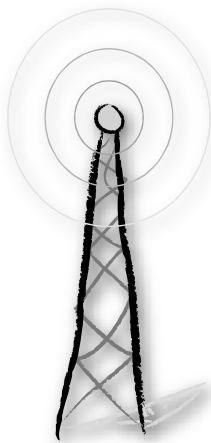


Dissemination options of a digital audio product

Broadcasting

Product is available to local listener within the broadcasting range



Play directly from computer

Use an audio player software like WinAmp, RealAudio, XMMS, ...

Create CD

Play it from a CD-player in studio

Install it into radio automation software's database

Automation software plays the product at its designated time-slot.

Webcasting

Product is globally available to everyone with a computer and an Internet connection



Live stream

Product can be listened simultaneously on radio and the Internet.

Audio-on-demand

Product is stored on web-server and is available to listener at any time