

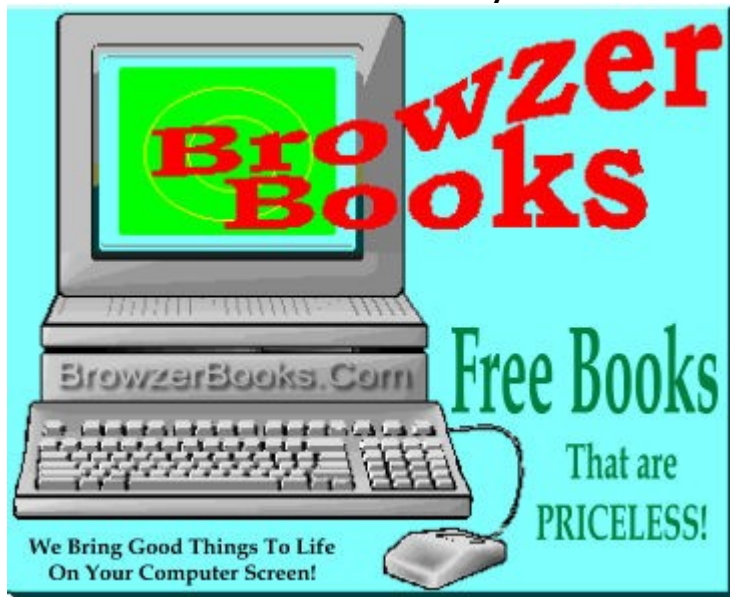
# Start Your Own Home-Based Radio or TV Station



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Owner of  
[The InterProfit Club](#)

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foreword

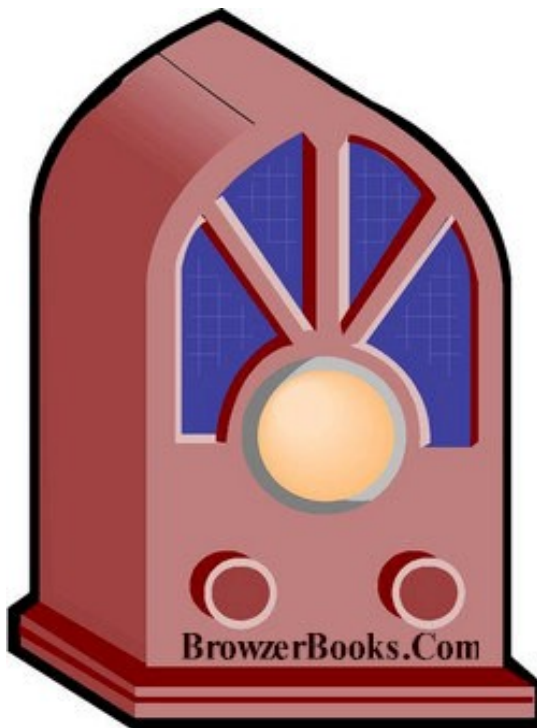
James Harkin (the author) is a specialist in the broadcast and marketing fields. He makes it easy for you to Get Over \$4,000.00 In FREE Advertising Bid Credits on Over 200+ Pay Per Click Search Engines With Absolutely No Deposit Required! [PayPerClickGold.com](http://PayPerClickGold.com) has internet marketing partnership agreements with over 200+ of today's leading Pay Per Click Search Engines. It is through these special agreements that [PayPerClickGold.com](http://PayPerClickGold.com) will allow you special access to create a new introductory pay per click advertising account on each of these Search Engines. [PayPerClickGold.com](http://PayPerClickGold.com) provides your site with instant access to well over one billion searches each month.

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# Start Your Own Home-Based Radio or TV Station



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Less than 100 years ago the smallest radios were taller than most kids in the family. Big outside antennas were needed in many areas of the country to keep the crack and sizzle of static from sending hound dogs scratching for cover under the bed. The ONLY national broadcasting company required a whole building full of equipment and some of the rooms needed special insulation on top of that.

Today ten year old kids can have their own radio or television station and virtually anyone in the world with access to the web can catch their broadcasts. They don't need a whole building to house the equipment either. Their entire station can be packed inside a briefcase and carried from house to house if that were ever necessary. Can you imagine it? The Shot

Heard Round the World took years to reach the ears of everyone on earth. Now your joyous broadcasts can be transmitted around the world almost instantly.

In fact, if you have a spare computer with a large hard drive and some spare dedicated bandwidth (on a cable or DSL connection) all you need is a good sized collection of music and a bit of spare cash to set up shop. That is all I needed and this informative instruction book is based on my spec. of what I had to get when I set up my station. By now there may be better service and cheaper prices on other providers/software/etc. 1. You will need to download a copy of BeOS (which can run alongside Windows) you can get this from:

[http:// www.bebits.com](http://www.bebits.com)  
<http://www.bebits.com/app/2680>

2. For the radio station software, I use a really excellent program called TuneTracker Pro, it will allow you to completely automate the radio station including the broadcast, music selection and log generation, background recording and post-broadcast reporting.

The TuneTracker radio automation software can handle live shows as well as pre-recorded events. The software can also cut to 'live' events at different times during the session, so that you could cut to weather or news, etc. and make a whole lot of people very happy.



With regards to interviews and guest speakers, that can all be handled by regular patch and mixing equipment hooked through the PC. I have twin CD decks, mike & mixer hooked through my PC to take care of live mixing sessions. Even using a high quality microphone through the PC's soundcard input would be a cheaper alternative for those who are without funds for additional equipment.

With regards to call ins, I assume the same principle applies, you would require a telephone jack to RCA jack cable so that the conversation can be recorded through the mixer or PC. You can get this from:  
[http:// www.tunetrackersystems.com](http://www.tunetrackersystems.com)

1. For the inclusion of paid commercials there is a second software program which will automate the inclusion of commercials into the broadcast stream, that program is StudioMixx Traffic Manager which is available here:
2. <http://www.studiomixx.com>  
[http://www.studiomixx.com/ENG/eng\\_trmng.htm](http://www.studiomixx.com/ENG/eng_trmng.htm)  
[http://www.studiomixx.com/ENG/eng\\_dnld.htm](http://www.studiomixx.com/ENG/eng_dnld.htm)
3. Before releasing your broadcast, you will need to register to pay performance royalties. However, instead of paying the full \$2,000, we have found a 'joint performance licencing program' which can bring the cost of paying royalties for broadcasting music down to under \$50.

4. However the only catch is that your broadcast stream needs to originate from SWCAST (although you can still use your own broadcast provider). You can find out more about this option here:

<http://swcast.net/licensing/mission.html>

1. You will need some jingles to include in your broadcast which promote your Internet Radio station, etc. They can also create commercials as well as primers, etc. There are a few different jingle creators, on the next page there are a few URLs to guide you directly there.
2. <http://bmcocopywriting.com/BMCOPackages.html>  
<http://www.rlproductions.com/commprod.html> (UK Based)  
<http://www.freshprojuice.com/rates.html>
3. To get your broadcast stream to the masses, you need to sign up with one of the many broadcast bandwidth suppliers (you could use Live365/Shoutcast) however I prefer not to include other peoples



advertising in my streams and I like to use The Stream Guys to provide the bandwidth. They are great because you can stream your broadcast using your DSL connection to their servers who in turn can broadcast it to thousands and for an extremely low cost. For the start-up The Stream Guys use a special peer-to-peer Abacast streaming system which can broadcast a 48kbps stream at just \$1 per concurrent user (not per listener, but per stream if someone listened to the stream for 2 hours per day, you could have up to 12 listeners on that stream per day). Take a look at their service:

<http://www.streamguys.com/streamingsolutions/peertopeerstreaming.html>  
<http://www.streamguys.com/streamingsolutions/livestreaming.html>  
<http://www.streamguys.com/services.html>

**Oh yes, as an added bonus.. If you use The Stream Guys and use their Windows Media 9 encoded service (\$25 set up fee) which is \$2 per concurrent user per month for streams up to 56Kbps, you can have your radio station listed on ALL Microsoft Windows Media Players (millions of potential listeners) by submitting the form here:**

**It's free, just place the little logo on your web site and they will list your station under your radio station's genre.**

**You could also check out other streaming providers:**

[http://fast-serv.com/web/?action=stream\\_hosting](http://fast-serv.com/web/?action=stream_hosting)  
<http://www.mediacast1.com/index.php>  
<http://www.playstream.com/default.asp>

7. You will need a web site & need to promote the station, etc. There are scripts which will help you to improve the site, by including show schedules on the web site, banners relating to commercials, etc.

<http://radio411.com/index.htm>

Try <http://www.talewins.com/Post1.htm> specific help in building your own web sites.

1. Other sites that may be of interest to you would include:
2. <http://radio411.com/index.htm> <http://www.garageband.com>
3. Example radio station, which I first looked at. They offer a service which also includes a special to get advertisers, \$99 for 99 plays. Based on this strategy & a radio station running 24/7 with just 3 minutes of commercials per hour (30 seconds per commercial) would equal 6 commercials per hour and 144 commercials per day which would total 4,320 commercials played per month, at \$1 each play would equal \$4,320.00 revenues per month, take a look at (& listen to):

<http://www.super70s.us/>

<http://www.wwirn.com/>

They have 3 stations so based on my calculations the earnings potential is over \$12,960 per month.

The potential of having your own Internet Radio Station is staggering, you can promote your own web sites & products/services via the service.

Plus your Internet Radio Station could broadcast in your local town/city and all you would have to do is distribute flyers/newspaper ads/etc. to get listeners. With a 500 concurrent listener stream (24Mbps bandwidth -\$500 a month with abacast) and each person listened to the stream for 1.5 hours per day, you could have a listening public base of 8,000 listeners ... the more successful you become the more listeners you can add, so the scope is unlimited. Plus you could start your station with just 10 concurrent listener stream for just \$10 per month!

**Specialbonus from Bob Silber:**

On my site <http://www.webvideomarketing.com/> for \$50 a month you can license 30 instant streams with one yearly license, with no 3rd party plug-ins, no erratic streaming & no slow loading problems, like other applications.

Also with this technology you can have unlimited concurrent users on each stream, rather than paying a structured fee based on the number of users.

There is also an unlimited stream lifetime license for those that are getting into this full time and don't want to pay monthly fees. Instant streaming video is also available,



For the truly creative soul producing your own television shows is just about the top of the mountain. With today's technology there is very little you CAN'T do. The only limits are your own imagination, or how much creativity you can hire. Then harness the web and your shows can be delivered to viewers all around the world, tomorrow to the moon, and the year after that the colonists on Mars can be watching what you offer.

**Hey, let your imagination run riot here.**

**There are NO limits.**

There are a few different routes you can take and I will discuss a few of them here. However, unlike the Internet Radio Station portion of this book, the technology you will need to create a professional product is much more advanced.

1. You should have one or two PC computers hooked up to a network which is hooked up to the Internet through a DSL connection. Two computers because you would need one computer to do the editing of your media and the other to store the files and carry out the streaming. Both PC's would be running the Microsoft Windows Server 2003 (you don't have to have this if you want to use RealNetworks software, but is advantageous if you want to stick with Windows Media 9 compatibility) O/S because this Operating System has built in commercial quality [Media Streaming software](#).

You can obtain a copy of Microsoft Windows Server 2003 from your local PC store or <http://www.insight.com>

This software will allow you to create playlists, insert advertising & commercials, customize Windows Media Player 9 with your Internet TV station brand, etc. The software will stream the content to your streaming server service provider.

However, if you have a MAC (recommended by The Stream Guys) the software program for creating the stream would be Live Channel Pro 2.0 from [Channel Storm](#) which is a program which is really a whole TV studio in one program.



2. To create interactive television shows, such as news, weather, interviews, infomercials, debates, etc. There is a program from Realnetworks.com which is absolutely top quality, all you need is a PC with either a microphone, webcam (or a camcorder) attached. The software will create compelling videos with sound, graphics, transitions and virtual backgrounds (and it will save in many different media formats). Its called Visual Communicator Pro. I think it is an amazing piece of kit (have a [look at the demos](#) on the web page)

[HERE are some Examples](#) of what can be achieved.

3. When creating your video stream you can also make it interactive with another RealNetworks program which if you don't have Microsoft Windows Server 2003 it will allow you to stream content to your streaming server service provider on a basic XP machine.

The program is called Cleaner RealSystem Edition and it is a batch processing software which will allow you to create your playlist. As I said, it also includes a stream publisher which will allow you to stream the playlist to your streaming server. However, the major thing here is for when you are creating infomercials and commercials, the software will allow you to create 'click-to-buy' capabilities within the stream and launch web pages and is compatible with RealServer streams. [http:// www.realnetworks.com/products/cleaner/index.html](http://www.realnetworks.com/products/cleaner/index.html)

1. If you are intending to be recording live events on location with your digital camcorder such as local news events, celebrity spotting, creating your own shows, etc, it would be an idea to obtain video-editing software which will allow you to crop, cut, move, edit and play around with the recording and include text/titles and other effects. I personally say that Adobe Premiere is one of the best real-time editing programs available.
2. <http://www.adobe.com/products/premiere/main.html>
3. Plus, for the more technically advanced, you can create your own graphics and effects for your television shows as well as create great primers and intros just like you would on CBS/ABC/NBC/etc.
4. You could also create commercials in-house. I would say that Adobe After Effects is great for editing of the video and Adobe Audition for mixing of sound and music (just using a home synth would be good enough to create some amazing music for your station). <http://www.adobe.com/products/aftereffects/main.html>  
<http://www.adobe.com/products/audition/main.html>



1. When creating your programs, you need not have to create all your graphics, animations, video clips & music yourself, you can buy a great deal off the shelf as it were.
2. Virtual Backgrounds: <http://www.tommyvideo.com/index.htm>
3. For your commercials you may need to hire real actors or voice-over actors to give your shows & commercials a professional edge. Although the majority of the links are for services relating to a subject, they will also do radio and offer voice-overs for TV.

<http://www.rlproductions.com/commprod.html>

<http://bmcocopywriting.com/BMCOPackages.html>

<http://www.freshprojuice.com/rates.html>

Plus if you are hiring actors or locations for your own shows. Or you are setting up joint ventures to obtain financing to create your own shows, here is a source for Film & TV Contracts & agreements

<http://www.filmtvcontracts.com>

8. **Before I bring you onto the subject of content, may I remind you that if you intend to include any music (that isn't already royalty free or created by yourself) you will have to register to pay royalties to the music publishers. If you do intend to do this it would be a good idea to offer an Internet music video show similar to MTV.**

**See:**

[http:// www.bmi.com](http://www.bmi.com) <http://www.ascap.com/index.html>  
<http://www.sesac.com/home.asp> Canada:  
<http://www.socan.ca> UK: <http://www.prs.co.uk>

9. With regards to content, there are several sites which offer royalty free DOCUMENTARIES (business, celebrations, concepts, education, generations, health & medical, lifestyles, nature, locations, sports, etc.), MOVIES (comedies, horror/sci-fi, westerns, silent films, etc.), CARTOONS, FILM TRAILERS, EDUCATIONAL FILMS, TV SHOWS, etc.

[http:// www.buyoutfootage.com/index.html](http://www.buyoutfootage.com/index.html)

Although the company above can be quite expensive, there is an alternative and much cheaper option. Basically this service will provide you with the public domain TV Shows, Movies, Documentaries on regular NTSC/PAL video (directly taken from 35MM for best quality) at \$18/\$25 per tape! These programs are what you would see on AMC, TCM and other older classics cable channels. With the content you get from these two companies you can broadcast them on cable TV, sell on VHS or DVD, use the imagery in projects/shows, and even show to audiences who have been charged admission. You can even dub the videos into foreign languages.

[http:// www.fesfilms.com](http://www.fesfilms.com)  
<http://www.fesfilms.com/masters.html>

With the tape you get, all you need to do is have a TV card installed on your PC, insert your video recorder into the back of the TV card and use the TV capture software to record the video to AVI or any other format you choose. You can then use your video editing software to manipulate the imagery.

10. To broadcast your stream you will need a Streaming Media Server Service Provider for Windows Media Server or RealServer, we recommend The Stream Guys because they offer up to 192Kbps video streaming for just \$6 per concurrent user per month.

Therefore your stream can be broadcast to 100 simultaneous viewers for \$600 per month (if a viewer watched your Internet TV channel for 2 hours every day, that would allow you to handle 1,200 viewers every day).

<http://www.streamguys.com/streamingsolutions/livestreaming.html>  
<http://mediacast1.com/realmedia.php>

While we say 192Kbps for your stream, you can increase the size of the stream if you have bandwidth capability of more than 256Kbps on your DSL connection.

For example, if you had a 2Mbps leased line or a 1.544Mbps T1 connection, you could offer streams of 544Kbps or greater to offer a better quality broadcast

(however there is no point in increasing past 544Kbps because the majority of home users will have a download capability of approx 512Kbps). 544Kbps connections are charged by The Stream Guys at \$16 per month per concurrent user.

1. You will need a web site for your viewers to watch your stream which can be a portal like many TV networks, including: show schedules & tv listings, news, weather, sport, banners, pop-ups, competitions, events, freebies, faqs, advertising information, etc.
2. [Http://http://www.talewins.com/Post1.htm](http://http://www.talewins.com/Post1.htm)
3. To promote your Internet TV channel, you could use any type of media, including offline advertisements in national and [local newspapers](#).



<http://www.nationwideadvertising.com>

### **13. Here are a few other Resource Links to help you understand what it is you are undertaking when you begin setting up an Internet Television Station**

<http://www.cablemaven.com/index.html>  
(how to start your own cable tv network)

<http://www.online-computer-shop.co.uk/digital-video-cameras.php>  
(its for the UK, but it shows you what professional digital camcorders are available)

<http://www.digitalvideoediting.com>  
(digital video editing portal) <http://www.footage.net>  
(listing of stock, archival & news footage)  
<http://www.webtvlist.com>

(listing of current Internet TV channels)

<http://www.shockwave-sound.com/index.html>

(royalty free music & sound effects -great for adding atmosphere to your shows)

<http://www.movieflix.com>

(a site which currently shows the classic public domain shows by video on demand)

<http://www.wmrecorder.com>

(this software allows you to record streaming windows media files)

<http://www.streamingmedia.com>

(a streaming media portal)

<http://radio411.com/index.htm>

(another portal of services, although radio related will be of interest to TV broadcasters)

<http://www.media-duplication.co.uk>

(if you wanted to create your own CD (audio/video) or DVD or VHS tape of your programs/documentaries/how-to guides/etc. This is one of the cheapest [UK based])

14. Here is an example of a local Internet TV station. What they currently do is create their own shows using Visual Communicator (or a similar program) and offer streaming news/weather from Sky.com

<http://www.solent.tv/index.aspx>

15. Lets see what YOU could do with your own Internet TV channel. Well first of all you could create your own local television channel, mixing classic tv shows & movies with local news, weather, sport, events, etc. To generate revenue you could contact local businesses by direct mail and offer them spots within your playlists. Creating revenues from regular commercials and infomercials. Using Visual Communicator Pro and the Adobe After Effects to create stunning advertisements (if you were using Cleaner 5: RealSystem Edition you could create interactive streaming which opens their web site when the viewer is watching the commercial.

You could also create a charity channel which donates the profits to charity, using the Internet to gather donations. Another idea for a show could be a competition or lottery style game which people could play online.

You could even look at Pop Idol style talent show where viewers could call in or text to vote (to generate revenues) or even vote online. This could even be developed for a big brother style opportunity where you rent a house and put 6-

8 people in there and fix up the house with cameras all attached to your Internet TV station, etc.. With your public channel you would just have highlight shows, and offer a premium pay-per-view or members area channel to watch the house/talent 24/7.

You could set up a tv channel to promote products which you have purchased wholesale, something like QVC. Set it up as an automated ordering system online which would allow them to purchase the item over the Internet and you ship the orders out the next day. Or perhaps you would want to create a channel which shows just infomercials 24/7.

You could set up a private members only area and show adult movies like [dannisharddrive.com](http://dannisharddrive.com), show pay-per-view movies like [movieflix.com](http://movieflix.com), or business presentations, how-to guides, motivational shows like Mastery TV (backed up by a multi-level program, a web hosting & web promotion package). You could invite poets to read their own poems in front of their own camcorder and send it to you for publication.

## **Let's say it AGAIN, ONE MORE TIME!**

There is no limit to what you **could do** with your own Internet Television Station. My idea was to set up a home business related channel which offered shows on how-to make money from various projects, that offered fly-on-the-wall documentaries of home business people (their successes & failures), shows on how-to create web sites & generate traffic & income.

Basically I wanted to provide practical advice small business entrepreneurs could use and become motivated to push harder for success. With my income coming from a private members area with all the trimmings, hosting, design, products, services, news, information) and from in-stream advertising sold to entrepreneurs.

The cost for the software in steps 2, 3, 4 and 5 would come to approximately \$2,850. That is the cost for the main bones of the station. According to what you set up there might be other costs that would be incurred with regards to talent, and stock footage/graphics/etc. I would estimate a possible start up cost of around \$5,000 if you want to create your own shows using effects & footage that already exists, etc.

I know that price is daunting for some of the more creative minds among us. However, with regards to revenues, for your own local Internet TV Station, where you would create a daily program of news & weather with the remainder of the day filled with classic films and tv shows you could have 3 minutes of advertisements every hour (3 x 60 second advertisements). That would total 72 advertisements. By charging \$5 per viewing showing, you could generate over \$10,000 per month.

To get started you could be offering package deals such as 60 commercials (two per day for 30 days) for just \$299.

What I would do for a local station would be to offer regular transmissions from 6 A.M. through to midnight. During these 18 daytime hours, you could offer 4 x 60 second commercials every hour (one every 15 minutes) totaling 72 commercials shown per day. Then throughout the remaining six hours of night show infomercials.

That is just right to broadcast 24 x 15 minute infomercials --

and because of the length of time, you could charge \$15 per infomercial

or give package deals of 30 infomercials (one per day for 30 days) for \$449.

**That provides a total potential revenue = \$720 per day = \$21,600 per month.**



Lets say you promoted your station in your local newspaper and distributed color leaflets to generate a daily viewing base as well as contacting local businesses to offer them advertising opportunities. Based on Stream Guys prices for 192Kbps, you wanted to offer 250 concurrent streams (increasing the number when demand requires), that would cost you \$1,500 per month (48Mbps bandwidth).

On the average your viewers would watch say 1.5 hours per day (30 minutes, 3 times per day) giving a potential 16 viewers per stream. So your daily viewers would equal 4,000 different viewers per day. With revenues of \$21,600 per month, it would be possible to offer say 1,000 streams and every commercial (which would open the advertisers web site) would cost half-a-cent ... cheaper than a regular click-thru.

**This is just one scenario.**

If you set up an Internet TV station and offered a service like QVC & those Infomercial channels ... during a 24 hour period, you offered 15 minute infomercials with each popping a web page, you could have 96 infomercials. Selling each company slots at \$15 per slot 6am to 9am, \$30 per slot 9am to 5pm, \$45 per slot 5pm to 10pm and \$7.50 per slot 10pm to 6am. If all slots were filled, that would equal revenues of \$2,280 per day.

Lets say you opted for 400Kbps streams (\$12 per concurrent user per month) and had 1,500 streams (potential, if every viewer watched on average 30 minutes per day, of 120,000 different viewers per day) that would cost \$18,000 per month (600Mbps). Your profit per month would be over \$50,000 per month less cost of your own advertising (using the remaining \$400 to pay for your T1 :). Also, if you allocated infomercials to your own wholesale purchases (like QVC) you could probably earn much more selling your own stock (using your own web site & shopping cart software). Furthermore, you don't have to start with 1,500 streams, start with just 10 or 20 and build up as your business grows.

You are always welcome to [contact me](#) from my web site regarding any questions or suggestions you might have.

Thank you. James Harkin.

## Would you like to be rich?

Did you know there are only a couple of ways you will ever be rich, firstly you could win the lottery, and unfortunately pretty unlikely. Next you could have a long lost rich uncle who passed away and left you a great deal of money, also pretty unlikely. Lastly and the only way you are guaranteed to ever be rich, is to own your own business! You will never ever be rich working for someone else and that is a fact!

There are many ways you can start your own business, firstly you could open a store in your local business district, that is great if you have a great idea, a pot of money and a helpful bank manager, its very risky. Secondly you could use your expertise to consult & train others, that is also excellent if you are a lawyer, computer genius or marketing guru but not so good if you are a waiter or checkout clerk.

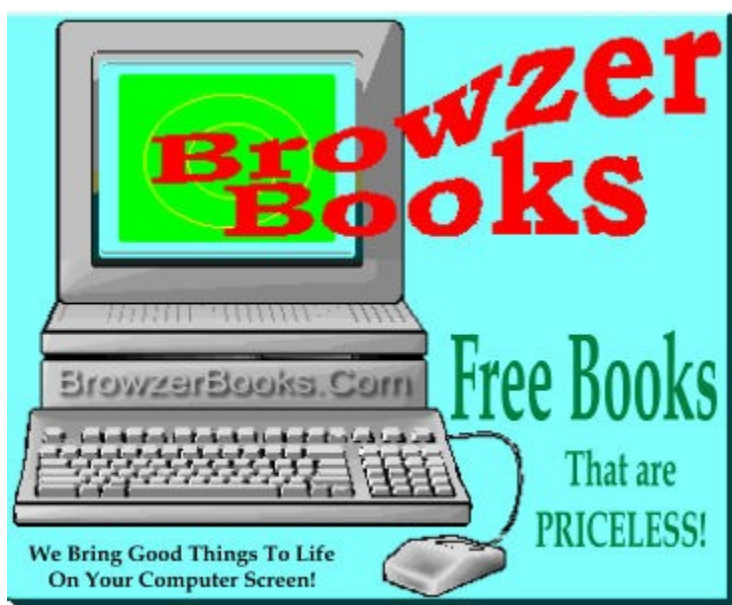
I bet you are thinking, how am I going to start a business with only \$50 in the bank whilst I spend my days working to make ends meet -- without any experience except being able to turn a computer on!

Well I'll tell you, you can make money so fast it will make your head spin, and you can start today. You could even have your first business up and running in just 5 minutes! Click This Link for more information. <http://www.interprofitclub.com>

**Please pass this book file on to your friends for free. They will appreciate it and so will James Harkin, the author who has shared this information with you without charge or obligation. This book is copyrighted though, so please don't make ANY changes to the file.**

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