

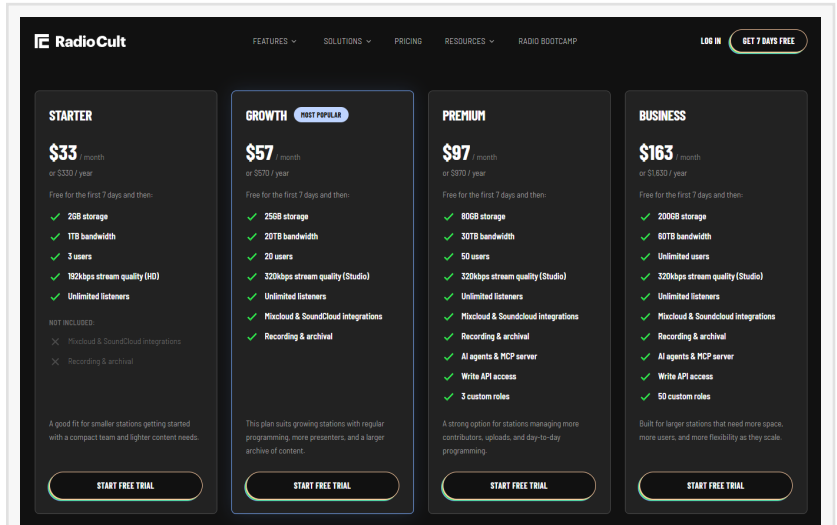
RadioCult Breaks Down What to Look For in an Online Radio Hosting Platform

Listener capacity, scheduling, a clear migration path, and real support: the criteria that matter most when comparing online radio hosting platforms.

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Choosing where to host an online radio station is one of the first big decisions a broadcaster makes, and the options look similar from the outside.

RadioCult, an [online radio hosting platform](#) built for multi-presenter stations, has broken down the criteria that separate one platform from another, so stations can compare options against how they actually broadcast rather than on price alone.



STARTER	GROWTH MOST POPULAR	PREMIUM	BUSINESS
\$33 / month or \$330 / year	\$57 / month or \$570 / year	\$97 / month or \$970 / year	\$163 / month or \$1,630 / year
Free for the first 7 days and then:	Free for the first 7 days and then:	Free for the first 7 days and then:	Free for the first 7 days and then:
✓ 25GB storage ✓ 1TB bandwidth ✓ 3 users ✓ 192kpbs stream quality (HD) ✓ Unlimited listeners	✓ 25GB storage ✓ 20TB bandwidth ✓ 20 users ✓ 320kpbs stream quality (Studio) ✓ Unlimited listeners ✓ Mixcloud & SoundCloud integrations ✓ Recording & archival	✓ 80GB storage ✓ 30TB bandwidth ✓ 50 users ✓ 320kpbs stream quality (Studio) ✓ Unlimited listeners ✓ Mixcloud & SoundCloud integrations ✓ Recording & archival ✓ AI agents & MCP server ✓ Write API access ✓ 50 custom roles	✓ 200GB storage ✓ 80TB bandwidth ✓ Unlimited users ✓ 320kpbs stream quality (Studio) ✓ Unlimited listeners ✓ Mixcloud & SoundCloud integrations ✓ Recording & archival ✓ AI agents & MCP server ✓ Write API access ✓ 50 custom roles
NOT INCLUDED: ✗ Mixcloud & SoundCloud integrations ✗ Recording & archival			
A good fit for smaller stations getting started with a compact team and lighter content needs.	This plan suits growing stations with regular programming, more presenters, and a larger archive of content.	A strong option for stations managing more contributors, uploads, and day-to-day programming.	Built for larger stations that need more space, more users, and more flexibility as they scale.
START FREE TRIAL	START FREE TRIAL	START FREE TRIAL	START FREE TRIAL

RadioCult's four hosting plans, from Starter at \$33 per month to Business at \$163 per month, each with unlimited concurrent listeners and a 7-day free trial.

“

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A RadioCult spokesperson

The first question is whether listener capacity is capped. Many platforms tie a plan tier to a maximum number of simultaneous listeners, which means a promotional push or a viral moment can hit a ceiling at the worst possible time. Worth checking is whether a platform offers [unlimited concurrent listeners](#) and prices its plans on storage, bandwidth, and team size instead, so audience growth does not trigger a forced upgrade.

The second is how deep the scheduling and automation run. A station that broadcasts around the clock needs more than a single playlist. Useful capabilities include live and automated shows on one calendar, AutoDJ for the

gaps, recurring and rotating schedules, and error checks that flag missing media before airtime rather than during it.

The third is the migration path. Stations rarely start from nothing, and many arrive from self-hosted software or another provider. A platform that documents how to relocate a stream, rebuild a schedule, and move settings makes that switch far less risky than one that leaves it to the station to figure out.

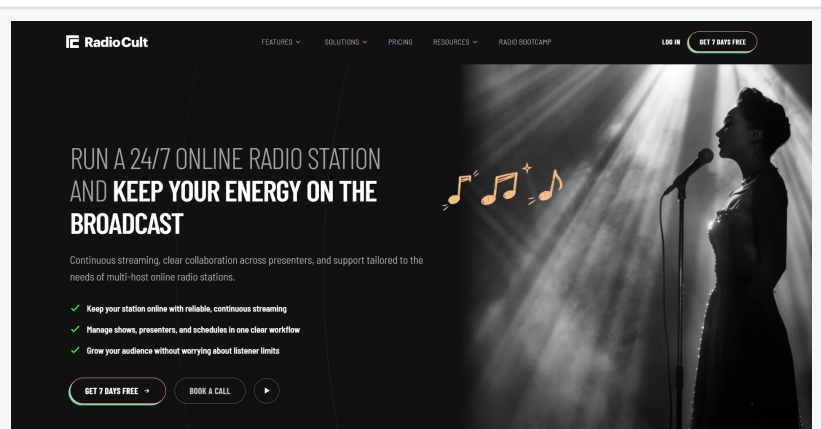
"Most stations do not choose a platform on features, they choose it on fit," said a RadioCult spokesperson. "The right questions are how you broadcast, how you grow, and who picks up the phone when something breaks. Price is the easy part to compare and the least useful."

The fourth is support and reliability. Independent and community stations rarely have a dedicated engineer, so responsive human support, clear documentation, and stable streaming matter more than a long feature list. The fifth is whether the pieces live in one place. Broadcasting, scheduling, station and presenter management, analytics, chat, and mobile access working from a single platform save a team from stitching together separate tools and accounts.

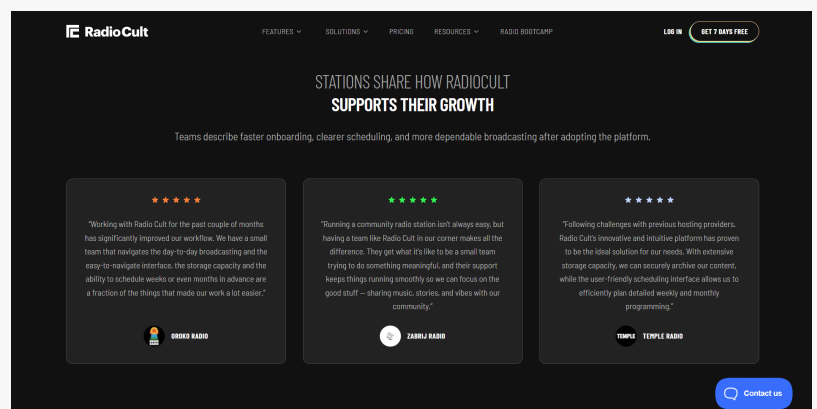
RadioCult brings these together with live and automated broadcasting, radio-native scheduling, station and artist management, listener analytics, a free mobile app, and unlimited concurrent listeners, with pricing that starts at \$33 per month and dedicated support on every plan. For stations comparing their options, RadioCult's guide to the [best internet radio software](#) and its feature pages 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



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



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

<https://www.radiocult.fm>.

Corey Haines

Conversion Factory

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