

Case Study: **RADIO BROADCASTING**

- **Efficient distribution of repetitive content**
- **Customize playlists with regional content**
- **Streamline digital asset management**
- **Automate verification of advertisement plays**



Broadcasting is an efficient approach to distributing programming to multiple locations. The challenge is to provide customized content to each affiliate location. Broadcast radio networks currently send multiple audio broadcasts or integrate multiple devices at each affiliate station for local ads, station identifiers, local traffic and weather.

WEGENER® is providing a solution to broadcast radio networks that utilizes a single down-link device, WEGENER iPump® Media Server, to receive live audio broadcasts, store audio programs and seamlessly combine them to play-out custom broadcasts. The WEGENER solution includes Network Control, Content Management and iPump Media Servers.

It will allow radio networks to send repetitive material to their affiliates a single time – often in faster than realtime speeds. At an affiliate, the audio broadcast channel is made of a collection program segments, ads, station IDs and liners. A custom playlist sent to an iPump Media Server determines the order the program segments play out. Auto fades and mixes in a variety of styles (including 'cross fades') make sure the listener only hears a smooth broadcast. Stored files are saved in their original digital format from the satellite and can be replayed without degeneration of sound quality.

Utilizing IP connectivity, some affiliates will have access to the stored audio clips for use in locally managed schedules. The iPump Media also provides an automated interface for verifying playout advertisements and sending that information back to the radio network.

Radio networks use this distribution method to:

- Provide professional custom radio broadcasts at each local affiliate
- Efficiently distribute repetitive programming
- Time shifted broadcasts
- Provide robust access to media assets at affiliate locations
- Automate verification and collection of affidavits

Additionally, the WEGENER solution can support the network's business needs to:

- Increase ad revenue with the inclusion of regional programming and/or regional advertising
- Take advantage of bandwidth savings to launch additional channels
- Insert live programming delivered via satellite

