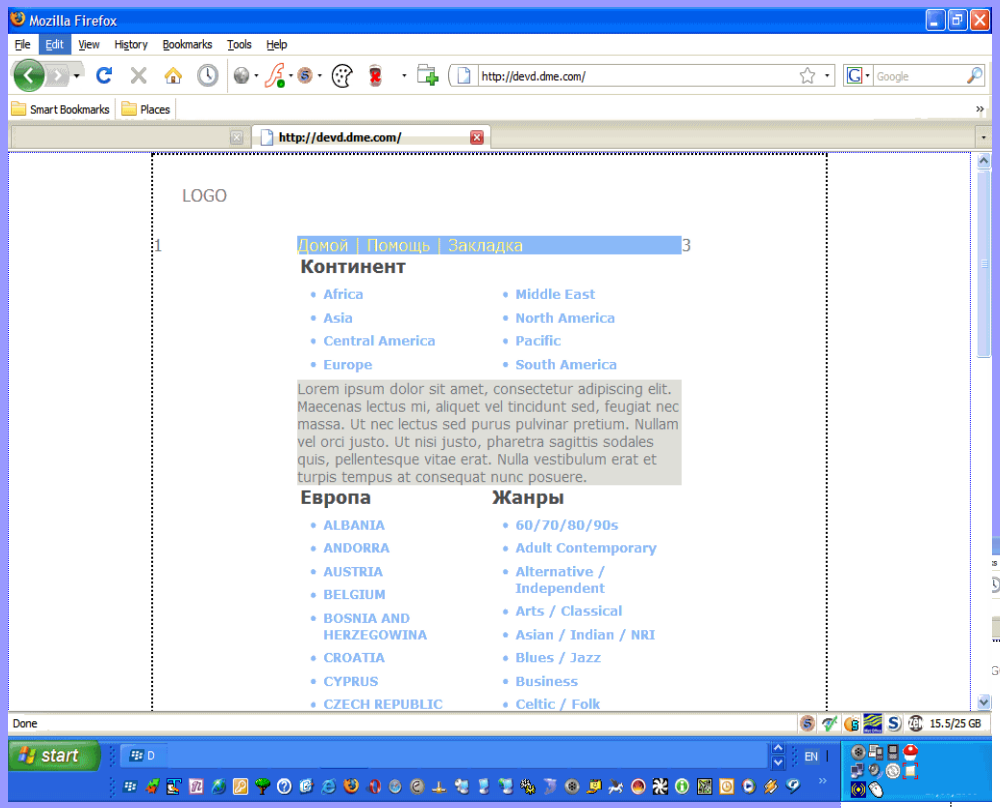
Web Experience - Typical user flow

The “radio content” screen footprint can be altered to allow integation of ads and other content

Each page is a sales opportunity

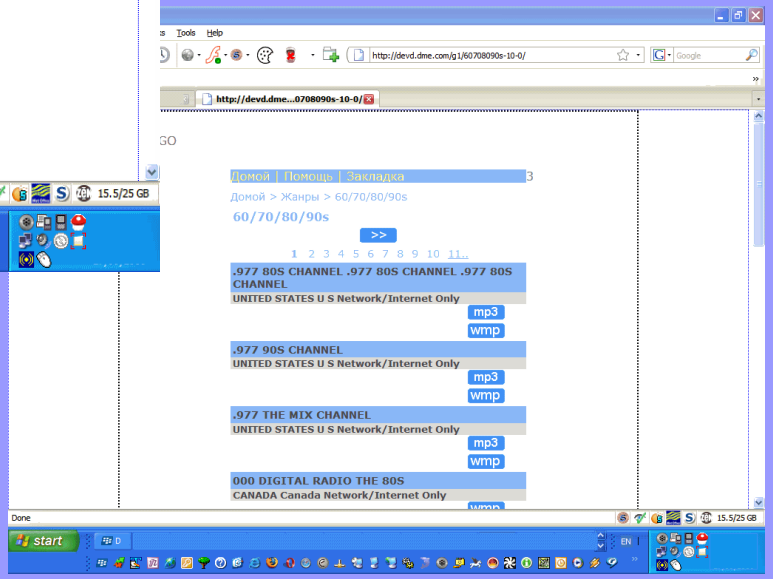


Web Experience - Typical content page



Directories can be easily integrated into pc portals or kiosk portals

The “radio” footprint can be as little as 30% of the screen area allowing substantial additional content or product marketing / sales



The blank areas are Brand and Sales Opportunities

All text and colours are matched to integrate branding

reliable sounds good....

contact

visit an example - PDAtuner.com

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RELIABLE INTERNET RADIO