

RadioP1

Innovating Small-Market
Internet Radio

FREE
Streaming!



**Selective Live Stream Automation ▶ On-Demand Playback
Podcasting ▶ Website Integration ▶ RSS & Content Management
Multimedia Ad Package ▶ Virtual Scoreboards ▶ Business Directories
Integration with over 100 Music Channels ▶ Tickers ▶ Live Chat and more**

A DIFFERENT ANIMAL

While extending reach, adding new media brands and delivery platforms are good reasons to go digital, savvy station managers know that successful Internet radio demands more than simulcasting (replicating) your terrestrial broadcast.

Broadcast radio and Internet radio are different animals. Internet audiences demand choice and immediate gratification. They want to be informed, entertained and engaged with far more variety than your terrestrial broadcast can deliver. They want local content, live and on-demand, along with all the free music they have come to expect over the Internet - often different music genres than you broadcast over the air (OTA). And if they can not get it all from you, they will leave to find it elsewhere.

FEED THE NEED

Q) So, how do you realistically extend your OTA broadcast and deliver Internet users all the local shows, content variety and music genres they demand, while profiting from your investment?

A) **RadioP1** is the digital media platform driving radio's evolution from "stations with websites" to revenue generating new media brands via selective media stream automation, content management, ad management and integration with over 100 music channels for the ultimate in digital delivery and user choice. RadioP1 stations can engage new audiences, build community and maximize advertiser value like never before.

ROYALTY-FREE STREAMING

Are Internet copyright royalties keeping you from streaming? The true value of Internet radio is not your music. It is the unique [local] content you produce.

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

RadioP1 automates selective streaming so stations can easily stream all of their local content and avoid paying any copyright royalties.

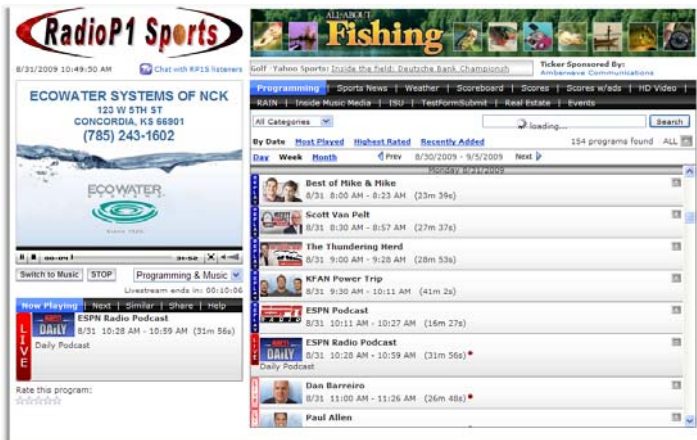
USER-SELECTABLE MUSIC

RadioP1 stations can automatically combine their local programming with user-selectable, royalty-free music! Users can choose from over 100 of the Internet's best music channels from music giants like 977Music, SkyFM, 1ClubFM and Pandora. Why pay music royalties? RadioP1 integrates your local programming with great music ... for a 100% royalty-free, 24x7 entertainment experience!

MONETIZE IT

Stations can configure the RadioP1 Ad management system to auto-insert multimedia (audio, video and graphics) ads as pre- or post-roll to any programming and as interstitial ads within the music. Graphic ads can also be coordinated with the customizable RadioP1 navigation so advertisers can sponsor various features and pages of your website. RadioP1 transforms traditional high-cost, resource-intensive Internet radio into an easy-to-use, feature-rich revenue generation machine.

RADIO WEBSITES



RadioP1 supports a flexible Internet media platform capable of partnering with existing station websites or providing stations with their own full-featured stand-alone website. RadioP1 stations can easily automate and manage program schedules, generate, publish and deliver content via industry standard RSS feeds, support podcast downloads, listener chat, custom HTML pages, virtual scoreboards and business directories - 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 and coordinate with station programming, custom features and even run ads along with the free music channels.

CONTENT MANAGEMENT

RadioP1 offers an industry standard RSS publishing platform with extensions for custom display options. Stations can easily 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. And the RadioP1 content management system makes publishing all content (text, audio or video) 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

FREE STREAMING *

\$0/mo (\$0 startup)

RadioP1 offers FREE streaming subscriptions for stations who want to selectively stream their local content. Stations can simulcast, record or upload their local programming for live and on-demand playback.

* Includes audio streaming software and training (no equipment)
Limited to 2,000 listener hours per month

FULL SERVICE SUBSCRIPTIONS **

From \$50 - \$349/mo (\$0 - \$199 startup)

RadioP1 offers full service subscriptions for stations who want to unlock the full potential of RadioP1's Internet media platform with configurable web services and unlimited revenue generation potential.

** Full service subscriptions include required audio streaming / encoding equipment, software and training

FREE SUPPORT

Free technical support, maintenance and training included with every subscription.