



BigValleyRadio.com Success Story

Organization

BigValleyRadio.com

Business Need

Streaming and storage capabilities

Industry

Internet Radio

Internap Solution

Content Delivery Network

Results

- Reached a larger listening audience with unlimited audio streaming
- Delivered high-quality audio with no degradation
- Received superior 24/7 network support

“Having Internap’s NOC at our disposal has been an amazing tool for us. In the world of streaming, it is important to have a partner that is tech-savvy yet doesn’t talk down to us.”

Ross Strauser
BigValleyRadio.com
Owner & Head Producer

Customer Overview

BigValleyRadio.com is Montana’s only all-Internet radio station with an interactive website which showcases a wide variety of music, entertainment, the lighter side of news, sports and weather—live and on demand 24/7.

BigValleyRadio.com offers a large selection of unique and original programming, utilizing a 10,000-song playlist. With shows such as “Jungle Jack’s Zooniacs,” BigValleyRadio.com has become appointment listening for adults, children and a worldwide listening audience.

Business Challenge

BigValleyRadio.com began in 2006 as WhitefishRadio.com, with the goal of bringing local music and news to Whitefish, Montana residents and visitors. As the economy began to deteriorate, the station sought ways to increase market share. In 2011, the company revamped its strategy to reach a broader market, renaming the station BigValleyRadio.com in order to attract tourists who visit Whitefish from nearby California, Washington and Canada. The plan worked and now BigValleyRadio.com reaches 10,000 listeners per day from the heart of the Rocky Mountains. However, the increased audience meant that BigValleyRadio.com needed a content delivery network partner that could provide unlimited, high-quality streaming at an affordable price.

Solution Requirements

With an on-demand listenership that nearly equals its live audience, BigValleyRadio.com needed a scalable solution that would offer unlimited streaming while maintaining the highest level of audio quality, even if hundreds of people were to tune in simultaneously. The station also sought a partner who offered a 24/7 Network Operations Center (NOC) staffed with tech-savvy experts whom they could trust to solve any issues.

“We use Internap’s MediaConsole® every day as a sales tool. We can show potential customers the trends in our subscriber base by the hour, day, week and month. Our competitors just can’t do that.”

Ross Strauser
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Owner & Head Producer

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

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Solution Benefits

BigValleyRadio.com researched content delivery network solutions from several providers, finally selecting Internap because of our proven unlimited streaming, high-quality audio, guaranteed service and superior support. Since that time, BigValleyRadio.com has experienced a variety of benefits, including:

Performance	Internap ensures BigValleyRadio.com receives the highest performance levels for smooth streaming of its live and on-demand audio, using a one-of-a-kind routing technology that results in an improved listening experience.
High Availability	Internap routes BigValleyRadio.com's CDN traffic over the most reliable network at all times, all while avoiding network issues such as outages, brownouts and slowdowns. Internap guarantees 100% uptime of the CDN, a highly redundant network that leverages up to 11 network carriers and Internap's patented Performance IP™ service.
Scalability	Internap delivers high performance, smooth streaming and an overall quality experience to BigValleyRadio.com's listeners, whether the audience is one person listening to an on-demand stream of a children's show, or 300 people tuning in to a political debate. In addition, the station leverages the scalability of Internap's CDN to handle increased traffic spikes during the coverage of various popular local events.
Support	Internap monitors BigValleyRadio.com's CDN 24/7 from its NOC. Its staff of knowledgeable technical experts has gone above and beyond, even helping the radio station solve website related technical issues that had nothing to do with Internap's solutions.
Competitive Edge	Internap arms BigValleyRadio.com with its CDN MediaConsole, an easy-to-navigate file management and reporting system that provides detailed information about its listenership. The ability to show advertisers how many people are listening during peak hours, and for how long, has helped the station sell more airtime compared to competing media outlets that don't have access to such details.

Bottom Line

While yesterday's radio stations competed with local media outlets for listeners and advertisers, today's Internet radio stations are reaching a worldwide audience and, therefore, drawing from a larger pool of advertisers. To stay competitive, BigValleyRadio.com needs to deliver the highest quality audio. Moreover, streams must be consistent, regardless of the audience size. Internap's CDN provides BigValleyRadio.com with unlimited audio streaming, high-quality audio delivery and superior 24/7 network support. Finally, Internap's CDN MediaConsole equips the station with all of the reporting tools needed to show advertisers that BigValleyRadio.com is the best buy in the business.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, flexibility and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

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