



FREQUENTLY ASKED QUESTIONS

What do I need in order to broadcast?

- Any computer and connection speed is acceptable for those broadcasting using Studio365-Automatic mode (a continuous, stored-file method).
- For those broadcasting live, a Pentium-class PC is necessary (400 MHZ or better recommended), and an ISDN line or better (T1, DSL, cable, etc.) is needed. All of the software is provided free from Live365.

What do listeners need to tune in?

- A computer with an Internet connection and a media player. Live365 is compatible with all major players, including Real, Windows Media, Winamp and our own player, which installs very quickly (under a minute on a 56K modem) and allows people to listen from behind firewalls, and automatically reconnects to the broadcast if the stream is dropped.

Can people tune in to my station directly from my Web site?

- Yes. Visitors to your web page will never have to leave your site in order to tune in to your broadcast. We provide you with the code that launches your customized, branded tuner directly from your site.

How is Professional Broadcasting different from the Personal service?

- Professional Broadcasting (Pro), which is geared to businesses and organizations, differs from Personal Broadcasting in four main ways:
 - Live365 does not insert any audio advertisements into the broadcast. In fact, the broadcaster can insert his own audio advertisements to generate revenue.
 - Pro provides a custom branded tuner, which features your logo and color scheme.
 - Pro provides the broadcaster with statistics on listener behavior.
 - Buy buttons can link to your site as well as an editable text area that is included to display your messages.

Is Pro Broadcasting affordable?

- Yes, we provide all of the software necessary to broadcast your Live, Archived or On Demand station. Please consult our PRO rate card for current pricing and service levels.

What regulations govern my broadcast? Can I play anything I want?

- If you have original content (music, speeches, etc. that you own copyrights to), then you can play those as frequently as you'd like.
- If you plan to play copyrighted content, there are easy to follow rules laid out by the Digital Millennium Copyright Act that govern Webcasting. You are also responsible for any royalty or licensing payments based on the content you broadcast. *(Please see our User's Agreement for more information.)*

How soon will my broadcast be activated?

- After we have received all of your necessary setup information and the initial payment, your broadcast can be set up within 1 –2 business days.