

New Radio Technology



High Quality Streaming Audio at Very Low Cost

Dramatic savings for radio industry

Jetcast is an innovative streaming solution for radio: reliable, secure, affordable.

Fact: Online streaming fees are expensive and vary widely each month.
Jetcast removes this expensive "big bucks barrier" for radio once and for all.

After 7 successful years in TV and video streaming, Jetcast technology for radio has arrived and is being introduced at the NAB in April, 2007. Radio stations can switch to Jetcast at a fraction of their current costs, and stream to any size audience.

- A FIXED COST: each station's very low fee stays the same each month
- MORE BANDWIDTH (56-300kbs) gives station listeners higher quality audio
- NO LISTENER 'CAPS': unlimited audience sizes, no increase in cost

Radio stations retain 100% control of their content streams and their ad revenue. All streams are scalable and secure. Minimum 56kbps bandwidth provides high quality.

How does Jetcast do it? Jetcast uses its massive internet grid across 6 continents to form the worldwide bandwidth backbone for Radio, TV and video partners.

How your stations' streams will be promoted:

- On air, your radio station promotes free streaming via its web site
- Online, the station's Web site promotes free access to the live stream
- Your stations' streams can be listed on the Jetcast.com site if desired

The **Jetcast Dashboard** provides stations with user metrics (how many and when)

Standard Player: Your Website's stream will be powered by Windows Media® Player. Your listeners can visit your site and be listening in seconds. The static ad which appears while your stream is loading is the only ad space Jetcast requires.

Branding: Jetcast will use your graphics to build your player in any design you want.

To learn more about Jetcast, visit www.jetcast.com or contact Michael Dalfonzo at team@jetcast.com.
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