

HE-AAC

LIVE AUDIO STREAMING

STREAMTHEWORLD

Improve the quality of your streaming live audio content without increasing your bandwidth costs!

Make great content sound even greater!

HE-AAC (High Efficiency Advanced Audio Coding) lets radio broadcasters ensure higher-quality streaming live audio content without having to increase bandwidth. It's a true quantum leap that will let you offer listeners near CD quality sound. At last, they'll hear broadcasts as they were meant to be: great content will sound even greater!

Not only can you provide the best audio quality, but you can also achieve the highest online reach with StreamTheWorld's cutting edge technology for live audio HE-AAC streaming through Adobe Flash® Player.

Offering this significant enhancement of the user experience, you will be better poised to capture and retain listener loyalty, which in turn translates into longer listening times and increased online ad revenue.

- Stream in a cost-effective way
- Keep customers loyal to your brand
- Achieve the highest online reach
- Increase your online Cume (Cumulative Audience)
- Increase AQH (Average Quarter-Hour Persons) and TSL (Total Listening Time)

"With StreamTheWorld technology, Corus Radio can now enhance the local listener experience online, and with an increased number of workplaces tuning into Corus Radio stations, we're thrilled to offer this new technology to our audiences."

David Huszar, General Manager
Deep Sky and Spline Interactive Media, Corus

Key features

Reachability

Your HE-AAC encoded content will be rendered by a common Flash® Player embedded within a standard webpage on your website or on mobile devices. By far the most widely distributed rich media player, Flash® Player is currently installed on over 98%* of online computers including PC, Mac®, and Linux® platforms. Furthermore, it's the best solution to penetrate firewalls and reach at-work audiences.

*Figure obtained from Adobe Systems Incorporated

Audio and video quality

Consistent high quality HE-AAC audio content contributes to higher AQH (Average Quarter-Hour Persons) and TSL (Time Spent Listening). Our Media Delivery Network has a proven track record when it comes to audio/video quality assurance.

Powerful metrics

HE-AAC technology works with BBM and Arbitron Portable People Meter (PPM) devices, which now allow radio broadcasters to measure offline or traditional radio audiences.

Industry standard

HE-AAC is the new industry standard, according to the influential Moving Picture Experts Group (MPEG).

Available bit rate

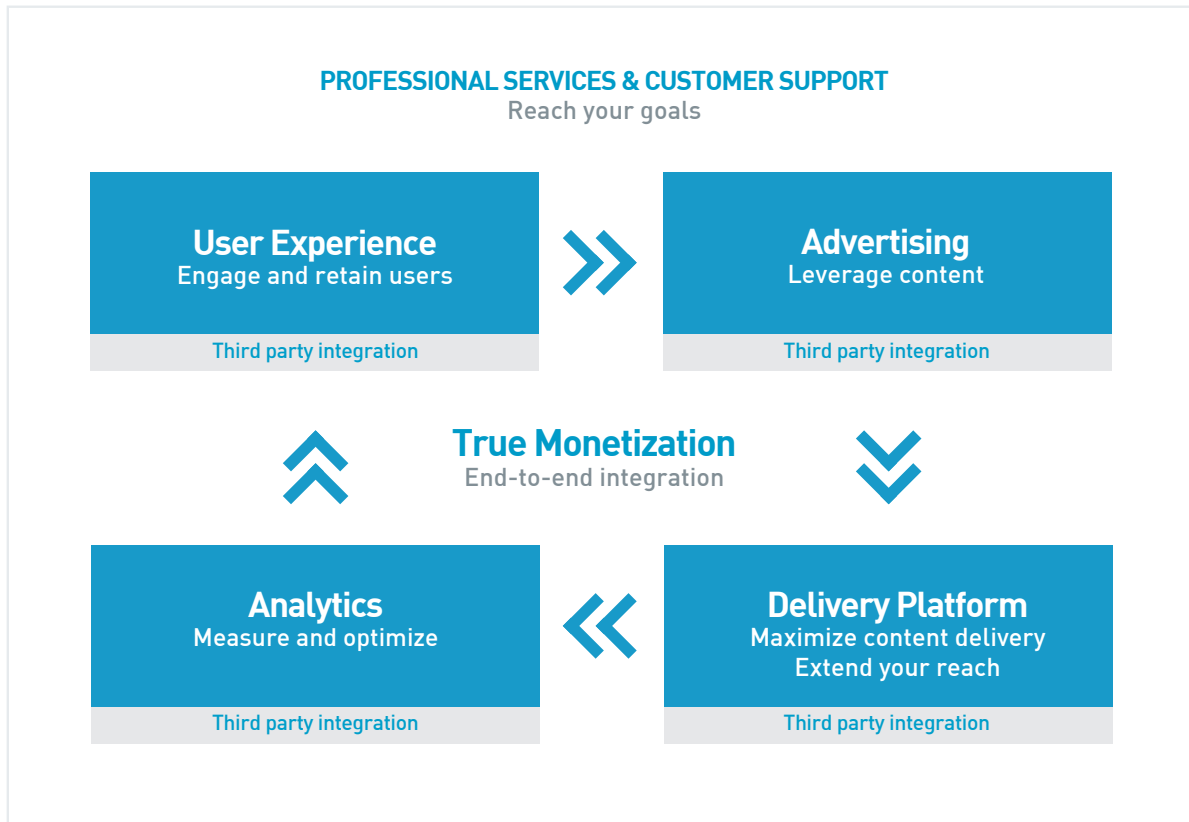
StreamTheWorld offers a wide range of bit rates for HE-AAC in 44100 Hz sampling rates.

End-to-end solution

Encoder, live streaming servers, Flash®-based end user experience.

Turnkey streaming solution to generate more online revenues

StreamTheWorld's fully integrated services let you address all your streaming needs



OUR CLIENTS INCLUDE



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