

Internet Radio



Stand-alone internet radio player

A bit of the history

It's been around since late 1990's

Traditional broadcasters have used the Internet to **simulcast** their programming

Until 21st century, obtain radio broadcast through Internet was only possible through our PCs

This is now changing for wireless connectivity will feed Internet to car radios, PDAs and cell phones



Internet Radio

A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite Radio

Opinion

Media Activism

Uses and advantages

No geographical limitations

Not limited to audio

Wide spectrum of broadcast genres

The cost of getting on the air is less

An appeal to micro-communities of listeners focused on special music or interests.



A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite Radio

Opinion

Media Activism

The monetization of Internet Radio

By using advertising, subscriptions, and marketing approaches both innovative and traditional, companies like Live365.com and Liquid Compass are trying to monetize Internet radio stations



Artists subscriptions



Hosting for aspiring radio broadcasters,
VIP membership

According to those companies, there is an emerging viability of Internet radio-based business model.



A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite Radio

Opinion

Media Activism

The monetization of Internet Radio

Regular revenue streams are also there like merchandising (selling of t-shirts, mugs, etc.) and selling of advertisement



BUT there are challenges: for instance, translating audio advertisement from conventional radio to internet radio is not easy -

Some issues to be considered:

- Locality
- Identification
- Getting heard



Internet Radio

A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite radio

Opinion

Media activism

Satellite radio

It can broadcast its signal from more than 22,000 miles (35,000 km) away

It comes through on our car radios with complete clarity

Car manufacturers have installed satellite radio receivers in some 2001 and 2002 models, and electronics companies have launched several models of portable satellite radio receivers



A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite radio

Opinion

Media activism

Satellite radio

1992 - FCC allocated a spectrum in the "S" band (2.3 GHz) for nationwide broadcasting of satellite-based Digital Audio Radio Service (DARS)

At the time the main companies are:



Launched commercial service in limited areas of the United States on September 25, 2001



Is now operational in the United States, launch on July 1, 2002



Is already broadcasting in Africa and Asia, and will begin broadcasting in South America sometime soon



A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite radio

Opinion

Media activism

Opinion –



Satellite radio and Internet radio nicely complement each other

People are abandoning their local commercial stations

Interep Radio Symposium 2004:

- 250 key decision makers on radio industry

- Review:

Major long-term developments (Internet radio, Satellite radio, etc) got less than a few minutes of attention over the course of an eight-hour day of panels .



A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite radio

Opinion

Media activism

Media Activism

Examples:

- **Youth Internet Radio Network: Can we Innovate Democracy? (by Jo Tacchi)**
- **Unesco's Net Aid project**



Sri Lanka Internet community radio

- **Community Radio Nepal - a 'Redaktion und Alltag' project**



Internet Radio

A bit of the history

Uses and advantages

The monetization of
Internet Radio

Satellite radio

Opinion

Media activism

References

<http://www.howstuffworks.com/internet-radio.htm>

<http://www.streamingmedia.com/article.asp?id=8692>

<http://arbitron.com/internetbroadcast/home.htm>

<http://www.howstuffworks.com/satellite-radio.htm>

<http://www.xmradio.com>

<http://www.siriusradio.com/>

<http://www.worldspace.com/>

<http://www.kurthanson.com/archive/news/070904/index.asp>

<http://www.kurthanson.com/archive/news/062304/index.asp>

Tacchi, J. et al 2003. Youth Internet Radio Network: Can we Innovate Democracy? (pdf document)

<http://www.redaktionundalltag.de/>

<http://www.unesco.org/webworld/netaid/>

