

The Evolution of Internet Radio



Radio is an industry of innovation, built on a foundation of pioneering broadcast and technology achievements. Today, radio is moving in new directions. Over-the-air broadcasting remains a force worldwide, yet consumers have many options for audio entertainment. This underscores the need to evolve the radio business model in alignment with consumer trends.

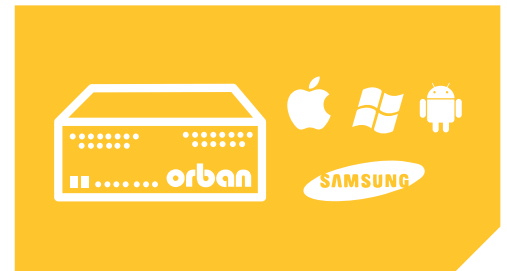


Orban specializes in complete solutions to prepare broadcast signals for multi-platform delivery. Highly efficient signal processing and encoding techniques retain signal integrity while producing streams for multiple formats. This ensures that listeners can receive an exceptional quality stream on the device of their choosing.

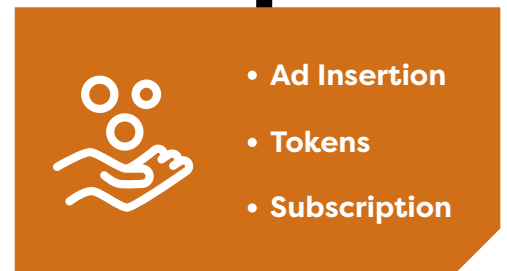
Orban has long been renowned for best-in-class audio processing that makes radio sound great. In recent years, this includes a series of innovations for streaming audio that make

internet radio a far more pleasant listening experience. Today, Orban is evolving this experience by offering broadcasters a one-stop shop for the complete online internet radio lifecycle. This turnkey streaming solution helps broadcasters cover the entire media landscape of where audiences exist today.

Deliver Orban reliably streams broadcasts to the web, mobile, internet radios and OTT media players. Broadcasters are assured a robust and reliable service to help deliver content across variable media - and grow audience share.



Monetize Orban generates new revenue streams across all delivery platforms. This includes monetizing streams directly with server-side ad insertion software, or making money through our ad network. Subscription services enable broadcasters to generate revenue through special content, with rock-solid conditional access protection.



Play Streaming audio isn't worth much if your audience cannot tune in. Orban leverages the latest HTML5 and Flash players to ensure listeners can enjoy content anywhere - including on tablets and smartphones. Meanwhile, in-depth statistics and analytics help broadcasters understand their audience.

