

## Maximizing Online Radio Revenue With Abacast

Radio stations are looking to uncover every revenue source possible and to achieve profitability with their streaming initiatives. Abacast's Premier Player, together with Abacast Live radio streaming and monetization services, offer the ability for stations to generate high revenue, even in today's market.



### Abacast Premier Media Player

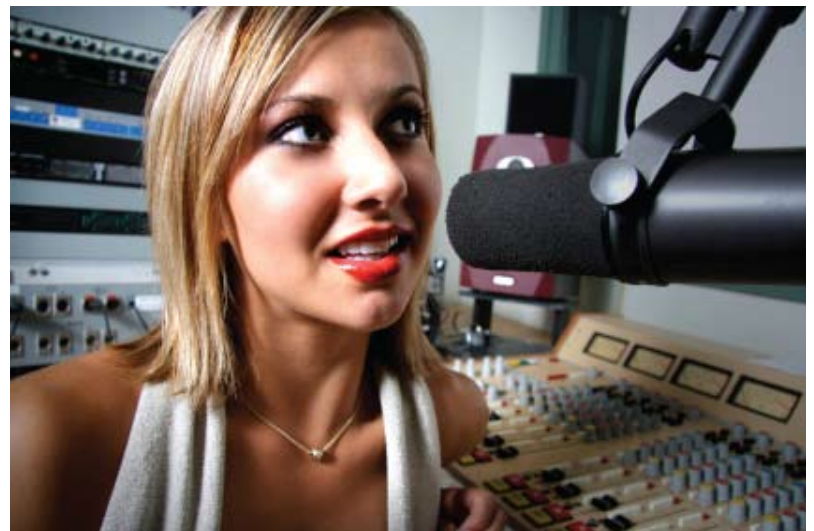
The Abacast Premier Player is a key part of Abacast's solutions, enabling radio and TV stations to promote their brand, realize gateway, audio, banner, and click-to-buy revenue, integrate the player with their station website, and offer their customers a high quality listening or viewing experience.

### Replacement of Interstitial Ads

The optional Abacast Ad Injection System™ (AIS) automatically replaces terrestrial interstitial audio ads with online ads or other online-specific content, opening up additional ad inventory that can generate real revenue.

Online radio listeners in general are more upscale than the average radio listener, having a PC and (typically) a broadband connection. They can easily visit websites featured in ads and can make online purchases on the spot.

Outsourced Ad Network – Broadcasters who want to outsource the sale of their unsold online inventory can use an Abacast Ad Partner such as TargetSpot.



### Why Abacast?

Abacast, Inc. is an online radio streaming service provider, offering the most options in the online radio industry to distribute and monetize radio content. Abacast has been providing radio and video streaming and monetization solutions since 2000. With experience gained from successfully serving hundreds of streaming customers and tens of millions of consumers, Abacast has the industry knowledge and breadth of product offerings needed to successfully support any streaming business.

## One Media Player - Many Possibilities

Revenue can be generated by the sales of sponsorships, gateways, or banners using either a “spot” model or a CPM model. In the spot model, advertisers purchase the right to be played or displayed in a certain spot, regardless of audience size, for a certain period of time. This model is generally more appropriate for small to medium-sized stations while their online audience is still growing. The CPM, or “Cost Per Thousand” model, advertisers purchase the right to be played or displayed to a certain audience size.



example of player sponsorship and click-to-buy



example of video pre-roll ad



example of Ad synchronization

### Player Sponsorships\*

Premium promotional time and Player real-estate can be purchased by advertisers via Player Sponsorships.

### Click-to-Buy\*

Abacast “Click-to-Buy” service enables your listeners to buy the songs played on your station, while you share in the revenue. Every time a user clicks on the “Click to Buy” link on your player and purchases a song or album via Amazon or I-tunes, the Broadcaster shares in the revenue. Click-to-Buy also works for songs played within the last day or so.

### Gateway/Pre-roll Advertisements (audio or video)\*

Generate revenue from audio or video ads played at the beginning of every viewer/listener session. These “gateway” or “pre-roll” ads are similar to television commercials played before a TV show begins.

### Rotating Banner Ads\*

Online listeners periodically view the Player page on their screen to check the name and artist of the song currently playing, to view CD cover art, and sometimes to even purchase the song or album playing. Display banner ads are prominently displayed on the Player, generating additional revenue for your station.

### AdSync™ Banner Synchronization\* – AdSync™

increases revenue by synchronizing ad banners on the player with audio or video commercials for direct call to action ads.

\*all players have the ability to incorporate part or all of the features listed.