



impishfish

AirSnoop • AirSnoop DAB

Enhance the listening experience and get your content out to multiple publishing points – now including Twitter and DAB DLS text

IN BRIEF

WHAT IS IT?

AirSnoop and AirSnoop DAB take information from your radio station's playout system* along with commercial information for your listeners and puts it in front of them – using DAB's DLS text, on the web, on Twitter®, last.fm, Shoutcast, mobile apps and anywhere that will pull the database information. All that, and audio-on-demand.

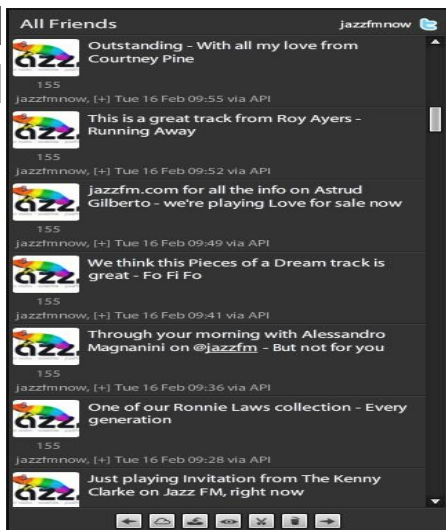
WHAT DO YOU NEED?

AirSnoop runs on any standard Windows-based PC running on your LAN. The PC will need IP connectivity to your playout system (and to your transmission network if using DAB).

WHAT'S THE POINT?

To get your digital information out to your audience in the easiest way. Whether the 'content' is produced by your playout system, by station staff or a feed from elsewhere, you can simply aggregate them to appear on your various publishing platforms. This complementary information to the linear-audio broadcast builds loyalty from your listeners and provides additional leverage in commercial proposals.

Listeners get a stronger service from you – they can see the song title & artist, who's on right now along with promotional messages that may be of interest.



WHAT DO YOU GET?

- x Now Playing data from your playout system
- x Now Playing info during pre-recorded segments – preload the software with the song information for later broadcast
- x Audio-on-demand – either time-schedule recordings on a weekly basis or send triggers from playout to start/stop recording. Optionally include podcast XML document with upload.
- x Chatty Twitter – preconfigure template messages to send tweets to Twitter
- x Send via XML – send your now playing information in customisable XML files to IP sockets (for 3rd party services)
- x Update Shoutcast
- x Update RDS (RDBS) FM broadcast radiotext
- x Handle networked programmes from other sites

OPPORTUNITIES

- x Generate revenue from additional promotional impacts
- x promote web traffic and interaction with the station, increasing audience participation and loyalty
- x Re-purpose your content with very little effort

AUDIO ON DEMAND



WHAT THEY SAID

"It's great. It all happens seamlessly and, as programmers, we can just get on with the job of creating the content without worrying about the audio-on-demand or how we tell listeners what songs we're playing."

Mike Vitti, Programme Director, Jazz FM

Current DLS text

NOW PLAYING: Kurt Elling with They say it's wonderful

Current news

'Mother' Held After Girl, Three, Found Dead
Broadcaster Admits To Mercy Killing Of Lover
MPs Could Hand Back Taxpayer-Funded Profits

Current now playing

Kurt Elling - They say it's wonderful

WANT TO KNOW MORE?

ImpishFish is a small business keen to work with you on your content provision. Call Ken +44 (0) 1725 578123 or email ken@impishfish.com

MSG	DAYS	START	END	BEGIN	EXPIRE
NOW ON AIR: Anthony Davis	[MON][TUE][WED][THU][FRI]	10	13	NULL	NULL
NOW ON AIR: Steve Quirk with Smooth Jaz...	[MON][TUE][WED][THU][FRI]	14	15	NULL	NULL
NOW ON AIR: Nigel Williams at breakfast	[MON][TUE][WED][THU][FRI]	6	9	NULL	NULL
NOW ON AIR: Sarah Ward with Dinner Jazz	[MON][TUE][SUN]	19	21	NULL	NULL
NOW ON AIR: Helen Mayhew with Dinner J...	[WED][THU][FRI]	19	21	NULL	NULL
NOW ON AIR: Claire Anderson with the Late...	[MON][TUE][WED][THU]	22	23	NULL	NULL

*tested with RCS Master Control and EncoDAD – other systems can be integrated as part of the purchase price, call to talk it through with us