



Artists/Record Labels



LIVE 365:

Live365 is the **world's largest provider of Internet radio**, currently logging 4 million aggregated tuning hours per month and 11.2 million station launches, each averaging 22 minutes in duration.

Live365 is an officially licensed ASCAP site, retaining excellent relationships with the RIAA, BMI, and SESAC, among others.

Contact Us:

pro-broadcast@live365.com

1.650.345.7400

The Internet is an incredibly effective tool for promoting and marketing music, but artists and record labels are still trying to figure out how to satisfy fans while still getting compensated for their Intellectual Property. Live365's Professional Broadcasting solutions help you reach a large audience and boost CD sales, while simultaneously retaining control of the music.

LIVE365 IS THE PERFECT PROMOTIONAL TOOL

Our total solution for streaming audio provides you with the necessary infrastructure (storage, bandwidth, hosting, tools, and tutorials) necessary to begin broadcasting over the Internet.

Your broadcast is listed in the Live365 directory, giving you access to millions of consumers looking for streaming audio content.

THE MANY ADVANTAGES OF USING LIVE365

• You Are in Control

- Play what you want, when you want to play it. No need to depend on the whims of DJ's—you are the DJ—and you can play as much of your music as you like.
- Intersperse popular artists and songs with new or back-catalog music that you want to promote.
- Test-market new artists and songs, using Live365 as the perfect forum.

• Increase Visibility, Increase Revenue

Listeners come to you looking for music, and they want it in many forms—CD sales, downloadable songs, Internet radio, and streaming on-demand. Live365 can help you with all of these.

- Specify commerce links for users' "Buy" button clicks.
- Insert audio ads, announcements, promotions into your playlist—a perfect opportunity for you to make money or promote upcoming tour dates, appearances, or album releases.



LIVE 365 RECENT ACCOLADES INCLUDE:

- San Francisco Chronicle Best of the Web
- Webby Award Nominee for Best Music Site
- Forbes Magazine, “Best of the Web”
- Business 2.0 feature article, “Can Internet Kill the Radio Star?”
- USA Today
- New York Times
- Fortune
- LA Times

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Visit www.nothingrecords.com and click “Radio Nothing” to see how the Live 365 player can match the “look and feel” of your site.

Live365 has also created stations for:

- Universal Records
- the band, Live
- Billboard Talent Net
- Unicycle Records
- Beat Web
- Epitonic

FEATURES AND FUNCTIONS

• Flexible Broadcasting Options

With Live365, the music is streamed directly to the listener, and is not downloaded. Our streaming technology is designed to be secure, so that the broadcaster retains control of the content. There are three easy ways to broadcast:

- On-Demand – make songs available in On-Demand format, so that listeners can tune in at their leisure at the beginning of a song or set.
- Auto – create your own “playlist” and upload it to Live365 servers, creating a 24/7 radio station that can be updated and altered as frequently or infrequently as you’d like.
- Live – broadcast live events in real time.

• Multiple Points of Access

- Live365 provides a unique URL for your broadcast (e.g. www.live365.com/stations/artistnamehere) that can be emailed in newsletters or placed on your site.
- A URL to launch your station can be emailed to others and passed-along by them, creating a powerful viral marketing tool.
- Further, by customizing tuner launches directly from your site, visitors never have to leave your site to tune in.

• Customized Player

- Large logo representation.
- Matches the “look and feel” of your site.
- Editable text box lets you promote upcoming events and communicate with listeners.

• Rich Data Access

- Web-based access to key listener metrics.

Clubs & Organizations



Inform, entertain,
and inspire your
group membership!

Broadcast Your Audio!
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Becoming a Professional Broadcaster on Live365 helps organizations such as yours get your message out, share your viewpoints, attract new members, and build your community. Many features and functions of Broadcast365 are specially designed to meet your organization's needs.



AFFORDABLE REACH

Live365 is the most economical and effective way to project your speeches, lectures, sermons, and events in a "live" broadcast around your community or around the Internet world.



UNLIMITED RECALL

There are times when your members can't join you in person. With your PRO broadcast they will never miss a meeting or service. Store your messages in Live365 archives to be listened to again at a later time, or whenever your members want with On-Demand Audio.



MEMBERSHIP INTERACTION

Your private PRO message board on Live365 allows your visitors and members to know when special events are coming up and also give you feedback about your broadcast and organization. The message board is also a great way for members in different locations to communicate with each other and stay in touch.



YOUTH GROUP ATTRACTION

The Internet and radio are like magnets for young people. Youth groups can become actively involved by helping to create various programs including special broadcasts, skits and DJ music events directed to the younger generation.



IMPACT AND APPEAL

Your customized Professional broadcast pop-up player window launches directly from your website so visitors never have to leave your homepage in order to listen to your broadcast or to read your daily messages. And they can continue to listen while doing other on-line activities or work. However, a website is definitely not required in order to broadcast.



FUND-RAISING AND REVENUE

Your PRO broadcasts and archived programs offer fund-raising opportunities in the form of sponsorships, advertising and direct appeals that you control. Ask about our Affiliate Sales Program that can be tailored to other fund-raising activities.

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Political Groups

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Schools/Education

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Government Offices



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