



**FOR IMMEDIATE RELEASE**

**ONLINE AUDIENCES TUNE IN LONGER TO LIQUID COMPASS STREAMED STATIONS**

Average Time Spent Listening Greater By 36 to 39 Percent in Latest Rankings

**DENVER (Jan. 12, 2010)** – Liquid Compass, a premier provider of streaming and web services to the radio industry, announced that its top-ranked streaming broadcasters again led Ando Media’s Webcast Metrics Domestic Rankings for Average Time Spent Listening (ATSL) to internet radio. The November, 2009, rankings just released show that audiences, on average for the month, spent 36 to 39 percent longer per session\* listening to Liquid Compass’ online radio broadcasters’ streams.

Liquid Compass broadcasters in the Top-20 Domestic Ranker include Bonneville, Greater Media, Lincoln Financial Media, Saga Communications and Salem Communications. Collectively, their ATSL – defined as “the average number of hours for each session lasting more than one minute during a time period” – has eclipsed the domestic rankings by an average of 23 to 25 percent over the six month period ending November, 2009.\*\*

“Average Time Spent Listening is significant because it demonstrates online audience interest, engagement and loyalty—best achieved by providing a high-quality listening experience, delivered over a strong, uninterrupted digital stream,” said Zackary Lewis, Liquid Compass CEO. “Our broadcasters rely on the Liquid Compass network to provide just that and thereby support their efforts to extend the audience’s listening time.”

Lewis attributes the broadcasters’ success to their innovative programming, interactivity and creative promotional efforts, enabled in part by the company’s Streaming Optimization Platform™ (SOP), a comprehensive, customizable, streaming and interactive solution designed specifically for radio broadcasters. The platform includes the company’s next generation LC Pro Flash™ media player – 100% cross-browser, cross-platform (Mac / PC / Linux / Mobile compatible) – introduced in spring, 2009.

“Our clients can tie together their web, mobile, live/on-demand audio and video streaming initiatives into a total package that will keep listeners tuned-in and engaged, served by the one of the highest-quality audio and visual streams available online,” Lewis said.

*\*Ando Media Webcast Metrics Domestic Internet Radio November 2009, Rankings ATSL 6am – Midnight Mon – Sun; 6am – 8pm M-F. \*\*Ando Media Webcast Metrics Domestic Internet Radio June through November 2009, Rankings ATSL 6am – Midnight Mon – Sun; 6am – 8pm M-F. Averages based on total ATSL for all top-20 ranked internet radio broadcasters in each daypart compared to total combined ATSL for Bonneville, Greater Media, Lincoln Financial Media, Saga Communications and Salem Communications.*

**About Liquid Compass**

Liquid Compass ([www.liquidcompass.net](http://www.liquidcompass.net)) is a premier streaming delivery network headquartered in Denver, Colorado. In addition to a wide array of stream hosting services, Liquid Compass also offers managed online ad trafficking and customizable media player development. Currently, Liquid Compass provides streaming media services to more than 750 radio stations, including: Lincoln Financial Media, Bonneville, Greater Media, Crawford Broadcasting, BMP Radio, Wilks Broadcasting, Sandusky Broadcasting, Saga Communications, Salem Communications and more. More information about Liquid Compass is available at [www.liquidcompass.net](http://www.liquidcompass.net).

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