

Web 2.0

Unless you have been living in the rack room for the last few years, you know that social networking and Web 2.0 are big. With TRE, you now have the tools to interact in this modern environment and to communicate with listeners in more ways than ever before! To accomplish this we have started the Web 2.0 Initiative; a collection of add-ons for The Radio Experience (TRE) and tools that keep your station connected to listeners on a whole new level.



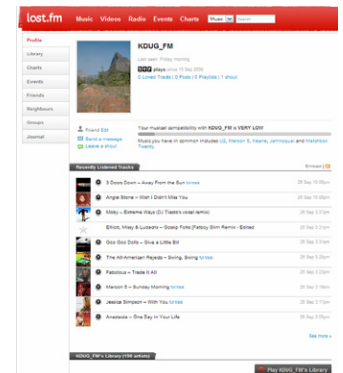
Twitter is a "micro blog" that allows its users to connect with each other in real time by posting brief messages about what they are doing right now. When the UK experienced its largest earthquake in decades, the first outlet to cover the story was not the BBC, but a Twitter-only news service called Breaking-NewsOn. In the last year both CNN and the Red Cross began using Twitter as an information outlet, and now you can too with TRE.

- Connect to your listeners via social networking
- Twitter clients allow listeners to see your "tweets" on their desktop and cell phone
- Create an RSS feed of now playing and other info
- Share not only Artist and Title, but Weather alerts, contests, and more instantly with your listeners with Twitter and the News Flash Pro plug-in



Last.FM is a Web 2.0 music community that enables a new level of music discovery among users. Through a process called "scrobbling", Last.FM builds a detailed profile of each user's musical taste by recording details of all the songs the user listens to. With TRE, your station can scrobble all the songs you play to your very own Last.FM station profile. Listeners can then befriend your station and experience a new level of music discovery and social networking, with you at the center!

- Allow your listeners to "befriend" your station
- Bring in new listeners who will be matched to you based on their music preferences
- Track last played
- See statistical information such as most played songs, artists and more



As a continuously expanding product, TRE is now compatible with more third-party services than ever before. In the last year TRE has added support for Stream the World and ABC Radio Networks, while enhancing support for compatible automation systems. TRE continues to give you more options than any competitor, providing your listeners with the best radio experience.

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