



## Broadcast Tool & Die Streaming Services

### *Description of Offering*

Broadcast Tool & Die LLC (BT&D) is pleased to offer simulcast Internet streaming services to terrestrial broadcasters. This description includes monthly and annual pricing, and optional products and services.

### **Summary**

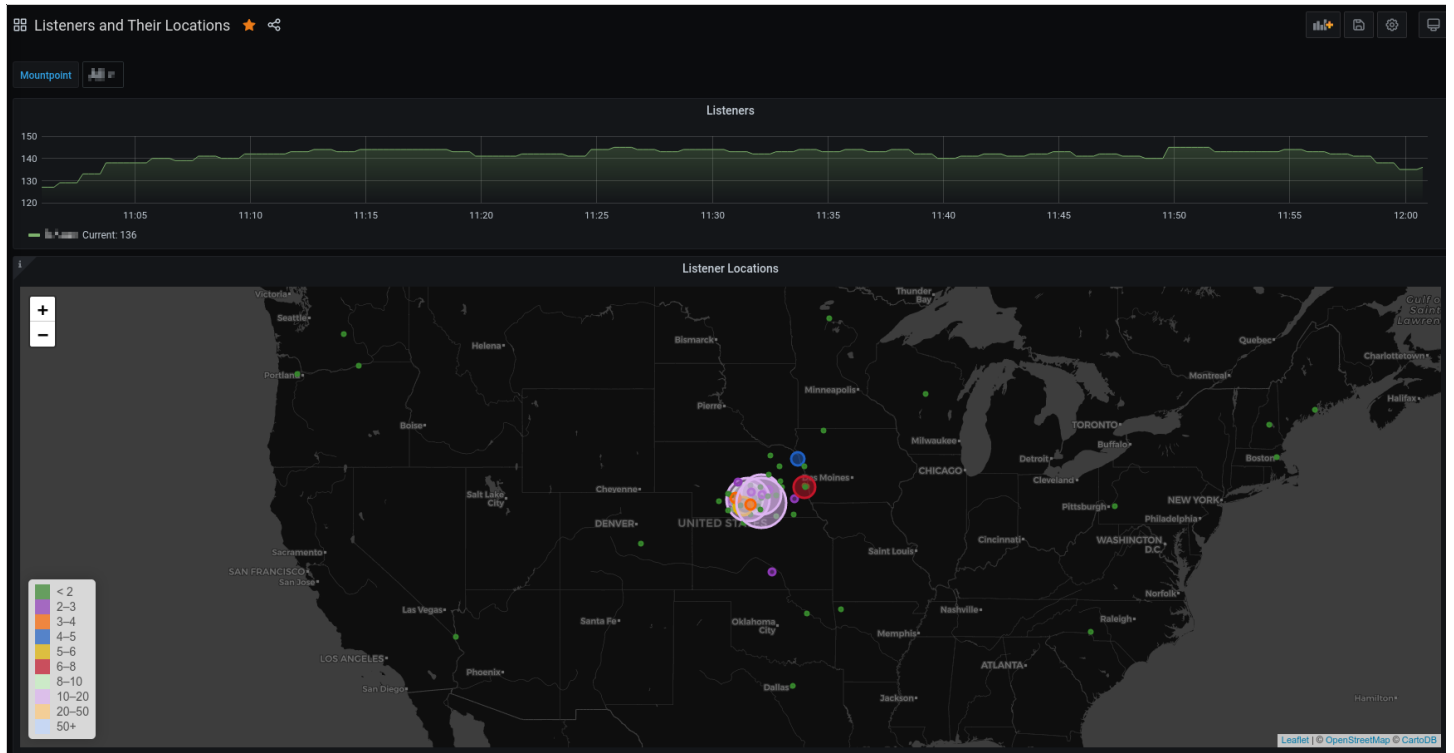
BT&D provides streaming services for terrestrial radio stations, with up to three different bit-rates per stream. The base cost for each stream is \$20.00 per month, billed monthly or annually.

Other optional services affect the cost of the streaming service.

### **Base Service Description**

The BT&D base streaming service includes these components:

- one cloud instance running the Icecast streaming server (available to listeners via HTTP and HTTPS)
- a unique audio clip played when listeners connect to the stream (a so-called "pre-roll"); audio may change up to four times per month
- access to graphical monitoring and alerting tools showing current and historical number of listeners, network bandwidth use and other metrics as deemed appropriate by BT&D and your station (see images below)



Sample Stream Graph with Location View



Sample Stream 7-day "Heat Map" (darker color means more listeners)

## Stream Encoder (Optional)

BT&D optionally provides stream encoders to digitize the radio station's audio and transmit it to the streaming server. BT&D's standard stream encoder works with a single audio stream. BT&D can provide customized stream encoders to multiplex more than one audio stream and send them to the streaming server. See the cost table for pricing details.

## Stream Server Logs (Optional)

BT&D optionally provides stream server logs in either "NPR" digital services format (for community radio stations subscribing to the NFCB SoundExchange agreement), or "Direct" SoundExchange format. For stations reporting directly to SoundExchange, BT&D provides you with the aggregate tuning hours (ATH), sometimes referred to as total listening hours (TLH). BT&D will also, at your request, send the stream logs to you. The cost for this service depends on the frequency with which reports are needed. See the cost tables at the end of this document for details.

BT&D assumes your station has or will establish a relationship with performance rights organizations for the purpose of submitting streaming reports and royalty payments if required.

## SSL Encryption of the Stream

BT&D obtains SSL certificates from the [Let's Encrypt](#) project. These certificates are available free of charge and BT&D does not charge extra for encrypting your streams using these certificates.

## Broadcast Tool & Die Responsibilities

Broadcast Tool & Die shall endeavor to provide the stream service on a continuous basis. Due to varying conditions, BT&D does not guarantee availability of the stream server to a radio station's facilities or to stream listeners.

BT&D's standard procedure includes advance notification and date/time negotiation with the station for planned maintenance that affects the stream availability.

## Station's Responsibilities

Your radio station shall provide and maintain the following elements for the audio streams:

- suitable audio feeds for the stream using a stable Internet connection
- an account as a [Licensee Direct](#) with [SoundExchange](#) (or equivalent)

## Pricing Details

The tables on the following pages summarize and show examples of pricing for different sized stations. Note that if you report listener information to SoundExchange, you'll choose either row **2** or row **3**, not both **2** and **3**.

Stream Services Costs			
	<i>Item</i>	<i>Description</i>	<i>Cost</i>
<b>1</b>	BT&D Base Stream Service	Per description above	\$20 per month
<b>2</b>	Quarterly Stream Server Logs	logs in "NPR" format for NFCB member stations	\$12 per quarter (\$3 per month billed monthly; \$43.20 per year billed annually, 10% discount)
<b>3</b>	Monthly Stream Server Logs and ATH calculation	logs in Direct SoundExchange format with ATH calculated for your station	\$8 per month (billed monthly; \$86.40 per year billed annually, 10% discount)
<b>4</b>	BT&D Stream Encoder (single audio stream)	Balanced or unbalanced analog audio input, Internet access required	\$350 one-time cost
<b>5</b>	Monthly Bandwidth (over 1000GiB)	1000GiB included in the base cost, this cost is for bandwidth over the initial 1000GiB, a rare occurrence (waived with annual agreements)	\$0.01 per GiB

## Example Cost Scenarios

This scenario represents a webcaster with a single stream. It shows two options for SoundExchange reporting: A) "NPR" format logs, available to [NFCB](#) member stations, and B) direct SoundExchange stream logs suitable for calculating monthly Total Listening Hours (TLH). BT&D calculates TLH for you.

<b>Example Scenario, small webcaster with one stream</b>	
<i>Description</i>	<i>Monthly Cost</i>
Base BT&D Stream Service	\$20.00
<i>Option A:</i> Quarterly Stream Logs ("NPR" reporting) (\$12/quarter)	\$3.00
<i>Option B:</i> Monthly Stream Logs and ATH (direct SoundExchange reporting)	\$8.00
<i>Option A:</i> Paid Monthly ("NPR" reporting)	\$23.00
<i>Option B:</i> Paid Monthly (direct SoundExchange reporting)	\$28.00
<i>Option A:</i> Paid Annually ("NPR" reporting)	\$283.20
<i>Option B:</i> Paid Annually (direct SoundExchange reporting)	\$326.40
BT&D Stream Encoder	\$350.00

The second scenario represents a webcaster with three independent streams (different content on each stream). The example scenario shows a stream log option for only Direct SoundExchange stream logs.

<b>Example Scenario, medium webcaster with three streams</b>	
<i>Description</i>	<i>Monthly Cost</i>
Base BT&D Stream Service (3 streams)	\$60.00
Monthly Stream Logs and ATH (with direct SoundExchange reporting)	\$24.00
Monthly Total	\$84.00
Annual Total	\$979.00
BT&D Stream Encoder (3)	\$1,050.00

The third example represents a large webcaster with four independent streams (different content on each stream) with monthly Direct SoundExchange stream logs.

<b>Example Scenario, large webcaster with four streams</b>	
<i>Description</i>	<i>Monthly Cost</i>
Base BT&D Stream Service (4 streams)	\$80.00
Monthly Stream Logs and ATH (with direct SoundExchange reporting)	\$32.00
Monthly Total	\$112.00
Annual Total	\$960.00
BT&D Stream Encoder (4)	\$1,400.00