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# Radio And Internet Newsletter

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June 8, 2004



Daily news and commentary on the key issues involving radio and the Internet



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## New Apple device uses Wi-Fi to deliver music from PC to stereo

From a Reuters piece: "[Apple Computer Inc.](#) on Monday unveiled a mobile wireless base station that lets users play digital music from their iTunes music libraries on a Macintosh or Windows computer over home stereo systems.

"The device, called **AirPort Express**, is slightly larger than the power adapter for a Macintosh notebook computer and works with a new version of Apple's iTunes digital jukebox software...

"Apple said **Airport Express** is simple in that it **allows digital music to be beamed to a home stereo**, and it is a portable wireless base station that uses the 802.11g standard. It can be used in hotel rooms with broadband connections or for setting up instant wireless networks...

"**Airport Express plugs** into a power outlet and has connectors for a DSL or cable modem, a USB port for printing and an analog and digital audio output that can be connected to a stereo. **It uses AirTunes music networking software to wirelessly stream music over remote speakers or a stereo...** Airport Express costs \$129 and will be available in July."



Read this entire story from Reuters online [here](#).



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

# Panel focuses on Net radio revenue at industry gathering

From [StreamingMedia.com](http://StreamingMedia.com): "Here's a look at some of the more notable issues from [Streaming Media East](http://StreamingMedia.com)'s Business track, including sessions on Internet radio, security, and the future of enterprise streaming..."

"Moderator **David Oxenford** [pictured right], partner in the [Shaw Pittman](http://ShawPittman.com) law firm, opened by joking that, a couple years ago, the topic for this session would have been 'show them the money.' But with royalty and licensing issues now mostly ironed out, this year's panelists turned to **examining ways to make Internet radio profitable...**



"Raghav Gupta, COO of [Live365.com](http://Live365.com), described how his site maximizes revenue by **combining ad-supported free stations with a subscription service** that

offers a better end-user experience (fewer interruptions, guaranteed access to any station no matter how busy, and CD-quality sound). The site also allows several levels of service for radio station 'programmers,' from personal stations... to a pro service for individuals and businesses that want to use Live365 to generate revenue..."



"When it comes to appealing to advertisers, both Gupta and [mvyradio.com](http://mvyradio.com)'s Jennifer Lane [pictured left] agreed that **Internet radio's profitability has been hampered by faulty Arbitron metrics**. Online advertisers don't care about 'total tuning hours,' she said, and [Arbitron](http://Arbitron.com) needs to come up with a new metric that will be **meaningful to people who are used to measuring a site's value via click-throughs and unique visitors...**

"Part of the challenge for Net radio broadcasters has been figuring out exactly **who in an organization does the Net radio buys** – the radio ad rep or the online/interactive ad rep?"

"Most of our buys have been from the online people, but that's not always true,' Lane said. 'Sometimes, the biggest hurdle is just figuring who to talk to.'"



Read this entire recap of the Internet radio panel at Streaming Media East [here](#).

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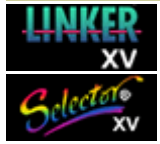
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## "P2P radio" designed to enable legal music sharing

From **The Register (UK)**: "A former [McAfee](#) CEO appears to have found a way around the legal minefield hindering anyone attempting to enter the music sharing market: by a **licence to webcast** content.

"**Mercora is a P2P** -- 'person to person,' is how it defines the term -- network that allows users to share songs without actually downloading them. It's an approach the company dubs '**P2P radio.**'

"**The software allows users** to share and catalogue digital photos, and provides instant messaging functionality too. But it's focus is sharing music. Essentially, it **streams the music files on a user's hard drive out onto the Net.** Other [Mercora](#) users can tune in and listen.

"**The company's reckons** it's safe to do so because it has **acquired a non-interactive digital audio webcasting licence** as mandated by the notorious Digital Millennium Copyright Act (DMCA).

"**This license pertains** to the digital performance rights of sound recordings and the **associated reporting and royalty payments to SoundExchange** (the independent non-profit organization that represents over 500 record companies and associated labels),' Mercora says.



through our licenses with ASCAP, BMI and SESAC.' The upshot, it believes, is that 'you (the end user) do not have to worry about... the reporting and royalty payments that are due to these various organizations.'

"**Next, the software** 'ensures that any webcasts you make **satisfy various rules governing the statutory licence for non-interactive webcasting.**' That includes 'conforming to the sound recording performance complement, minimum duration for looped programming, identification of song, artist, and album,' etc...

"**Mercora's terms and conditions** also insist that users may only include songs they've **ripped from CDs they own or have acquired by downloading from a legal site.**"

Read this review of Mercora in The Register online [here](#).

...

...



**Aside from the fact** that the streaming originates from a user's computer, and not a central server (the nature of "P2P"), is this really any different than Live365 or



**Streaming audio software**



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**Streaming providers (unicast)**










**Streaming technologies**



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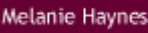

**Technology consultants**



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Shoutcast? For that matter, is it different than iTunes "sharing?"

**And (as the review later points out), it's free, there's no advertising, and the company pledges that there's no spyware. Where's the revenue then? -- PM**  
...

## Send a quick message to RAIN!

**Have an opinion?** Drop us a note! (Or, to use your own e-mail software, click [here](#).)

Your e-mail address:

Your name (if not obvious from your e-mail address):

Kurt and Paul, this is deep background -- don't quote me!

Thanks!

## Upcoming conferences

- June 18 [Washington Digital Media Conference](#): McLean, Virginia
- June 24-26 [R&R Convention 2004](#): Beverly Hills
- July 15-18 [Conclave Learning Conference XXIX](#): Minneapolis
- October 6-8 [The NAB Radio Show](#): San Diego
- October 13-16 [2004 CMJ Music Marathon](#): New York
- October 30 [Intercollegiate Broadcasting Fall Conference](#): Chicago
- [Collegiate Broadcasters, Inc. Annual Conference](#):



November 4-7

Nashville



November 6

[Intercollegiate Broadcasting Fall Conference](#): Boston

### Webcasters

November 7-9

[NAB European Radio Conference](#): Lisbon, Portugal



November 13

[Intercollegiate Broadcasting Fall Conference](#): Los Angeles



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