

MIX97FM · OTTAWA, CANADA

How Mix97FM grew from a peak of 1 listener to 22 after moving to Radiocast

A one-person hip-hop and R&B station upgraded its hosting, audio processing, automation and web integration - then built a much larger audience on top of that foundation.



22x*

PREVIOUS PEAK CONCURRENT AUDIENCE

* Based on owner-confirmed peak concurrent listener counts: 1 on the prior service and 22 on Radiocast. Audience growth is not guaranteed and should not be attributed to hosting alone.

Switched from a CentovaCast-based provider in May 2025.
Today Mix97FM broadcasts 24/7 on Radiocast.

THE STATION

1operator

500-1K**

ESTIMATED MONTHLY LISTENERS

500+

TRACKS MANAGED IN RADIOCAST

A small station with full-scale ambitions.

Mix97FM is an independent internet radio station in Ottawa focused on hip-hop and R&B. The station is run by one owner, but it still has to do the work of a much larger operation: keep a stream live around the clock, manage hundreds of tracks, schedule specialty programming, go live, publish local information and power a modern listener-facing website.

Radiocast became the operating layer beneath that work - hosting the stream, automating the schedule and exposing data that Mix97FM can use across its public experience.

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Radiocast is an excellent website for radio stations of varying sizes... an excellent support team, an amazing control panel, and powerful tools like Stereo Tool.

OWNER, MIX97FM*****

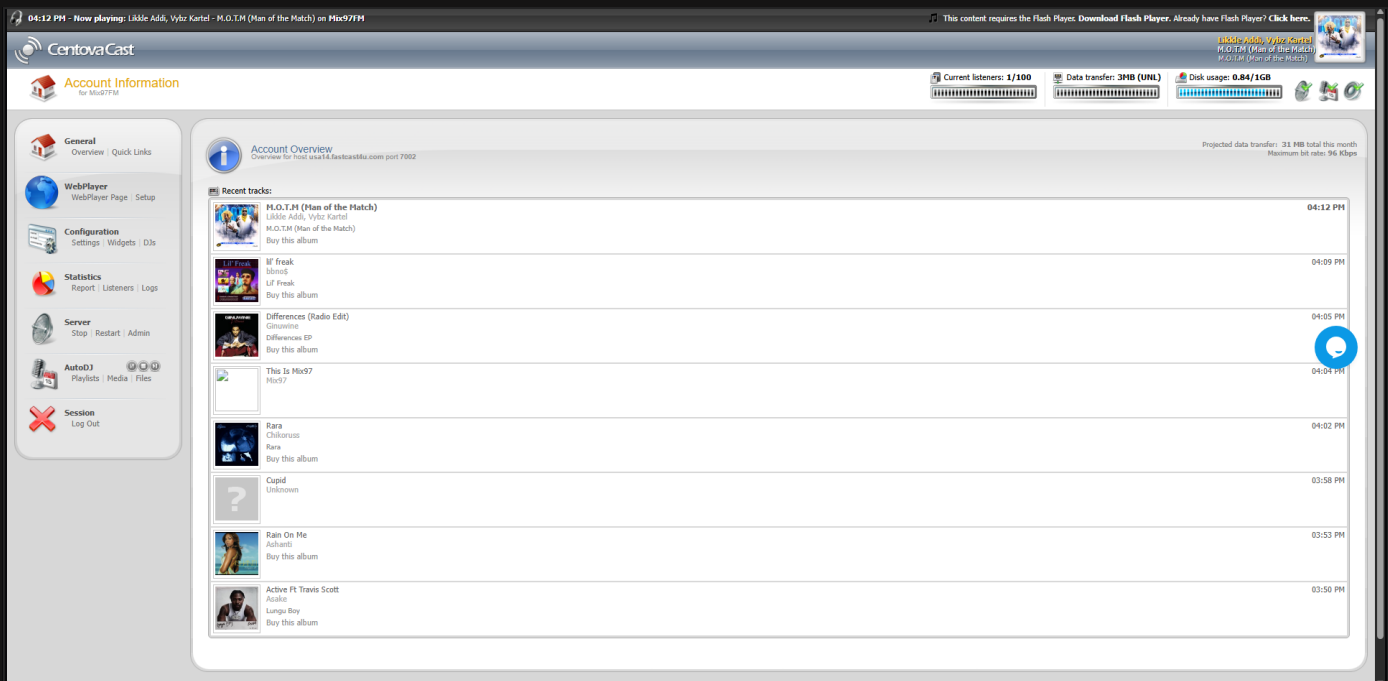
Format	Hip-Hop & R&B
Location	Ottawa, Canada
On Radiocast	Since May 2025
Broadcasting	24/7
Team	1 operator, expanding

** Monthly listener figure is Mix97FM's estimate and has not been independently audited. Traffic varies by period, distribution and programming. ***** Testimonial excerpt is presented in condensed form from the statement supplied for this case study; the owner's personal name is withheld by request.

WHY THEY MOVED

The old stack was getting in the way.

Mix97FM's previous provider used CentovaCast. It worked, but the owner described the experience as slow, visually dated and somewhat unreliable - while also lacking some of the integrated tools the station wanted.



MIX97FM'S PREVIOUS CENTOVACAST-BASED CONTROL PANEL. THE OWNER CONFIRMED THE STATION'S PEAK CONCURRENT AUDIENCE AT THE TIME WAS 1.

MIGRATION DATE

May 2025

Mix97FM saw other stations using Radiocast and wanted stronger tools at accessible pricing.

01

A dated experience

Station management felt slower and less polished than the owner wanted.

02

Missing integrated processing

Mix97FM's prior hosting package did not include the Stereo Tool workflow the station wanted.

03

Reliability concerns

The prior service was described as somewhat unreliable compared with the current setup.

04

More room to grow

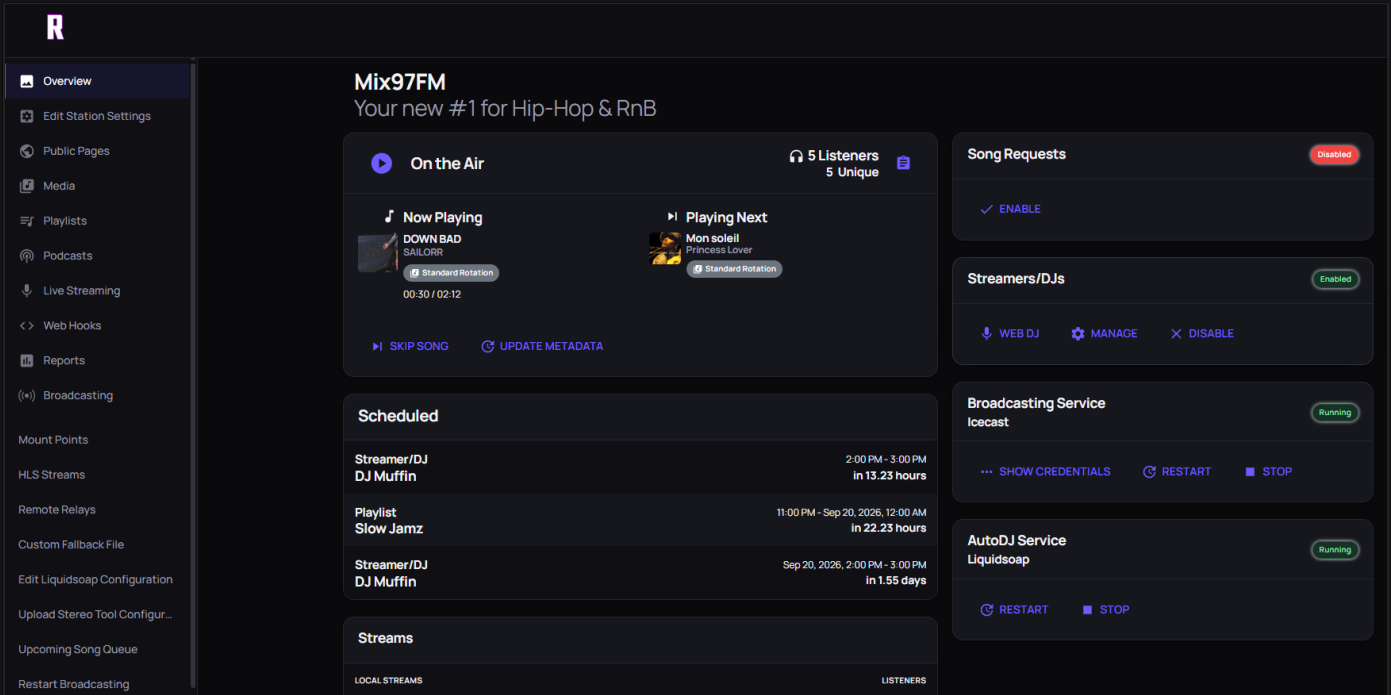
Mix97FM wanted a platform it could keep using as programming and audience expanded.

Comparisons on this page describe Mix97FM's specific prior hosting package and the owner's reported experience. They are not statements about every CentovaCast deployment or hosting provider.

ONE PERSON. ALWAYS ON.

A 24/7 station without a 24/7 staff.

Radiocast gives Mix97FM one place to manage AutoDJ, scheduled programming, live broadcasting and the stream itself. Once the music library and rules are configured, the station can continue playing without the owner being connected.



CURRENT MIX97FM RADIOCAST DASHBOARD. CREDENTIALS ARE HIDDEN.

24/7

*

AutoDJ keeps Mix97FM configured to broadcast around the clock, with live takeover when needed.

01 500+ tracks

The station's library is managed directly in Radiocast.

02 Weighted rotations

Mix97FM uses weighting to shape how frequently songs are selected.

03 Scheduled specialty blocks

Programming such as Slow Jamz pulls from a dedicated song set at scheduled times.

* "24/7" describes Mix97FM's configured continuous AutoDJ operation. It is not a guarantee of uninterrupted availability; maintenance, network conditions, third-party services and other factors can affect service.

SOUND + LOCAL INFORMATION

Better audio on-air. Local information without a newsroom.

STEREO TOOL PROCESSING

Consistent, polished audio across a 500+ track library.

Mix97FM uses a custom Stereo Tool configuration for processing and normalization. The result is more consistent loudness and a more polished station sound as music changes from track to track.

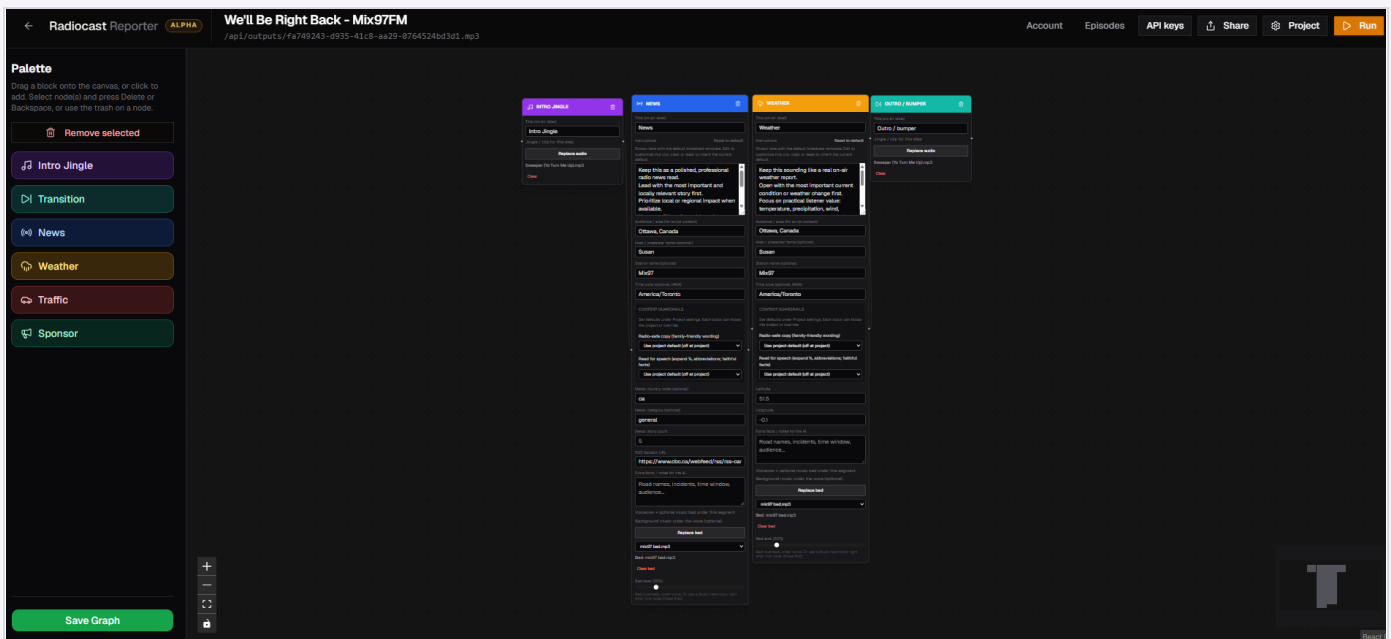
RADIOCAST REPORTER

Automated news and Ottawa weather.

Reporter gathers current information, writes the script and synthesizes the voice for Mix97FM's automated news and weather content.

Gather → Write → Synthesize → Air

\$5.99/mo. add-on ***



MIX97FM'S ACTUAL REPORTER WORKFLOW: INTRO JINGLE, NEWS, OTTAWA WEATHER AND OUTRO.

A one-person station can add local news and weather without building a traditional newsroom workflow.

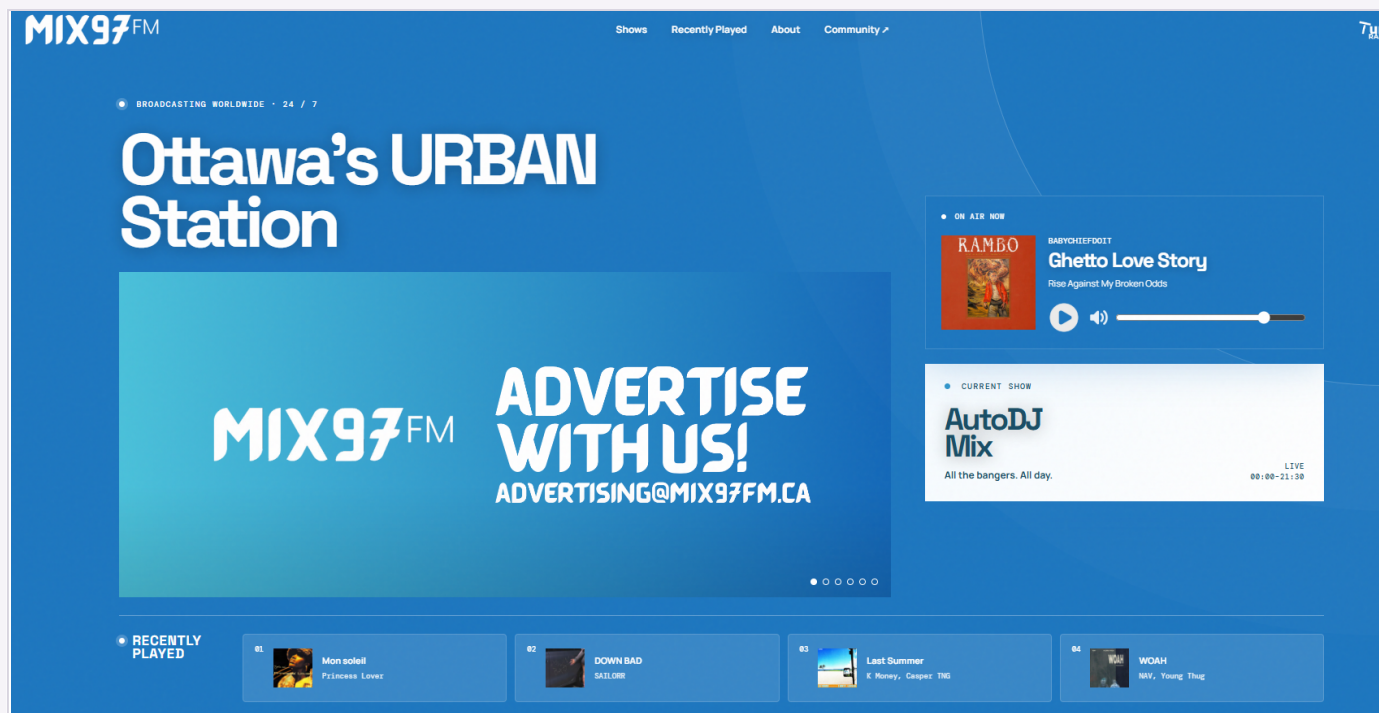
Reporter is used in production by Mix97FM. The station's owner does not need to research, write and voice every local update manually.

*** Stereo Tool add-on price shown as reported for Mix97FM as of September 2026. Pricing, plan eligibility, features and third-party availability may change; applicable taxes or other terms may apply.

THE API IN THE FINISHED PRODUCT

Radiocast powers parts of mix97fm.ca.

After the migration, Mix97FM independently redesigned its public website and wired Radiocast directly into the listener experience.



MIX97FM.CA - INDEPENDENTLY DESIGNED BY THE STATION, POWERED IN PART BY RADIOCAST DATA AND STREAMING.

01

Now playing

Live title, artist and artwork are populated using Radiocast API data.

02

Recently played

The site surfaces recent music history from the station's Radiocast data.

03

Listen live

The public player connects listeners directly to the Radiocast-hosted stream.

Radiocast is not just the back-end control panel. It is infrastructure that becomes visible in the finished listener product.

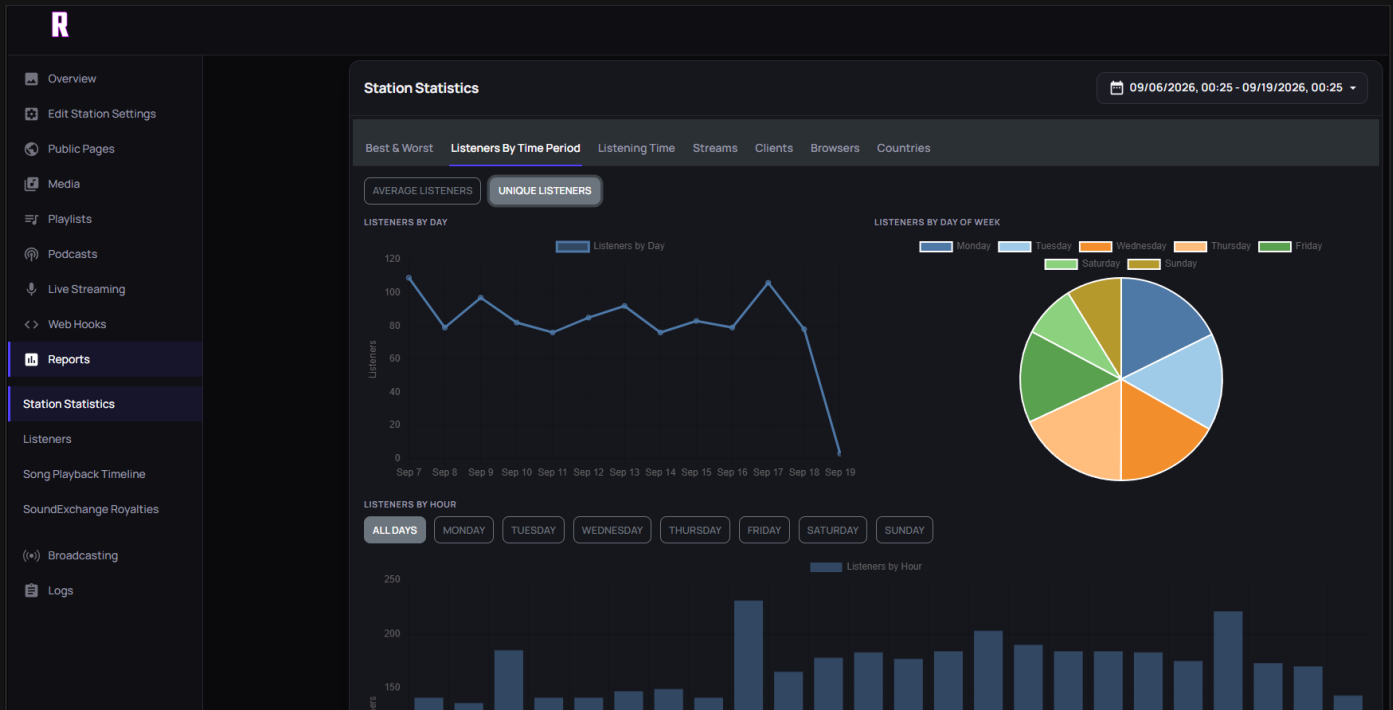
mix97fm.ca

A MUCH LARGER AUDIENCE

1 → 22*

Peak concurrent listenership increased 22×*.

The owner confirmed a previous peak of 1 concurrent listener. In the past 30 days, Mix97FM reached a peak of 22.



RECENT MIX97FM STATION ANALYTICS IN RADIOCAST.

01

Stronger infrastructure

24/7 AutoDJ, better scheduling, processing, APIs and support gave the station a more capable foundation.

02

Wider distribution

Mix97FM also expanded through TuneIn, Radio Garden, social media and its own website.

03

A better listener product

Improved audio, structured programming and a modern web experience made the station more complete.

Methodology: Radiocast supported the infrastructure underneath this growth; this case study does not claim or establish that hosting alone caused the increase. Mix97FM also expanded distribution through TuneIn, Radio Garden, social media and mix97fm.ca during the same period. Estimated monthly reach today: 500-1,000 listeners**.

* Peak comparison uses owner-confirmed historical and recent concurrent-listener peaks. ** Monthly reach is a station estimate, not an independently audited audience measurement. Past performance does not guarantee future results.

BUILT TO KEEP GROWING

A stronger station, without turning one owner into a full-time systems administrator.

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Mix97FM has been able to grow significantly with increased quality and support from the Radiocast team.

RADIOCAST SUMMARY OF THE MIX97FM OUTCOME

	BEFORE	WITH RADIOCAST
Peak audience	1 concurrent listener	22 concurrent listeners*
Operations	Older hosting workflow	24/7 AutoDJ + live*
Programming	Basic station setup	Weighted rotations + schedules
Audio	No Stereo Tool in prior package****	Custom Stereo Tool processing
Local content	Manual / limited	Reporter news + weather
Website	Standalone	Radiocast API + stream

Notes & disclosures

* **Audience metrics:** Peak concurrent listener figures are based on information confirmed by the Mix97FM owner and Radiocast records available for the periods described. The 22x comparison is arithmetic, not a claim that Radiocast alone caused the increase. Results vary and are not guaranteed.

** **Estimates:** The 500-1,000 monthly listener figure is Mix97FM's estimate and has not been independently audited. Any historical monthly estimate derived from daily listening is illustrative and is not necessarily directly comparable with unique-listener analytics.

*** **Pricing and availability:** Product pricing, add-ons, features, limits and availability are stated as of September 2026 and may change. Third-party software and services may be subject to separate terms.

**** **Comparative statements:** References to the prior CentovaCast-based environment describe Mix97FM's specific hosting package and reported experience; they do not describe every CentovaCast installation or provider. Screenshots show actual workflows from the case-study period; sensitive credentials are hidden.

Customer statements and operational details were supplied by Mix97FM and Radiocast and are not independently audited. The Mix97FM owner's personal name is withheld by request. "24/7" describes configured continuous broadcasting and is not a promise of uninterrupted service. This case study is promotional and informational material, not a warranty or guarantee of performance, audience growth, revenue, uptime or future results. Third-party names and marks, including CentovaCast, Stereo Tool, TuneIn and Radio Garden, are the property of their respective owners; their mention does not imply sponsorship, endorsement or affiliation.

Build your station on infrastructure designed to grow with you.

Streaming, automation, processing, APIs and station tools - all in one place.

radiocast.net/hosting