

Internet Radio

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Overview

- Defining Internet Radio
- Why should I be interested?
- What do I need?
- Where do I look?
- Business Model
- Alternatives
- Conclusions



Defining Internet Radio

- Internet radio (aka e-Radio) is a broadcasting service transmitted via the Internet.
- Broadcasting on the Internet is usually referred to as webcasting.
- e-Radio suggests a streaming media that presents listeners with a continuous stream of audio to which they have no control much like traditional broadcast media.
- Not synonymous with podcasting, which involves downloading and copyright issues. Nor does e-Radio suggest "on-demand" file serving.

Source: [Wikipedia](#)



Why Should I Be Interested?

- World wide reception over the Internet
- Wider variety of formats than local broadcast radio
 - Talk
 - Comedy
 - Music: Bluegrass; Ska; Electronica; World
- Typically few or no commercials
- Mostly free (some by subscription)
- Less regulation



What Do I Need?

- Internet access
 - High-speed (96-192 kbps) = higher quality audio
- Computer or **Internet Radio device**
- Streaming Media Player software and codecs
 - MS Windows: **Winamp**
 - GNU/Linux: **Amarok** (KDE); **Rhythmbox** (GNOME); **Xine**; **XMMS**
 - Web Browser + Flash Player
- Service subscription (optional)



Where Do I Look?

Internet Radio Directories:

- www.Shoutcast.com
- www.Icecast.org
- www.Live365.com
- www.Radio-Locator.com
- www.RadioJump.com

Service Providers:

- RealNetworks [Rhapsody](#)
(included with Comcast Internet)
- Yahoo! [LAUNCHcast](#)
(Windows only)
- AOL [Radio](#) (Windows only)



Business Model

- Webcasters income is from advertising, subscription fees and donations
 - New determination by the US Copyright Royalty Board raises music licensing fees paid by webcasters:
 - ♦ Minimum \$500 per channel per year plus
 - ♦ Per performance fee retroactive to 2006
- | | |
|------|----------|
| 2006 | \$0.0008 |
| 2007 | \$0.0011 |
| 2008 | \$0.0014 |
| 2009 | \$0.0018 |
| 2010 | \$0.0019 |
- Fees will exceed revenues for most US webcasters!

Source : [Radio and Internet Newsletter, March 2, 2007](#)



Alternatives

- Satellite Radio ([XM](#) and [Sirius](#))
 - Digital channels
 - Requires special receiver
 - Subscription required
- www.Slacker.com
 - Custom playlists
 - Portable device for satellite and Internet download soon
- www.Magnatune.com
 - Listen to entire albums online



Conclusions

- Internet Radio has something for all tastes
- High-speed Internet preferred for high quality music
- Subscription services may have special requirements
- New US fee structure threatens Internet Radio
 - ◆ Support your favorite station!

