

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

→ Automation software plays the
software's Database product at its
designated time-slot

