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Listeners, sound quality and AutoDJ space

Radio Streaming

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Listeners, sound quality and AutoDJ space

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The short answer: these are the three numbers your client will ask about. **Listeners:** unlimited on every plan. **Sound quality:** up to 128 kbps on Streaming Pro, 192 kbps on Plus and 320 kbps on Ultra. **AutoDJ space:** 20 GB, 50 GB and 150 GB. This article explains each one, so you can answer and pick the right plan. The plans are on the **online radio reseller** page.

Unlimited listeners: what it means

There is no cap on listeners at the same time on any of the three plans. The number that matters for a station is listeners **at the same moment**, at the peak, not the daily total. Here that number has no limit: the Sunday service or the biggest match leaves nobody out. What does matter is each listener's connection. The higher the quality, the more data each listener uses and the more it breaks up on a weak network.

Sound quality, in kbps

Quality	When it makes sense
64 to 96 kbps	Talk, news and speech, or listeners on mobile data. In AAC+ it sounds good at a low bitrate.
128 kbps	The usual balance for music. Plays well almost anywhere. The Streaming Pro maximum.
192 kbps	When quality is the station's selling point and listeners have good connections. The Streaming Plus maximum.
320 kbps	A music station for people on headphones with good internet. Streaming Ultra only.

For a quick sum with your client: one hour at 128 kbps is about 58 MB for each listener. At 320 kbps, two and a half times that. The formats (AAC+, MP3, FLAC and OGG) and how to choose are in **audio formats and quality**.

Raising the quality does not bring back what is already lost.

A 128 kbps MP3 broadcast at 320 still sounds like 128; it just uses more data. Upload music at a quality equal to or higher than the broadcast. And when live, the broadcasting software has to stay within the plan's maximum, or the stream may not be accepted.

AutoDJ space

This is where the music and recorded shows that AutoDJ plays are kept: **20 GB** on Pro, **50 GB** on Plus and **150 GB** on Ultra. The same sum helps here: a 128 kbps MP3 takes about 58 MB per hour, so even the 20 GB on Pro holds hundreds of hours of music. Files at 320 kbps take two and a half times as much, and FLAC far more again.

Automatic recordings of live shows also stay on the server. Download the ones your client wants to keep and delete the rest, so the space does not fill up. See **DJ accounts and automatic recording**.

Before choosing the plan, ask your client how big their music folder is

and whether most listeners are on phones. The size decides the space; the audience decides the quality. With your Agence, the discount applies in full on all three plans: see **online radio reseller**.

RECOMMENDED

Have your client's numbers? Pick the plan and see your Agence discount on the radio reseller page.

See radio reselling →

SEE ALSO

- **AAC+, MP3, FLAC or OGG: audio formats and quality on each streaming panel** →
- **Streaming Server: first steps with SonicPanel** →
- **DJ accounts on SonicPanel: permissions, the live DJ widget and automatic recording** →
- **Shoutcast or Icecast on SonicPanel: the differences and which to pick** →

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