

# The Flaix Group counts on the Flumotion solution instead of P2P

Flaix FM and Flaix Bac have committed to quality with a completely digital end-to-end channel that includes acquisition and broadcasts at 128 kbps.

## Introduction

The Flaix Group was founded 15 years ago by journalists Miquel Calçada and Carles Cuní. The company owns two of the most popular radio stations in Catalonia. Flaix FM is a Catalan language dance station that plays both domestic and foreign house music. Flaix Bac is one of the most valued stations for the 18 to 35 age demographic, according to the Consell Audiovisual de Catalunya (CAC). Among their most well known programs are 'El Mati i la Mare que el va parir' and 'No Parents Allowed,' (Prohibit als pares).

## The challenge

The great success of peer to peer (P2P) downloading has made this technology a viable solution for Internet broadcasting. However, not all that glitters is gold, even if it is the current trend. The main problem with P2P from the user perspective is that it forces users to download software to access content. This is an inconvenience since many organizations limit software downloads, as well as the fact that users want simplicity. Should any company have to lose their audience for these reasons?

On the other hand, experts believe that P2P technology works efficiently for global events that take place at specific times and command a large audience. However for periodic broadcasts it presents obstacles such as the possibility of microcuts, as well as the difficulty of keeping statistics that could help them expand their business.

Although Flaix initially went with a P2P solution, they needed something more agile and with a more widely used format that would work without needing to install additional software on the majority of computers. They were also looking for a platform that allowed them to encode their digital audio signal to 128 Kbps MP3, a quality comparable to that of other European youth radio stations such as the French station, NRJ.

Finally, they needed a solution with advanced functionalities that would allow them to generate automatic podcasts right after a live broadcast, as well as to insert commercial breaks at the beginning and end of both live and on demand broadcasts.

## Why Flumotion?

The quality and high availability of services at competitive pricing have been the key factor in the Flaix group's decision to work with Flumotion. **Jordi Gol**, Flaix Technological Area Account Manager, also stresses the importance of "the multiplatform solution that enables to reach 100% of the audience without any plugins". "Additionally, we value the Flumotion flexibility to meet our requirements as well as the research the company is doing to improve its services and offer more and more solutions that allow for better profits", he adds.



### Flaix Group

[www.flaixfm.cat](http://www.flaixfm.cat)  
[www.radioflaixbac.cat](http://www.radioflaixbac.cat)

### Area

Broadcasting and IT

### Solutions

- Live streaming
- Digital format encoding
- Delivery on demand
- Advertisement
- Live recording / Podcasting

### Benefits

- MP3: eliminates access barriers
- Reliability
- User experience enrichment
- Waiting time reduction
- Cost reduction

## The Flumotion solution

Flumotion has created a multiformat streaming platform developed with their own technology that allows high quality digital audio signals to be encoded and converted into the MP3 format. This is a standard format and it is accessible to 100% of Internet users. Since the user does not need to download additional software, this makes it possible to expand the audience considerably, while retaining the quality of the broadcast. Flumotion has made it possible for Flaix FM and Flaix Bac to be the only radio stations in Spain capable of broadcasting at 128 Kbps.

Flumotion's streaming platform also gives Flaix Bac and Flaix FM podcast capabilities, which without a doubt mark another leap towards high quality radio broadcasting.

Flumotion has also included Flaix, along with other clients, in its VIP statistics. The joint goal is to design new statistics models that can give the client the data they need to commercially exploit their content. Current statistics tools are left over from web 1.0 and often do not give marketing specialists the information they need to look for new business opportunities. Flumotion jumps ahead to provide more complete statistic models that allow for better profits from audio-visual content on the Internet.

In conclusion, Flaix has chosen Flumotion to help them lead the transformation of radio in the 21st century, an era that is dominated by the social music revolution.



## About Flumotion

Flumotion is a technology company specialized in the development of software for streaming offered by its own multiformat server and a unique next-generation platform capable of serving the most popular formats (Flash, Windows Media, Mp3, H264, AAC, Ogg ...) both live and on demand.

Leading media entertainment companies like Antena3, RTVE, COPE and ADNTV.es rely on our state-of-the-art technology which offers services fulfilling all of their needs: acquisition, encoding, transcoding, distribution in various formats and even the implementation of advanced services (payment

solutions, authentication, the insertion of advertisement, instantaneous recording...).

With this innovative technology and its unique servers, Flumotion succeeds in drastically reducing the costs associated with generating and distributing multimedia on the Internet.

Flumotion counts top world-class technology companies like NTT Europe Online, British Telecom, Telefonica and Sun Microsystems among its partners.

  
**FLUMOTION**  
The new generation streaming technology

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