

Operator Bulletin



July 30, 2008

MOVE OVER HOT HITS ...PLAYLISTS ARE HERE!

Today's patrons expect to see playlists on any music service they use, and the jukebox is no exception. Playlists are a great way to surface new music and help patrons find old favorites. As you know, Ecast has had playlists for some time now, in the Hot Hits section. However, we felt that a direct approach name change to "Playlists" was the best way to encourage even more play from this favorite feature. While we were at it, we added a host of new playlists and some new functionality. Read on!



"Hot Hits" changes to "Playlist": Look for the new "Playlist" button on the home page replacing "Hot Hits."



Scroll feature: Ecast now has as many as 20 playlists and that number can easily and quickly grow thanks to our broadband connection. To view all the playlists in our collection, simply touch either of the double arrow buttons on either side of the screen. See image, right.



Shuffle mode: Standard Ecast playlists are limited to 15 songs. Shuffle mode allows playlists to have as many as 100 songs. Each time the patron touches "shuffle," a new list of songs appears on screen to choose from.

Below is the list of all available existing and new playlists, along with an overview of each.

BRAND NEW Playlists with shuffle:

- Bottom's Up – Drink, drank, drunk. If there's a song about alcohol it's in here
- Guitar Gods – Representing the greatest axe heroes of all time
- Party Central – All about celebrating the good times
- One Hit Wonders – A collection of favorite, short-lived pop singles
- PureNRG – High beat, high energy songs
- Booty Shakers – Funky bass beats for bumpin your rump



Great new look and lots of new playlists!

BRAND NEW Hot Hits, no shuffle:

- Country Hits – Today's top charting Country singles
- Hot Hip Hop – Today's top charting Hip Hop singles
- Urban Vibe/ Modern R&B – Today's top charting R&B hits
- Modern Rock – Today's top charting modern & alternative rock hits
- Now Music! – A collection from the much-requested Now That's Music collections
- Special Occasions – Music for every occasion: Happy Birthday, Auld Lang Syne, the Star Spangled Banner

NOTE: Playlists listed in this section will not have shuffle mode enabled in the future.

EXISTING playlists – now with larger playlists for shuffling!

- Irish Drinking Songs - Modern and classic Irish favorites, from the Clancy Brothers to the Pogues
- Legends of the 70s - Favorites from the “Me” Decade
- The 80s - Our favorite songs from the Reagan years
- Classic Hip Hop – Best of songs from the artists who started the genre
- Classic Soul & R&B – Timeless hits from Aretha to War and beyond
- Classic Country – The legacy of 75 years of solid country hits
- Hair Metal - One order of hairspray, hold the irony: Warrant, Dokken, the Scorpions and much more
- Reggae – Essentials from Jamaica, mon. Bob Marley, Lee Perry, Jimmy Cliff and many more
- Oldies - Timeless Pop from the Chairmen of the Board. The songs that defined a generation
- Road Rock – Let’s hit the road! 100% rock gold
- Sound Tracks - Your favorite songs made classics by your favorite movies

EXISTING playlists – (without shuffle)

- Indie Expansion – Indie Rock’s most current and popular tunes in one playlist
- Just Added – Some of Ecast’s favorite new albums, updated weekly
- Most Wanted – The most popular songs as played by Ecast users