



SPREAaKER

Press Kit



Spreaker

The Social Web Radio

Spreaker is a **social web radio** where every show and radio station are created by the audience itself.



Radio Broadcasting

The undergoing change

With the advent of broadband Internet, radio broadcasting is undergoing a significant change. Today, there exists hundreds of thousands of radio streams available online. Listeners can enjoy programming on a variety of devices: computers, WI-FI radios, mobile phones, PlayStation PSP and in-car entertainment systems through Bluetooth-enabled hands-free mobile phone kits. The first fully Internet-enabled car stereo system has been released by Blaupunkt and Sony in 2009.

There is a variety of broadcast content: there are Internet streams of traditional FM radio, thematic music stations, interactive radio services (like Last.fm or Pandora) and also a large amount of amateur radio streams.



The Social Media Revolution

Enjoy active participation

In this Radio Broadcasting changing scenario, people who do not like being passive users, and would like to create and share their personal radio shows and audio content (already occurring with videos, photos, slides, etc.) are still having a difficult time.

First, they need to acquire the technical expertise and resources needed for creating an online radio stream and then they have to fill the whole programming schedule (usually 8+ hours) with basically two options:

- Being dedicated full-time to the audio content creation and management;
- Creating only a few high quality shows and then filling the remaining programming with other content (usually audio play lists).

The first option means being a professional.

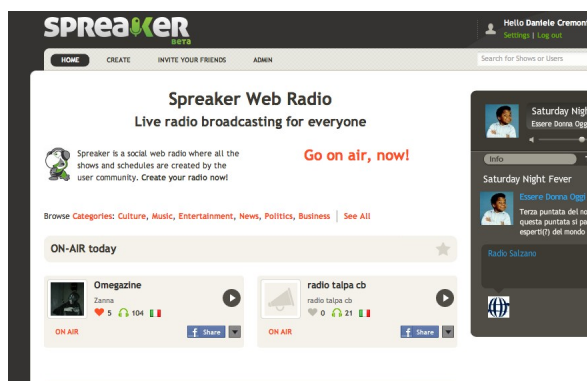
The second is creating low quality radio, where innovative and valuable content gets lost and has a very little chance of reaching a large audience.

Spreaker Service

A new paradigm

To overcome the above challenges, we have shifted the paradigm from creating a complete radio stream to producing a single show.

Radio stations are then created by assembling these pieces one after another into a continuous stream of audio.



Simple and Effective

Creating a show is easy and does not require any technical expertise: all the necessary tools are available online at www.spreaker.com.

The DeeJay Console™ allows users to mix live audio input from their microphone with music tracks and sound effects which are available online as part of a large user-friendly library.

As a result, it is possible to create any type of radio show (eg. newscasts, entertainment, talk radio, music, etc).

In addition, since a show can be featured on more than one radio station it is possible for users to reach a very large audience.



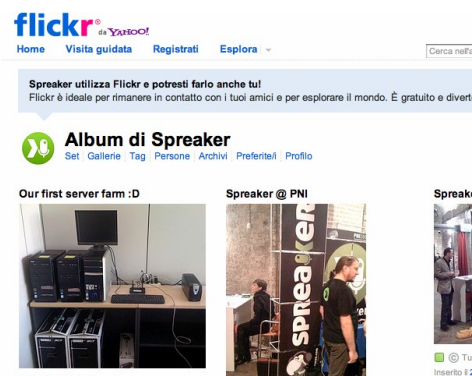
Free

Spreaker will manage the whole infrastructure and pay for music royalties, so the entire service is free of charge for every user.

User Experience

Listeners will be able to enjoy quality content, without having to search for it, as is the case today with video sharing or pod casting services. The Spreaker user experience is similar to the current FM or Web radio one where users are able to listen to streaming audio while they are performing other tasks, like driving or working.

However, at any time a listener can become a more active user by customizing the station he or she is listening to by adding or removing shows or by changing the time schedule.



Community

Spreaker exploits all Social Media tools that help the interaction within the community.

Shows, Radio Stations and DeeJays have their personal web page in Spreaker website.

Registered and unregistered users can interact with instant messaging, and Spreaker Shows can be promoted and listened within the other social medias (like Facebook, MySpace, etc.) or embedded into a personal website or blog.

Spreaker is also mobile, with a dedicated iphone tuner.



The web radio market

Numbers and trends

The world-wide traditional radio advertising spending was estimated at 31 billion dollars in 2006. The US market alone accounts for more than 50% of the grand total. The top European market is the UK market.

Some established trends:

- Terrestrial radio advertising has been losing ground in the US to digital media platforms;
- 42 million people in the US listen to Internet radio each week (+17% over 2008)
- Internet radio listeners are more likely to be affluent, educated and employed.
- News/Talk/Information is America's number 1 format with a share of 12.6% of listeners. More people are listening to News/Talk radio via streaming, whether it is from their computer or wireless device.
- Streaming already accounts for 8-10% of CBS Radio's total weekly audience. There have been approximately 7 million downloads for CBS Radio apps on the iPhone, which include AOL Radio and Yahoo! Radio.

US Terrestrial Radio Advertising Spending, 2008-2010 (billions and % change)

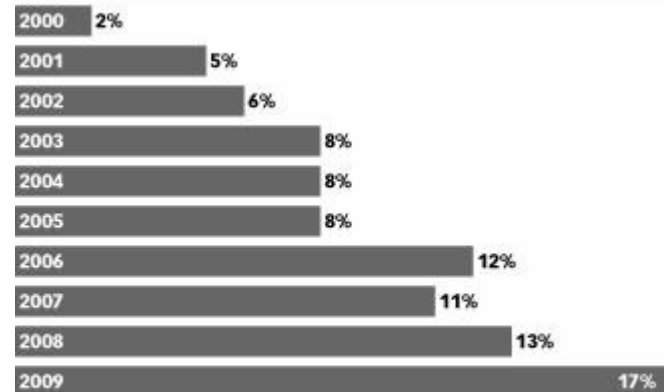


Source: eMarketer, August 2009

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www.eMarketer.com

US Internet Radio Listeners, 2000-2009 (% of respondents)



Note: ages 12+ who have viewed listened to Internet radio in the past week

Source: Arbitron and Edison Media Research, "The Infinite Dial 2009" sponsored by TargetSpot, April 16, 2009

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www.eMarketer.com



While the US will still have a big share of the Web Radio Advertising market, current trends show that the share of the UK and European countries is growing fast. The most innovative music/radio related services (like last.fm, spotify, radionomy, etc...) have, in facts, being launched in Europe. Various sources indicate that the Web Radio Advertising market will be worth 1 billion us-dollars by 2011.

On-line Radio/Music Services



Company & Team

Spreaker headquarter is in Bologna - Italy, and the technical branch is located in Rimini - Italy. The management team comes from a previous start-up – Waymedia - that works in the mobile marketing business.

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