Audio networking offers some distinct benefits and, where the protocol offers TCP/IP compliance, integration with the IT infrastructure. But while current audio and video networks are already being integrated with IT infrastructures, with AVB (Audio-Video Bridging) and OCA (Open Control Architecture) nearing completion, true interoperability may not be far away.

Scalability is a significant benefit of networking, allowing a system to be expanded relatively inexpensively. In an

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Wading Into The Ad Stream

"Advertisers and agencies are increasingly requesting that the digital radio industry follows the standards of traditional advertising, in terms of tracking, reporting and combining different kinds of media."

—Alexis van de Wyer, AdsWizz, Inc.

**BY STEVE HARVEY**

**BAYSHORE, CA—**High on the list of priorities for any commercial radio station is the ability to generate revenue through, well, commercials. But as the medium has migrated to other platforms, such as the Internet and mobile devices, generating advertising revenue has sometimes been a challenge.

Of course, anybody who has streamed audio or video over the Internet is all too aware of advertising: pre-roll, pop-ups and banner ads abound. The challenge for netcasters, however, has not been the streaming services, but rather on-demand content, specifically podcasts. Streaming media provider StreamGuys, Inc., working with integrated digital advertising technology from AdsWizz, has now overcome that barrier in a new service for Yahoo! Sports Radio’s on-demand MP3 audio content.

StreamGuys, headquartered in Bayside, in Northern California, is a CDN, or Content Delivery Network, and a provider of streaming audio and video services over the Internet. Yahoo! Sports Radio called on the company after its previous CDN was unable to provide a streaming solution to mobile devices, a critical segment of the market.

"Their previous provider’s technology was dependent on a Flash...

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Yahoo Sports Radio
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based player that would load in the browser. As we know, that isn’t compatible with every mobile device,” explained Andrew Jones, senior sales engineer, StreamGuys. Flash is not supported in iOS devices, although there are workarounds, including a reported Adobe initiative to export Flash content as HTML5, which is supported in iOS.

“We have a whole set of different solutions to help broadcasters or music services or radio services provide digital streams or podcasts,” explained Alexis van de Wyer, president of AdsWizz, Inc., a European company with a U.S. office in San Mateo, CA. “From ad insertion to ad management to ad exchange, we have a whole suite of products to enable radio, online broadcasters and digital music streaming services to do that monetization.”

There are plenty of other companies that can insert ads, said van de Wyer, but AdsWizz can get very specific. “You can actually have a single ad targeted to a single listener. You get an ad that is relevant to where you live, the device that you’re going to listen to the podcast on, and that is also relevant potentially to the time of day—a lot of elements that are coming from the context.”

That content is derived from available data: “Most of the data is readily available and coming from the stream request—the IP address, the GPS location, the device information, and things like that.”

The company can provide more than pre-roll ad insertions. “What we’re starting to do more and more is in-stream podcast ads. You could have ads in the middle of the podcast itself,” said van de Wyer.

The service brings the industry more into line with traditional platforms, he continued. “Advertisers and agencies are increasingly requesting that the digital radio industry follows the standards of traditional advertising, in terms of tracking, reporting and combining different kinds of media. That’s what we’re trying to provide and bring to this industry and to the podcast.”

Because the pre-roll ad is coming from the server side without any browser- or client-side code, said Jones, “The biggest improvement from Yahoo’s perspective would be the ability to reach these mobile devices. Anything that can play a file from a web server, which is damn near anything, will get a pre-roll attached to it with the underwriter or advertiser mast.”

Shortly after launching the service, Yahoo! Sports Radio was able to go into their statistics panel, which StreamGuys provides. “They saw explicitly a significant increase in usage due to the mobile devices that were accessing those files,” Jones reported.

AdsWizz, Inc.
adswizz.com

StreamGuys, Inc.
streamguys.com

### GC Pro No Fairy Tale

**LOS ANGELES, CA—**Composer Mark Isham, currently working on the TV series Once Upon a Time, maintains his studio with help from GC Pro (gcpro.com), which has supplied him with Avid, Euphonix, M-Audio, Universal Audio and Tannoy products. Check out Alan Parsons’ DVD series “The Art And Science Of Sound Recording” at www.ArtAndScienceOfSound.com