



# Getting Your Brand On Air





“Research proves that people are increasingly turning away from on-demand music and content, and back to live -- because in our busy lives we tend to trust our favorite DJs and presenters to select or ‘curate’ for us rather than always having to search for ourselves”

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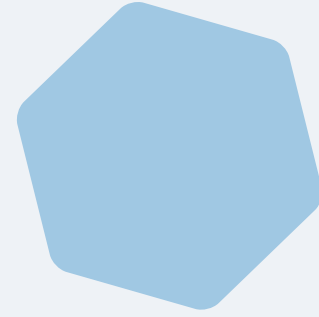
James Mulvany - CEO of [Radio.co](#)

Year on year Internet **Radio turns over record numbers** in listeners on a global scale. Even within a world heavily populated by podcasts and on-demand music streaming services, the love, reach and demand for live radio has never been greater or more important.

Right now, **Radio is the most accessible it's ever been for global audiences**, and because of this it's now never been easier or simpler to launch your own radio station.

This is only possible due to the great lengths Radio.co goes to provide expert solutions for internet broadcasting, **so it should come to no surprise why we are firmly at the helm of this broadcasting industrial revolution.**





Radio.co is a **multi-award winning**, premium online radio hosting platform.

Our goal at Radio.co is a simple one, to deliver the most powerful, reliable and user-friendly internet radio broadcasting solution in the world.



We've **built our own architecture completely from the ground up** to make launching and managing your own internet radio station as easy as it possibly can be.

We're future proof too, always adapting to the latest trends and advances within the internet broadcasting space.





- Online & Digital Radio makes up over **65%** of all radio listening.
- **41 Million** UK Adults and over **200 Million** US Adults Listen to Online Radio each week.
- **665 Million** Hours every week is spent listening to online & digital radio in the UK alone.
- **30%** of all Radio Streaming is via mobile phone or tablet.
- Almost **50%** of Online Radio Streaming is via Smart Speaker.



# Broadcasting Simplified



To put it bluntly, we've been the world leaders and innovators for online audio for **over a decade.**

**2,460,625**  
Daily Listeners

**44,100+**  
Happy broadcasters

**99.9%**  
Service uptime

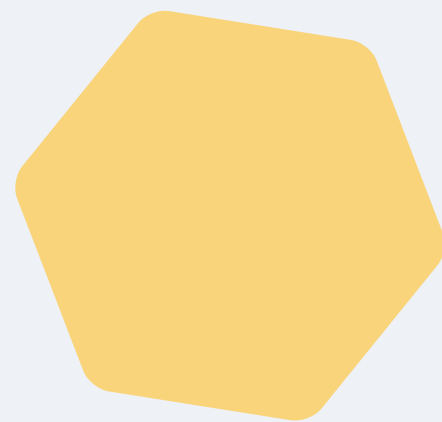
**72 million+**  
Monthly listeners





In total, we support over **6,000** independent radio stations across **50+ countries** including the UK, United States, Australia, India & South Africa.

Whether you're a total beginner, avid enthusiast or seasoned broadcaster, we've got you covered! We'll take care of everything to make sure your radio station sounds as confident, engaging and, most importantly, **on air 24/7 in every corner of the globe.**





**We're a partner you can trust.**

**A partner dedicated to helping you evolve the way you communicate with your audience.**

**Today has never been a better time to bring your powerful, unique & versatile online radio station to life.**



# Your Global Broadcasting Partner

Radio.co is the **World leading turnkey broadcasting platform**, where one single subscription gives you instant access to everything you need to begin broadcasting professionally from anywhere in the world, to anywhere in the world.

We've strived to remove all unnecessary complications, software jargon and the need to use multiple subpar options for one single solution.





## 24/7 Cloud Based Automation

We power your station for you every hour of every day.



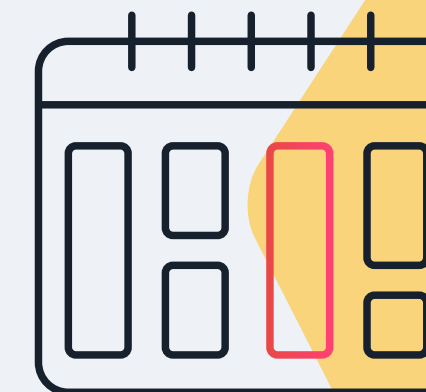
## Dedicated Cloud Storage for Content

Your content literally follows you everywhere you go!



## Effortless Live Broadcasting

Instantly connect with your audience, live, with a mere click of a button. Anywhere. Anytime.



## Innovative Scheduling Tools

Build playlists, decide when they play and rely on us to run the whole operation for you.



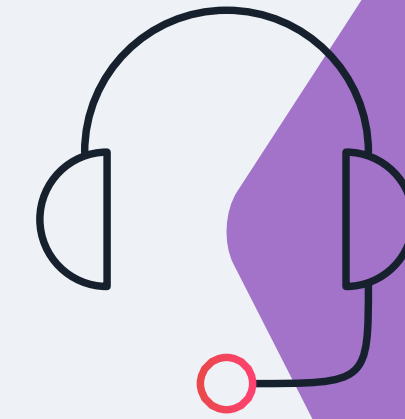
## Remote Recording & Broadcasting

Voice tracking, podcast recording, mobile streaming. There are so many simple ways to flawlessly create engaging stories.



## In-depth Audience Statistics & Reports

From historical data to Real Time data, you'll always know exactly who & where your audience is.

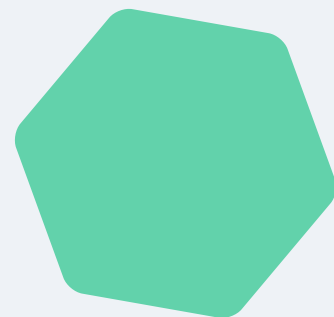
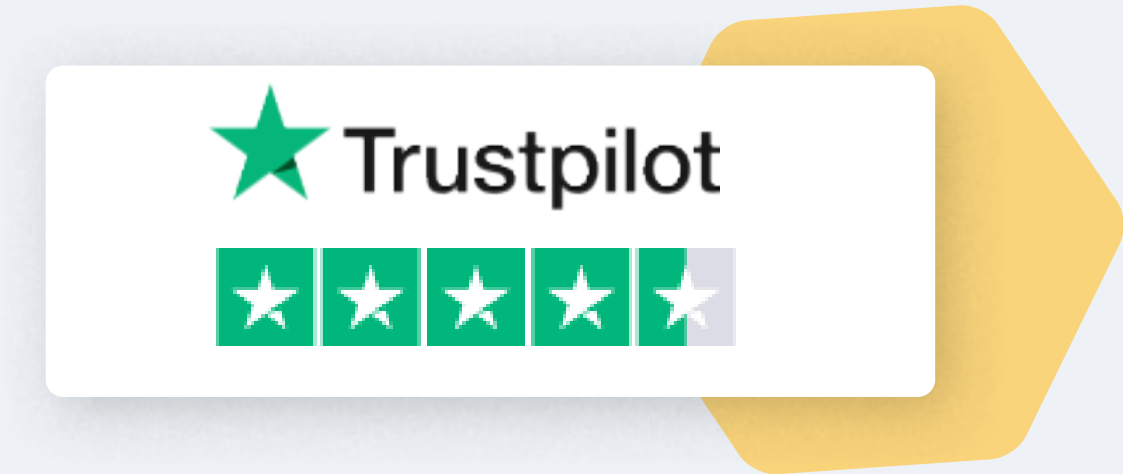


## On-Hand Technical Assistance

With a Support Team spanning 4 different time zones we've got you covered for whatever life may throw at you.

We aren't shy to boast about our **awards, critical acclaim & highstandard of product.**

We stand proudly behind our guarantee to offer only the very best service available anywhere within the industry.





Radio.

Anywhere,

Anytime





**Radio has changed a lot over the years,** now wherever you can find an internet connection you, and millions of others, can find your radio station.

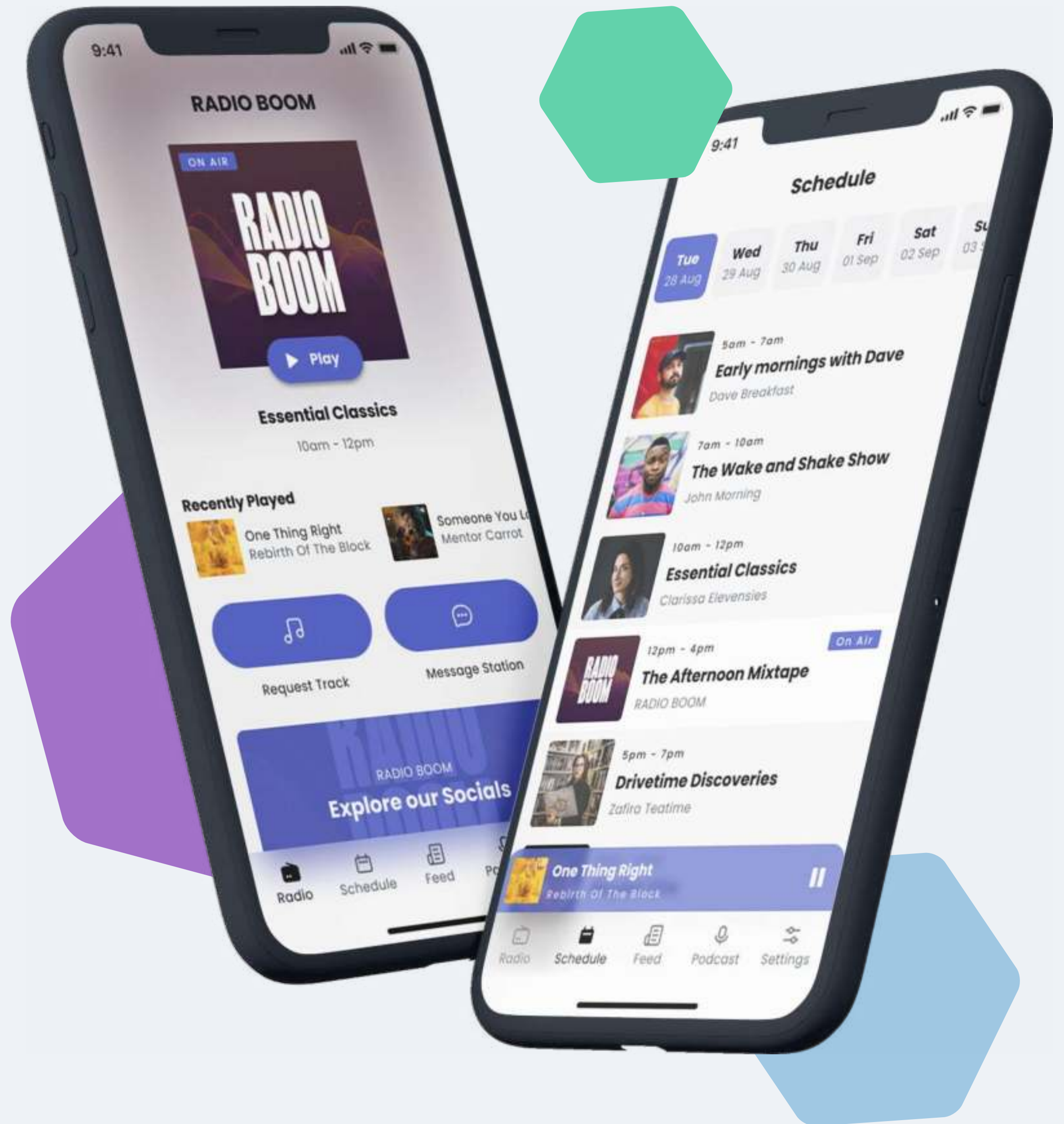
**Radio.co helps you capitalise Your audience and change the status quo.**



# Custom Mobile Apps

Whitelabelled mobile apps for both Android and iOS devices, [available to download worldwide at the touch of a button.](#)

This bespoke app will confidently promote your station and make your brand the most efficiently accessible it can be.



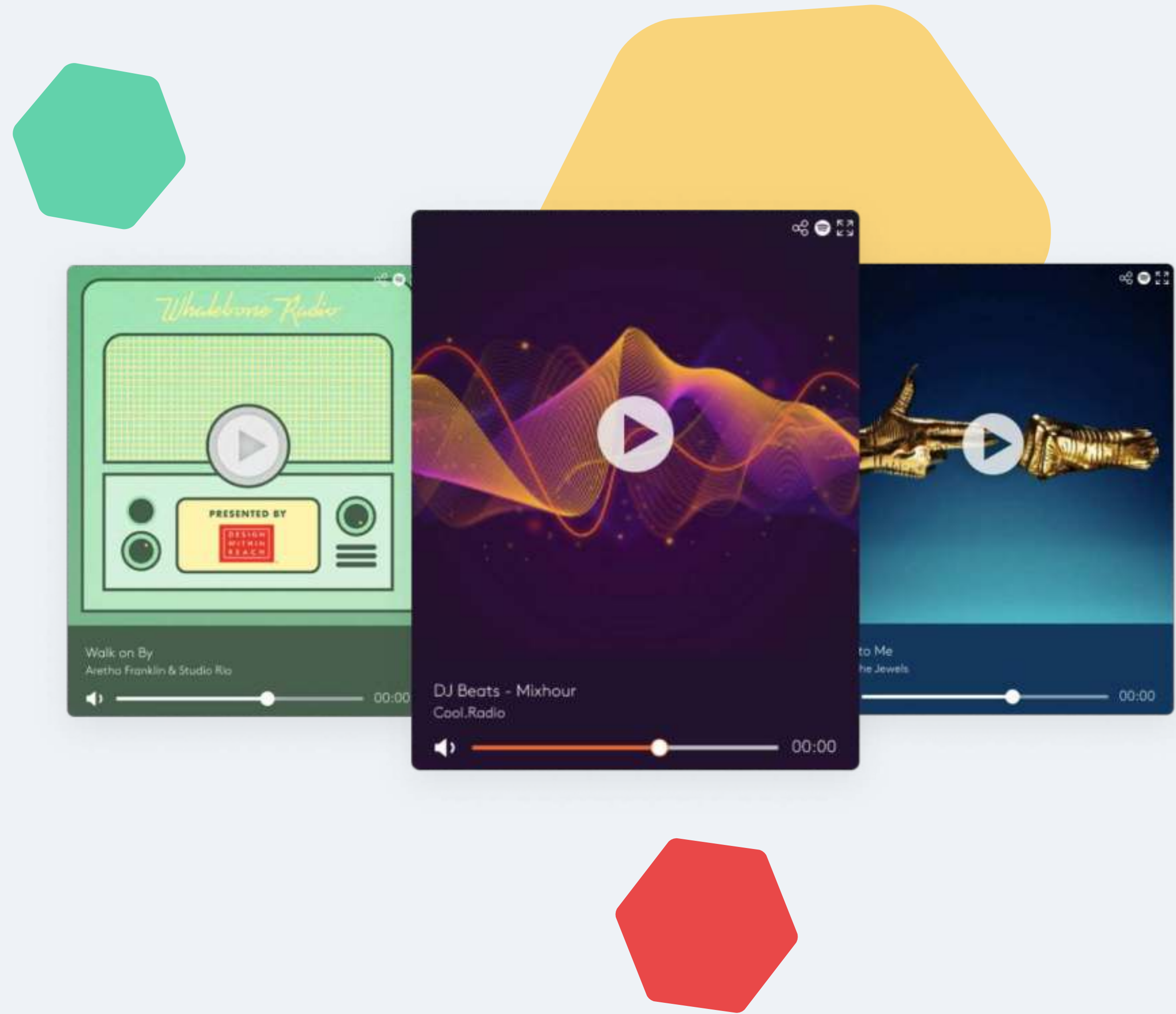
## Smart Speaker Compatible

Almost **50%** of all online radio streaming comes from smart speakers, and with your very own official smart speaker app across **Alexa & Google devices** (built by Radio.co), you can begin listening to your station without lifting a single finger.



# Bespoke Website & Web Player

Of course nothing is more tried and tested than directing people to your own personal website & domain, so use [your customised Radio.co Web Player](#) to embed your content and audio branding into the heart of your company.





# Broadcasting, Business, & Branding



“Consumers have **more opportunities than ever before** to interact with audio entertainment thanks to emerging technologies that are **expanding the sonic landscape**”

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Carl D. Marci, MD. - **Health Care Entrepreneur**

Online radio broadcasting has been proven to **expand**, and even **evolve** the way businesses can **reach** their audiences.

With hundreds upon millions of consumers each day glued to their mobile devices, their computers and within earshot of smart speakers, Radio.co can inject your station and your brand throughout every possible medium. **You genuinely cannot afford to pass off these incredible opportunities.**



By having **an online presence** that exceeds just a mere website or Facebook page, you can appeal to your audience in a far more creative way with accessible, captivating audio.

**Nothing else hooks in a consumer or audience quite in the same way as radio**, especially when it is so easy to find and enjoy.



Source: Nielsen Total Audience Report 2018



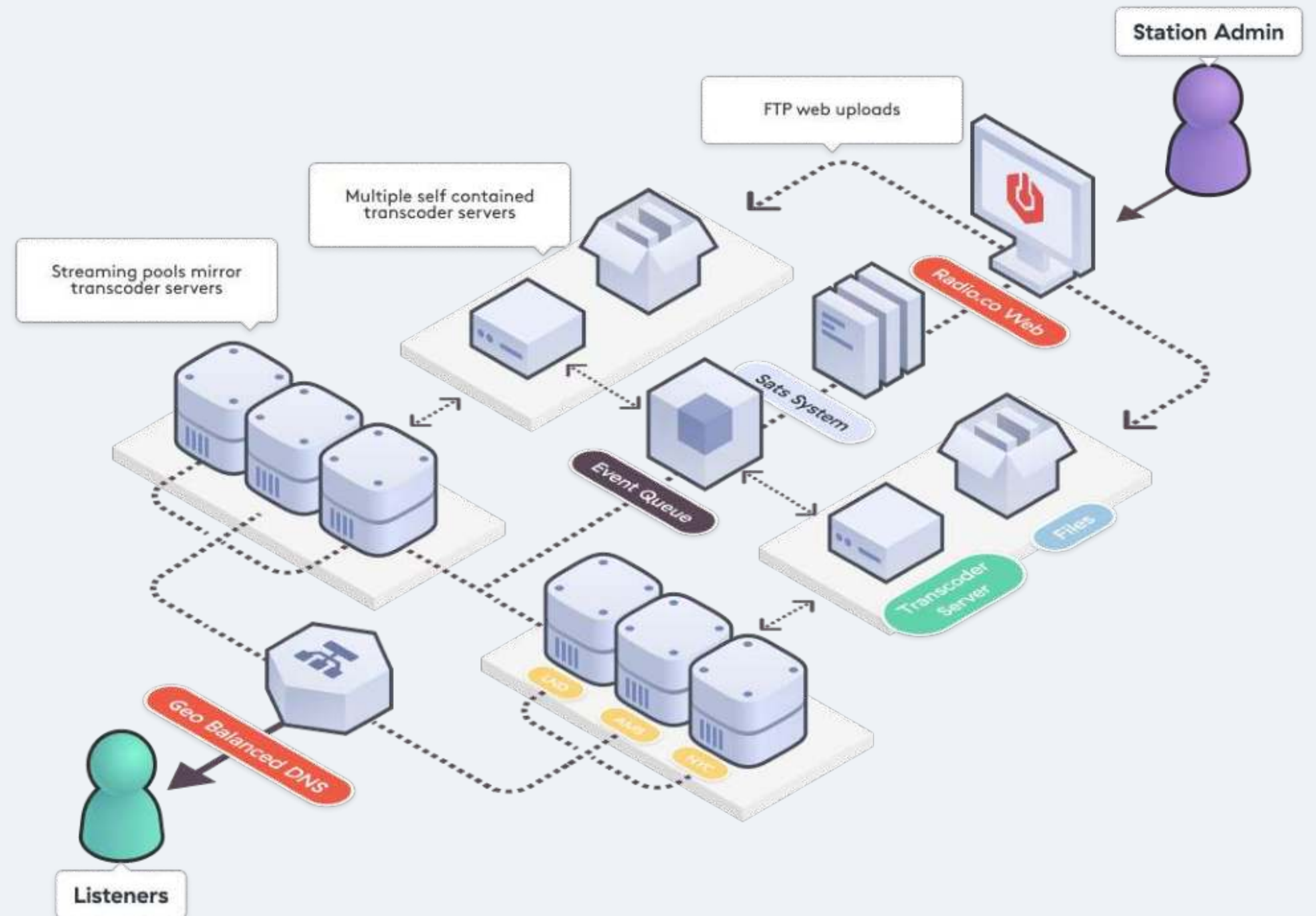


**With Radio.co in your arsenal we can help keep your brand relevant, to make it more accessible & immersive than ever before. We'll take care of your station so you can concentrate on your content and outreach.**

Built from the ground up, our architecture is revolutionary, reliable and capable of handling whatever you throw at it.

Basically, **we mean business!**

- Proprietary RadioCDN
- Cloud Based (AWS)
- Zero buffering
- 17k requests per minute
- Over 50 POP locations
- 99.9% Uptime
- Ice/SHOUTcast Compatible
- Scalable & Redundant
- Self-healing





Communication.  
Engagement.  
Entertainment.



## Online radio, of course, doesn't always have to be a public spectacle.

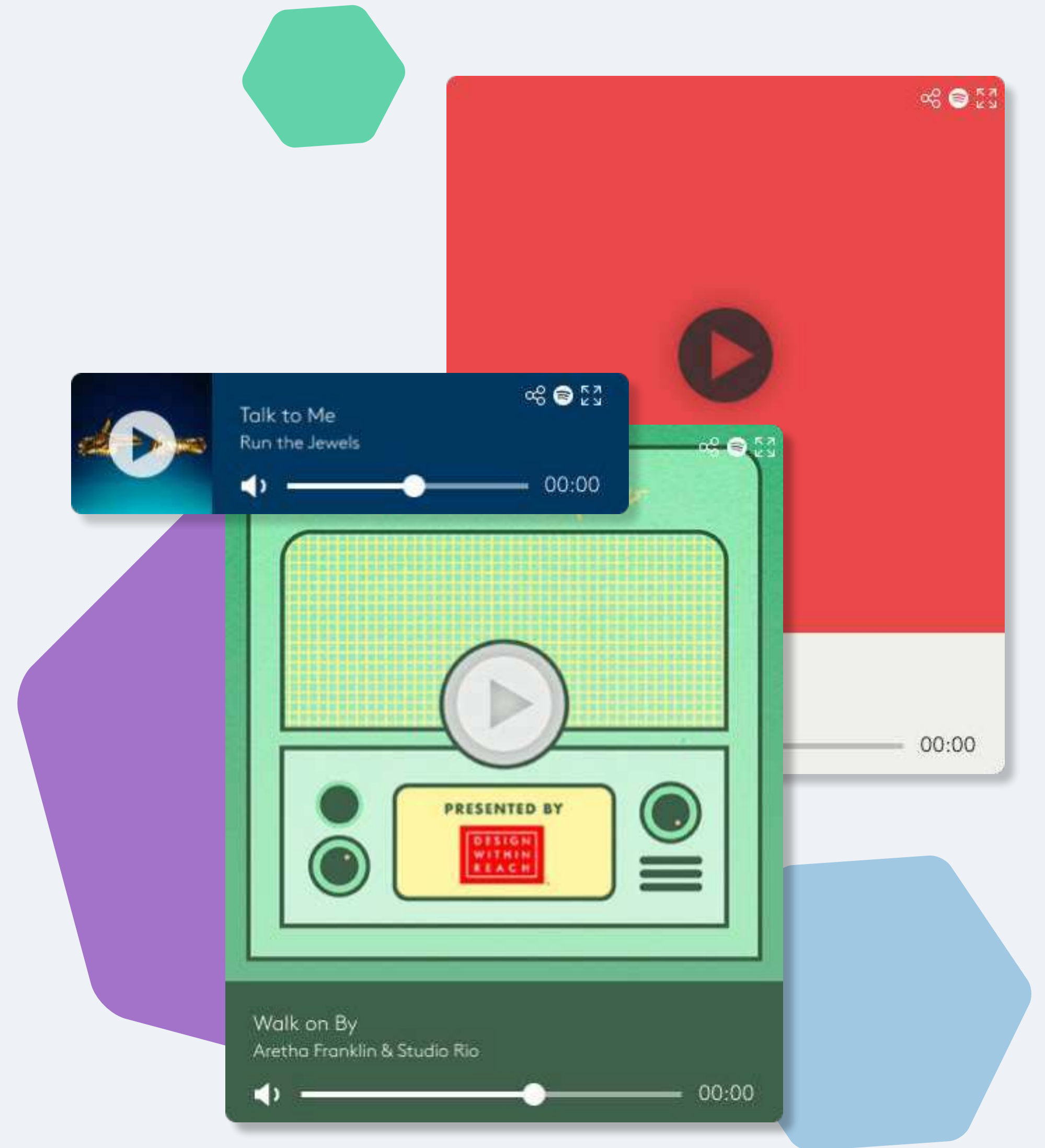
Many businesses around the globe look to Radio.co to offer them an **incredibly effective solution** for engaging with worldwide, internal workforces & stakeholders, forever changing the way you can **distribute private, internal information, training and even morale boosting.**

So, if a **private radio station** suits you best then rest assured we can provide you with everything you'll need.



Share **your unique Listen Link** amongst your staff or embed a Web Player onto your website for **instant access** to your stream.

Our Security Settings have the capabilities of making the station available to **only those who need it**, meaning your content and business **is safe with us**.



# Do you have staff always on the move or short for time? Then how about also turning your content into **private, easily digestible podcasts!**

With help from our Sister company Podcast.co we can also help you create private podcasts that are readily available to download & stream **from the likes of Spotify and Apple Podcasts.**

By combining a live radio channel with an on demand podcast you can very easily connect with your entire workforce in every conceivable way.



Whether it's used purely for communication or providing uplifting background music for your employees, Radio.co gives you **all the creative freedom** to curate playlists and schedule broadcasts throughout your entire working day, **regardless of the size, location and ability of your team.**





# Success Stories



# AC Milan



## The Brief

To create two **brand new football commentary** radio channels to embed into their Premium Mobile Apps, Google Home & Amazon Echo Devices.

## The Solution

Working as an exclusive hosting and streaming partner to the world renowned football club, we provided a **highly reliable platform to stream their 2 dedicated commentary stations around the globe.**

With our user-friendly interface **it allowed their Non-English speaking team of broadcasters to easily navigate around the platform to flawlessly broadcast to their fans.** We granted the club access to our highest quality stream and technical support, to ensure that such a prestigious brand was receiving the best quality of product they deserve.





## The Result:

Two **very successful radio stations** proudly broadcast across their huge loyal fanbase, **offering the very best alternative to their global spectators.**

# Complex



## The Brief

To **rebrand** the very idea of an online digital music festival.

## The Solution

With their fingers firmly on the pulse of the latest pop culture and technology trends, Complex (along with art experience agents Jam3) were looking for a **premium, reliable and easy to manage platform to host their innovative, ambitious undertaking**. They were to create a purely digital festival ground where global attendees could immerse themselves into virtual reality exhibitions, performances and music.

The latter was the most important element for them, and therefore needed the most care & attention. Through Radio.co's stability and creative freedom **they were able to very easily curate the exact engaging & illustrative musical accompaniment they were searching for**. The 6 Radio Stations they curated were allowed to effectively run themselves whilst they focused on their content and marketing.





## The Result:

**2 highly successful** week-long festivals attracting almost **half a million** streamers, and with many more festivals planned in the near future.

# Lennar



## The Brief

To find an **automated, cost effective** way of broadcasting content throughout their **thousands of national showhomes**.

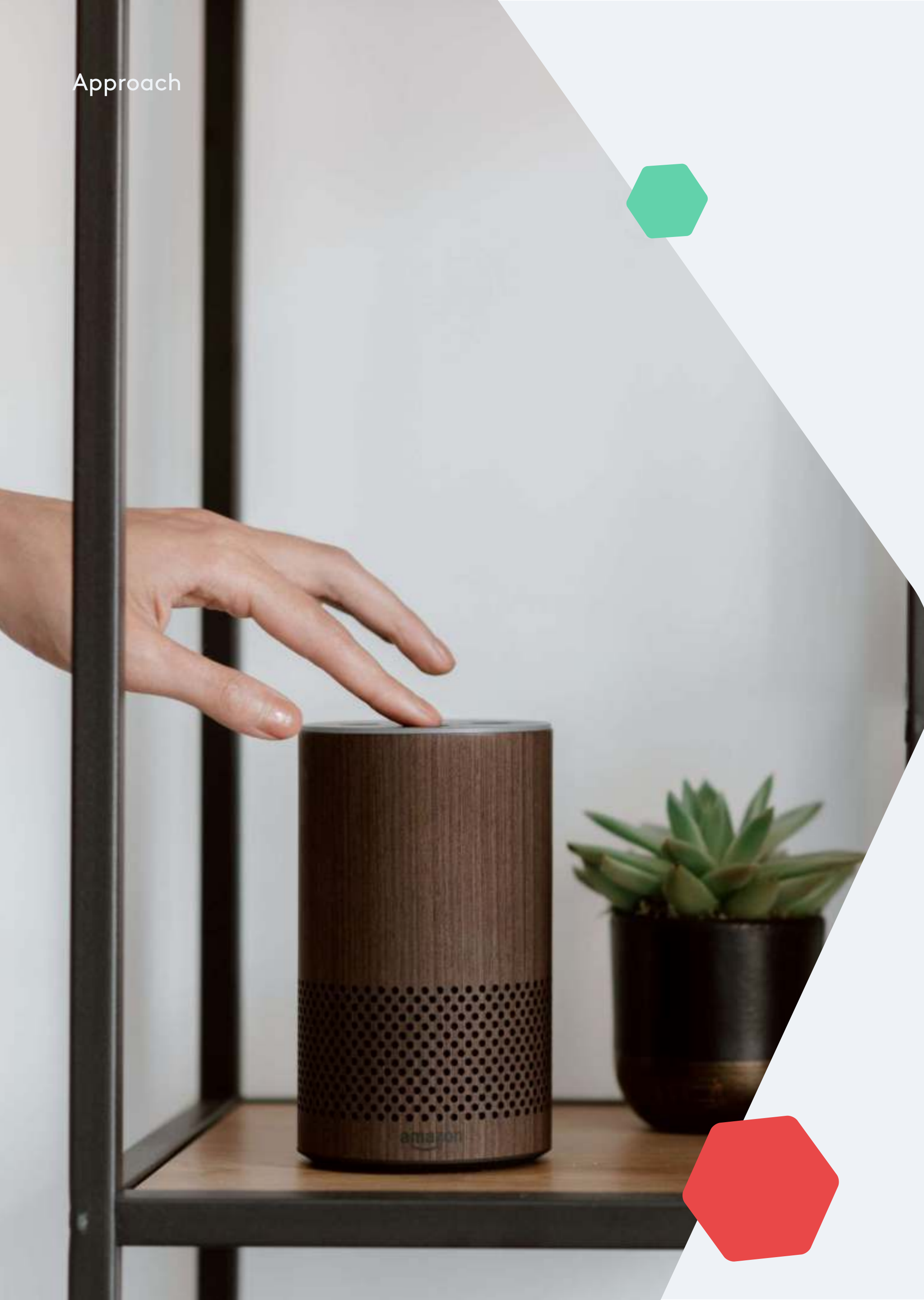
## The Solution

With thousands of locations scattered across the United States, the Team were looking for a unique way of broadcasting automated music and advertising through smart speakers situated in each floor of their high end roster of estate.

We created a bespoke streaming server & product plan to accommodate over 3 million hours of streaming per month, to ensure their content was permanently broadcasting when needed. Through the use of Radio.co's reliable cloud based automation and flexible plan package, the team were confident leaving it in our hands to manage.



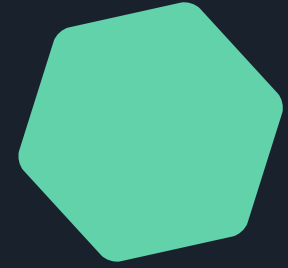




## The Result:

**3 Radio Channels** are now in circulation to cater for all moods, and the more inviting nature of their showhomes has **played a part in their positive company growth.**

Thanks for reading.



# Let's Talk Radio

If you have any questions or you'd like to schedule a video call to see first hand how Radio.co can work for you then [get in touch!](#)



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