

Online Audio Streaming

Your voice heard anywhere with
Triton Digital!



WHY DOES YOUR STATION NEED IT?

- **Reach more listeners:** 78% of Australians listen online monthly*
- **Be everywhere:** Your listeners are mobile – make sure you are
- **Maximise reach:** Engage more listeners through multiple streams
- **Flexibility:** Let your audience choose how and when they listen to your station.

WHAT ARE THE BENEFITS?

- **Affordable:** High-quality streaming up to 90% cheaper, thanks to our partnership with the Community Broadcasting Foundation (CBF)
- **Futureproof streams:** Secure playback via websites and smart speakers
- **Valuable insights:** Understand your audience's listening habits for better sponsor communication
- **Easy implementation:** Simple technical criteria and CBAA assistance
- **Reliable support:** Access quick help from CBAA and Triton Digital.

TRITON DIGITAL FEATURES

- 2-stream codecs that work on 99% of devices and platforms
- Unlimited listeners and bandwidth
- Customisable desktop radio player
- Industry-leading streaming metrics
- 24/7 support and monitoring alerts
- The option to easily monetise your audio streams.

WHAT ABOUT THE COST?

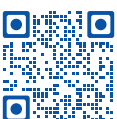
Starting from just over \$30 plus GST per month, you'll get amazing value for your investment!

Plus, we've got a fair pricing model that's based on your station's annual income.

Reach out to our support team, and they'll create a customised Online Audio Streaming subscription that works for you!



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA



For more info, visit
cbaa.org.au/streaming

Ready to get started?

☎ 02 9310 2999

✉ support@cbaa.org.au

FAQs

Online Audio Streaming

“The quality is incredible, and it was such a smooth process to set up. We are so pleased with it...”

Station 2MIAFM, Griffith

Does Triton Digital provide website radio players?

Yes, your subscription includes a customisable desktop player ([view demo](#)) and access to Triton Digital player widgets, which can be embedded on your website.

How high is the bit rate?

2-stream industry codecs (AAC and MP3) are provided. Covering 99% of all devices and platforms used by radio broadcasters globally. Talk to our team about specific bit rates.

How does audio stream latency work?

Triton Digital uses a 30-second audio stream latency. This creates a buffer that allows for the Triton Advertising Platform (TAP) to insert sponsorship messages without affecting the timing of the stream. Latency also helps to prevent dropouts, ensuring an uninterrupted streaming experience. A low-delay option is available, which reduces the latency of the stream to ~10 seconds. While this choice does not allow for the use of TAP (and might slightly impact stream stability), it's a great feature to consider for live sports or concerts, where real-time broadcasting is key.

Can we geo-block our stream for live sport broadcasts?

Yes. Triton Digital audio streams can be geo-blocked.

Can we connect our station's Now Playing metadata?

Yes. The Triton Digital support team will set this up during your activation process. Read [Why Metadata matters](#).

How can we manage multiple streams?

The Triton Digital Station Manager encoder manages up to 8 audio streams, your live Metadata, and also enables you to monetise your audio stream ([read more here](#)).

Do I have access to listener metrics?

Yes. You have access to your own Webcast Metrics dashboard ([watch Triton Digital's Metrics Explainer video](#)).

Do I need a new streaming PC?

The better your PC, the more reliable your streaming service will be. CBAA can provide low-income stations with a free PC package. Talk to one of our team today.



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