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# Internet Radio

## On Mobile Platforms

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Technology

Information

Communication

Entertainment

Information  
Communication  
Entertainment

ICE



Pre-Internet ICE:

Pre-Internet ICE:  
Radio and TV

# Content Control

1996

1996  
Telecom “reforms”

All radio station content  
controlled by  
the same companies

All music on the radio  
from  
the same companies

Independent Music?



Independent Artists?



Independent Music  
Independent Artists

1993

1993  
The internet  
changed  
everything

World Wide Web

Internet  
Primary ICE channel

Radio

Internet Radio



No more control

Anyone can do it

“Illegal” Content

Suppression  
of  
Internet Radio

Refusal  
to  
License

Royalties

Internet  
Radio  
prevailed

Today



Today  
Tens of thousands  
of radio stations

Even India has some!

RadioVerve

<http://radioverve.com>

Advantage

Advantage

No control by anyone

Lots of  
Independent Music  
from  
Independent Artists

But also  
Lots of  
Mainstream Music

Primary issue



Primary issue  
Only on PCs

“iPod Generation”

# Mobile Music

Internet Radio  
on  
Mobile Platforms

Cellphones

PDAs

PMPs

etc.



**A hundred thousand radio stations  
on your mobile.**

MunduRadio

<http://radio.mundu.com>

# Mobile platforms

Symbian

PalmOS

PocketPC

Windows Mobile

More coming!



GPRS, CDMA, Wifi

Anything that does  
TCP/IP

Web integration

# Station Playlists

Sync list with device

Quick Demonstration  
on  
Nokia Phone  
and  
PalmOS PDA

Questions?

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