Radio ▶ P1
Innovating Small-Market Internet Radio

A Revolutionary Streaming Platform
Built to Make Money

ROYALTY-FREE STREAMING

Are Internet copyright royalties keeping you from streaming? RadioP1 automates selective streaming so stations can easily stream all of their local content and avoid paying any Internet music copyright royalties.

▸ *SPORTS, NEWS, TALK, WEATHER, SCHOOLS, COMMUNITY, IN-STUDIO, REMOTES, INTERVIEWS, SHOPPING SHOWS* ◂

Selective Streaming is a great start, but savvy station managers know that successful Internet radio demands more than simulcasting (replicating) your terrestrial broadcast. Users want to be informed, entertained and engaged with far more variety than a simulcast can deliver. Users crave local content, live and on-demand, along with all the free music they have come to expect over the Internet - often, different from your over the air (OTA) format.

150+ INTEGRATED MUSIC SIDE CHANNELS

RadioP1 stations can automatically combine their local programming with user-selectable, royalty-free Internet music! Stations can expand their audience by offering over 150 of the Internet's best music channels from music giants like 977Music, SkyFM, Digitally Imported, 1ClubFM and Pandora. RadioP1 auto-integrates local programming with great music for a 100% royalty-free, 24x7 online entertainment experience!

RadioP1 stations can even monetize each music side channel with local audio or video ads and liners. That's right, more money offering more content your users want!

CUSTOM CONTENT MANAGEMENT

Internet users demand more content than what stations can broadcast OTA. RadioP1 helps stations deliver:

▸ Scheduled Selective Simulcast Automation
▸ Auto-record Selective Simulcasts for On-Demand play
▸ Uploaded Audio/Video for Live or On-Demand play
▸ Podcast Automation
▸ Feed Management & RSS Feed Publication
▸ Automated Posting to Twitter and Facebook
▸ Txt Messaging

RadioP1 stations engage new audiences, build community and maximize advertiser value like never before.
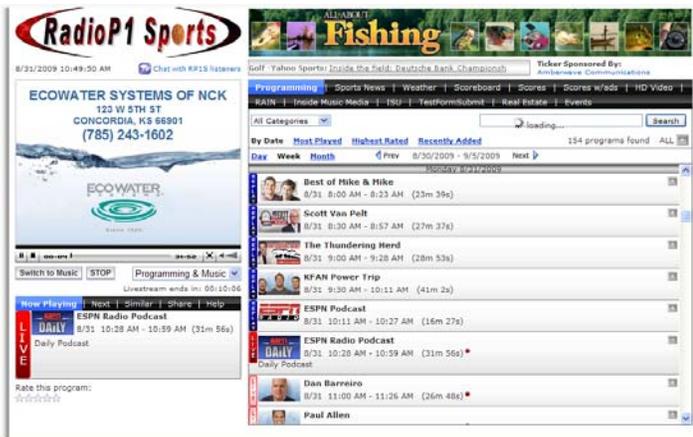
MAKE MORE MONEY

Stations can configure the RadioP1 Ad management system to auto-play audio, video and graphics ads as pre- or post-roll to any programming and as interstitial ads with each music side channel. Graphic ads can also be coordinated so advertisers can sponsor various features and pages of your media center.

THE BOTTOM LINE

RadioP1 is the digital media platform driving radio's evolution from "stations with websites" to revenue generating new media brands via selective stream automation, content management, ad management and integration with over 150 music channels for the ultimate in digital delivery and user choice. RadioP1 transforms traditional high-cost, resource-intensive Internet radio into an easy-to-use, feature-rich revenue generation machine.

BRANDED MEDIA CENTER

RadioP1 supports a flexible Internet media platform capable of partnering with existing station websites or providing stations with their own full-featured stand-alone media center. RadioP1 stations easily automate and manage program schedules, generate, publish and deliver content via industry standard RSS feeds, support podcast downloads, listener chat, news tickers, custom HTML pages, virtual scoreboards and more - all supported by the RadioP1 ad management system with station-managed audio, video and graphic ad campaigns.

AD MANAGEMENT

RadioP1 advertisers can reach listeners in more ways than ever before via audio/video pre- and post-roll ad insertion, rotating graphic overlay and banner ads as well as sponsorships. Stations can easily manage all of their ad campaigns to coordinate with station programming, and even play local ads with any of the free music side channels.

CONTENT MANAGEMENT

RadioP1 offers an industry standard RSS publishing platform with extensions for custom display options. Stations can publish and manage stories with simple text or full HTML along with optional audio or video links that play in the RadioP1 media center. Easily publish news and sports stories, community calendars, job and sales listings, obits and more all from your RadioP1 administration portal.

USER-CONTRIBUTED CONTENT

RadioP1 stations can empower users as content generators, helping stations with limited resources produce a wealth of local content. The RadioP1 content management system makes all multi-media content publishing a breeze.

AUDIENCE ENGAGEMENT

RadioP1 implements social networking features to help you build community and strengthen relationships with your audience. Live chat provides stations and users a welcome opportunity to interact. Blogs give station personalities a published voice beyond the airwaves. Our roadmap includes further integration and auto-posting to leading social networks like Facebook and Twitter.

VIRTUAL SCOREBOARDS

Attract new audiences and engage die-hard sports fans during each live game broadcast with an ad-sponsored RadioP1 scoreboard.

REPORTING

RadioP1 offers statistical reporting to track all of your web and streaming metrics.

COPYRIGHTED MATERIAL

RadioP1 stations focus on delivering unique (local) content and avoid paying copyright royalties. Each station is solely responsible for all royalty fees, documentation and payments associated with broadcasting copyrighted materials.

SUBSCRIPTIONS

ON-DEMAND ONLY *
(FREE Startup)
50 Concurrent Users = $50/mo
100 Concurrent Users = $75/mo

* INCLUDES ALL REQUIRED SOFTWARE, TRAINING & SUPPORT

LIVE & ON-DEMAND **
($199 Startup)
200 Concurrent Users = $149/mo
500 Concurrent Users = $249/mo
Unlimited Concurrent Users = $349/mo

** INCLUDES ALL REQUIRED STREAMING / ENCODING EQUIPMENT, SOFTWARE, TRAINING & SUPPORT

RadioP1 Live & On-Demand subscriptions unlock the full potential of RadioP1's Internet media center platform with selectable simulcasting, on-demand playback, configurable web services and unlimited revenue generation potential.

FREE SUPPORT
Free technical support, maintenance and training is included with every RadioP1 subscription.