



fast forward delivery

GWS Case Studies

Online Radio Station

Global Web Solutions (GWS) has developed over 1500 website projects over the last 6 years across many industry sectors. We would like to provide the following profile and case study as a reference document.

You are welcome to use this information under your own letterhead if required. Please email info.gws@iemsupplier.com if you require more information.

Case Study – Online Radio

Client: Petrol Records & AOL URL: The Petrol Station can be listened to on www.petrolrecords.com

Description: Petrol Records & AOL Australia approached us to assist in creating a broadband online radio station -aka – The Petrol Station.

Objective:

The objective was to produce an online radio station that was easy to enable and listen for the surfer and simple to manage for the client. AOL wanted to use the application to advertise its broadband service and Petrol's goal was to push its unique music production and distribution business.

We recommended the following approach based on our research:

- Record 2 hours of tracks and replace about every two months.
- Develop Imbedded Player that utilises the surfers own Media Player
- Enable streaming delivery on an on -demand broadcast to save costs.
- Have track names stream across the dial and link to the Online Shop on their website.

Some of the issues with creating Media Players and streaming music over the Internet are:

- Type of media format and player
- There are conflict issues with the various media players
- Some people do not have players on their computers

Our final recommendation was to develop a simple but Imbedded Player solution to compliment the Flash Pop-Up Player.

The client agreed with and implemented all our recommendations.

The end result can be seen on www.petrolrecords.org

Technical Specifications:

- Concept Design for Imbedded Player
- Design of Volume Functionality
- MP3 track titles timed and imbedded into music delivery
- Project Management Hours