

Burma's First Internet Radio Station Signals the New Age of Pirate Radio

Written by Australian Business



(PRLEAP.COM) December 26, 2013 - In September 2012, the first Internet radio station in Burma, 7 Online Radio, was launched. The station was launched to cater to Burmese nationals living around the world, as well as local residents. When the idea for the station was originally conceived, its six investors decided against an FM dial because of cost and instead went for an Internet-based radio station like those that can be hosted at ZendyLabs (<http://www.zendylabs.com>) using their SHOUTcast hosting system. A website like this allows anyone to compile a station of their favorite songs, reports and news topics.

Despite not having an official government permit to broadcast for free to its listeners in Burma, the station has been given the go-ahead to continue operation by the Minister of Information since it doesn't feature any news. In an area like Burma where only about 600,000 people, or 1 percent, have access to the Internet, 7 Online Radio has thrived, much to the surprise of many. The online radio station has more than 10,000 listeners from around the world, with most of them coming from Burma, Malaysia and Singapore.

The new station in Burma is part of the new wave of online hosted radio stations. It is a trend that has spread around the world, allowing anyone with a computer and a high-speed Internet connection the opportunity to reach a large audience and run a station that features only the information they would want to hear themselves. From news and sports to music and celebrity gossip, web-hosted radio stations have made it easy to get into a business that was once impossible to enter. With FM radio stations cluttered with advertising and playlists on repeat, online radio stations are growing in popularity because of the freedom they give to its listeners and operators.

One website that offers these services to its users is ZendyLabs (<http://www.zendylabs.com>). The website, which also offers web hosting services and website management guidance, specializes in Internet radio. More than 450 Internet radio stations can be heard from 22 countries around the world and with streaming options starting at \$1, in just 10 minutes, you can begin broadcasting a station of your own. The website offers several hosting plans including SHOUTcast and Icecast. SHOUTcast Internet radio stations get placed in a directory that allows users the chance to get more traffic and build their station quickly. Icecast stream hosting users enjoy this option because it features open-source software that gives the Internet station owner more control and power. The website also guarantees that your station will have 100 percent uptime and check to ensure this occurs throughout the year.

Burma's First Internet Radio Station Signals the New Age of Pirate Radio

Written by Australian Business

To listen to 7 Online Radio, users can use a mobile device or computer and will listen to new and classic Burmese music, as well as music news and gossip regarding local celebrities. The station is streamed online 24 hours each day and gives its listeners at least six hours of new programs. The success of 7 Online Radio should be encouraging for anyone interested in running their own station.