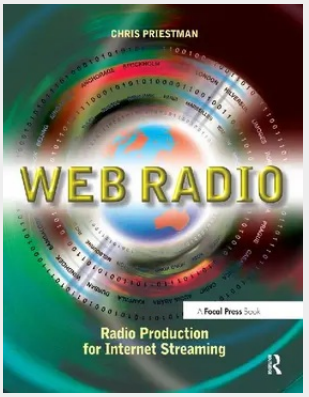
Priestman

Web Radio

Radio Production for Internet Streaming



Anyone wanting to set up a low cost web radio station will benefit from the advice and information provided by this book. Not only will you gain technical and practical know-how to enable your station to go live, but also an appreciation of the legal and copyright implications of making radio, potentially for international audiences and in the rapidly evolving environment of the web.To succeed, your radio content will need to be carefully planned and your station properly promoted. Advice is given on taking advantage of the scalability web radio introduces for building audiences in line with your resources, for scheduled live output and for making programmes available on demand, including music, news, speech radio and audience participation. Case studies from around the world are provided to demonstrate how different radio organisations are applying the new flexibility web radio has to offer in a wide range of situations. Together with its associated website www.web-radio-book.com, the book also acts as a starting point for locating a range of sources for further advice and lines of research. Learn how to: - go live with your own low cost web radio station (either managing the server yourself or using a host service) - assess the right server set-up to handle the number of simultaneous listeners expected - get the best sound quality to your listeners- take account of the range of devices available for receiving web radio- plan your station, programming and associated website - identify and reach your audience - build audience feedback and data into your station's strategy- tackle the additional legal and ethical dimensions of radio on the web - source more detailed information

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