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## Shoutcast, the Radionomy group's streaming software, is launching two paid premium services: *Shoutcast for Business* and *Shoutcast for Enterprise*,

**AudioValley** (ISIN code: BE0974334667/ ticker: ALAVY) has today announced the launch of two new premium services for Shoutcast, the Radionomy group's streaming software.

Shoutcast, the market leader in streaming solutions for online radio stations, offers a portfolio of cutting-edge tools and services designed to allow radio producers to easily create and broadcast their online stations to any device, anywhere in the world. Shoutcast also helps the broadcasting community to develop their audiences, with over a thousand partners broadcasting Shoutcast stations on their apps and connected devices, including iTunes internet radio, Pioneer, Roku, Samsung Smart TVs, Panasonic TV, Winamp, etc.

Acquired by Audiovalley from AOL in 2014, the Shoutcast software is very widely used by radio stations around the world. Over 65,000 digital radio stations use this tool, until now available to the market free of charge, to broadcast their content over the Internet.

The launch of these two new premium services, **Shoutcast for Business** and **Shoutcast for Enterprise**, is accompanied by a new version of the Shoutcast software for audio digital broadcasting. This new version of the free-access service (freemium model) of the streaming software provides these two fee-based premium services to radio broadcasters, from novices to professionals, seeking a single comprehensive platform for streaming, scheduling, analysis and monetization. Broadcasting of these radio stations is supported by a robust infrastructure ensuring high availability with no limit on listener numbers.

Shoutcast offers new functionalities of automated scheduling with the service **Shoutcast for Business**, starting from \$14.90 per month. This service allows radio producers to automate the broadcasting of content on their online stations. **The statistics provided by the radio manager have been significantly improved: real-time statistics and historical data give broadcasters a better understanding of their listeners while comprehensive reports help them track all the associated indicators.** Shoutcast also offers broadcasters the option of financing their radio station by inserting ad breaks in the schedule.

**Shoutcast for Enterprise** is designed specifically for professional radio broadcasters, the media or brands with high numbers of listeners around the world. In addition to all the new integrated functionalities in *Shoutcast for Business*, each client is assigned an account manager and a 24/7 support agent.

The two services give radio broadcasters the option of signing up to the monetization programme managed by **TargetSpot**, the Radionomy group's advertising partner. Shoutcast handles the insertion of ads and the required multi-criteria targeting while TargetSpot's real-time analysis and management platform allows advertisers to monitor performance.

# Press release

[www.audiovalley.com](http://www.audiovalley.com)



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## ABOUT AUDIOVALLEY

AudioValley is a pioneer in the digital audio revolution with vast expertise encompassing the entire digital audio sector. AudioValley has an impressive brand portfolio of premium products and services ranging from monetization for digital radio (TargetSpot) to music licences (Jamendo), in-store digital audio marketing (Storever), the creation, continuous broadcasting and hosting of online radio stations (Radionomy & Shoutcast) and the famous multi-platform multimedia player (Winamp).

For more information: [www.audiovalley.com](http://www.audiovalley.com)

## ABOUT SHOUTCAST

Shoutcast is an innovative broadcasting technology used by over 65,000 radio stations worldwide to broadcast their online programming. The platform also allows over 10 million listeners to discover thousands of online radio stations every day thanks to the biggest Shoutcast radio directory. Radionomy Group acquired Shoutcast from AOL in early 2014.

For more information: [www.shoutcast.com](http://www.shoutcast.com)

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