



Interactive Web Streaming

iSelector is a personalized online player, streaming the custom content provided by your radio station to each of your listeners. Totally branded with your graphics and true to your format with your DJ voice track, the iSelector online player can be customized by the listener to play your format based on their preferences. This means each listener gets his or her own unique sequence of music, which improves their enjoyment.

Totally Branded Player

Promote your brand using the web and the iSelector online player to build a larger audience. With iSelector, you get instant feedback on listening patterns and periodic reports on your users' preferences and input.

Selector to iSelector

Combine the smarts of the legendary Selector music scheduling with the power of your listeners. Note: In certain countries, a record company performance royalty license is mandatory to operate iSelector.

World Class Support

Our Support department is legendary. All the people who help you solve your day to day problems are radio people, too. RCS Support never sleeps and is always open 24/7/365 for iSelector users worldwide.

Features

- Stream your station, your format, your brand and let the listeners customize.
- Create a playlist for each listener in iSelector and know what each listener wants, so your station gets better the more they respond.
- Learn more about what your listeners want when they communicate their song preferences through the "iSelect" buttons.
- Find new revenue streams by selling player partnership and advertiser click-throughs.
- The RCS iSelector player design is protected by US Patent D461,191.

Technical Requirements

- The radio station must have an active Web site and be willing to create one page that links to the iSelector service.

NOTE: Licensees of this technology must have local interactive internet streaming rights agreements



with the copyright and performance rights owners.

Please contact your local RCS office for site specific configurations or if you have any further questions.