

# PRESS RELEASE

31<sup>st</sup> March 2003



## Passion for the Planet is first UK radio station to use the RAWFLOW streaming technology.

Passion for the Planet has teamed up with Rawflow Ltd. to become the first radio station in the UK to use their Intelligent Content Distribution (ICD™) technology for its Internet stream.

This new technology uses intelligent application-level routing to distribute Passion's webcast, so that the unused upload capacity of each listener is utilised to relay the broadcast to other listeners.

By doing this Passion for the Planet's bandwidth requirement is intelligently distributed over the entire network of listeners, as opposed to being centralised at the origin. This eliminates the need to increase the bandwidth as the audience increases and thereby significantly keeps the costs down with around 80% over current methods.

As Passion for the Planet's audience grows, so do the network resources available to distribute that broadcast.

"This is an excellent way for Passion to serve large numbers of simultaneous listeners without the huge cost usually associated with that level of bandwidth. The clever stuff goes on in the background, so from the listeners' point of view they are still clicking on the same buttons as before. This was important to us, as obviously we want to make it as easy as possible for people to listen, and the Rawflow technology has delivered that." said Passion for the Planet's Managing Director Chantal Cooke.

"Rawflow is delighted that Passion has chosen to utilise the ICD technology. Both Passion and Rawflow are innovative companies bringing something new and different to the UK market - which makes this a perfect match. Rawflow's ICD technology provides Passion with an 80% saving over current methods, which gives them a significant competitive advantage. Internet broadcasting is growing exponentially and the merge between the needs and capabilities of Passion and Rawflow shows the way forward for other broadcasters who are serious about their Internet audiences" says Rawflow's Managing Director Mikkel Dissing.

The Rawflow ICD technology goes live on the Passion for the Planet web site, [www.passionfortheplanet.com](http://www.passionfortheplanet.com) on Monday 31<sup>st</sup> March.

### Notes to Editors:

- **Passion for the Planet** is the first radio station in the UK to focus on health and the environment, and also the first radio station to combine English language hits and World Music.
- **Passion for the Planet** broadcasts on DAB Digital Radio across the south of England and via the Internet.
- For more information about **Passion for the Planet** visit [www.passionfortheplanet.com](http://www.passionfortheplanet.com)
- For general **DAB information** visit [www.digitalradionow.com](http://www.digitalradionow.com)
- **Rawflow** is the first company in Europe to have developed the ICD technology, which provides Internet broadcasters with 80-90% savings on bandwidth and server costs.
- More information on **Rawflow** call Mikkel Dissing on 0208 699 8943 /0794721 6465
- More information on **Passion for the Planet** call Chantal Cooke on 020 8544 0091.