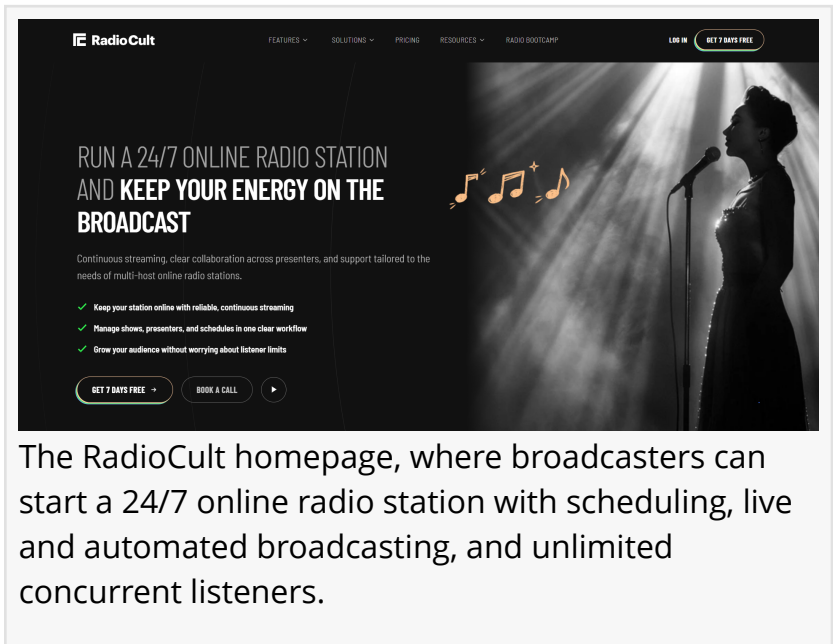


RadioCult Explains Why Stations Move From Self-Hosting to Online Radio Hosting

Maintaining a Shoutcast or Icecast server is real work, and more stations are moving to hosting that runs broadcasting, scheduling, and management for them.

NEW YORK, NY, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Many internet radio stations begin on self-hosted streaming software and later weigh a move to a hosted platform. RadioCult, an [online radio hosting platform](#) built for multi-presenter stations, has outlined why stations make that switch and what it involves, drawing on its guide to [radio server hosting](#) and its resources for stations leaving self-managed setups.



The RadioCult homepage, where broadcasters can start a 24/7 online radio station with scheduling, live and automated broadcasting, and unlimited concurrent listeners.

“

Self-hosting gives stations real control, and many run it well for years. The stations that move to us are usually the ones who would rather spend their time on programming than on server upkeep.”

A RadioCult spokesperson

Self-hosting means running streaming software such as Shoutcast or Icecast on a server the station manages itself. It is a well-established approach that gives stations full control over their setup, and many run it successfully for years. It also means the station is responsible for hosting, installation, updates, bandwidth, and any technical issues that come up.

According to RadioCult, stations running [self-hosted radio software](#) usually consider a hosted platform when that upkeep starts competing with programming. Common reasons include the time spent maintaining servers and applying updates, resolving occasional server issues from inside the team, adding presenters and managing access

as the team grows, and running scheduling, analytics, and listener tools as separate systems.

A hosted platform brings those pieces together. Broadcasting, scheduling, station management,

analytics, chat, and mobile access work from one place, so a team can focus on programming rather than on maintaining the technology behind it.

"Self-hosting gives stations real control, and many run it well for years," said a RadioCult spokesperson. "The stations that move to us are usually the ones who would rather spend their time on programming than on server upkeep."

RadioCult supports live shows, pre-records, playlists, AutoDJ, and stream relays, along with scheduling, presenter and role management, embeds, an API, and listener analytics, all with unlimited concurrent listeners. For stations making the move, it follows a four-stage process: relocating the stream, configuring the schedule and settings, running programming, and growing the audience.

The switch tends to suit independent and community stations with multiple presenters that want to reduce technical overhead. RadioCult's guide to radio server hosting and its resources on self-hosted radio software are available on its website.

About RadioCult

RadioCult is an online radio hosting platform built for independent and community stations that broadcast 24/7 with multiple presenters. It combines live and automated broadcasting, radio-native scheduling, station and artist management, and unlimited concurrent listeners in one platform, with human support and pricing that starts at \$33 per month. Learn more at <https://www.radiocult.fm>.

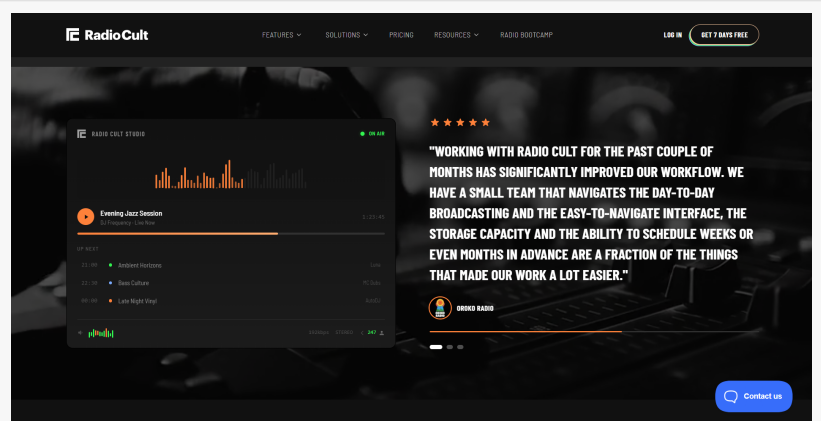
Corey Haines

Conversion Factory

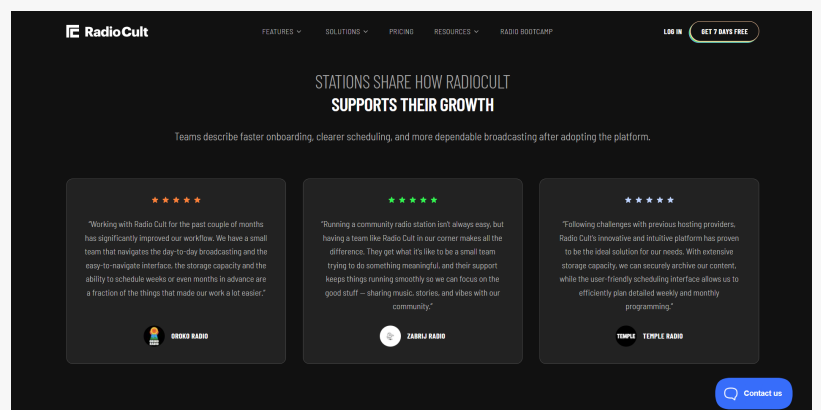
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RadioCult's live player showing an on-air show, the upcoming schedule, and stream quality, alongside a five-star review from Oroko Radio.



Independent and community stations, including Oroko Radio, Zabrij Radio, and Temple Radio, describe faster onboarding, clearer scheduling, and more dependable broadcasting with RadioCult.

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