

## Audio Streaming for Radio Network

Internet streaming for Breakthrough Media's nationwide radio stations.

### The Customer Need

- We were looking for a way to outsource our live streaming without using our own bandwidth. If we purchased enough to cope with peak listening such as major sporting events or breaking news, then it's largely unused the rest of the time... wasting money. And to provide good service we had to look at increasing the number of servers to cope with these peaks.

### The ComLink Solution

- StreamLink – both live and on-demand audio streaming.

### The Benefits

*How has ComLink helped your business?*

- We don't have to worry about bandwidth and juggling usage with our websites and email services – it's much more flexible and less expensive than provisioning ourselves.
- Local and overseas listeners are well supplied by a range of servers. And we don't have to worry about maintenance, replacement, or purchasing new equipment as the listener base grows. So adding a service, or increasing the bandwidth, is simple with predictable cost.

*"We don't have to worry about bandwidth... it's much more flexible and less expensive than provisioning ourselves"*

*What did they enable you to achieve?*

- They've allowed us to grow our online listener base many times over, without compromising listening experience.
- We can easily add more live streams and on-demand material.

*How much operational cost have you saved?*

- I can't give you a figure, but it would probably be tens of thousands of dollars.

*How has the support been?*

- In my experience ComLink services have always been supplied efficiently and on-time. There is very good reliability, and I believe they've enhanced fault monitoring and recovery. We get quick resolution with good communication.