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Getting a client's radio station on air

Radio Streaming

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Getting a client's radio station on air

Radio Streaming Created on **November 26, 2026** 4 min read



The short answer: buy the plan from your credit, get the SonicPanel details by e-mail, pick the server type, load AutoDJ, set up the studio's broadcasting software, test, and hand the player to your client. This guide gives the order and the precautions that get the station on air first time. The plans are on the **online radio reseller** page.

Before you buy: what to ask your client

What kind of station it is (mostly talk or mostly music), how many hours a day it will be live, what software runs in the studio, how many people will broadcast, and whether they want a station website too. With those answers you pick the plan and the server type without having to change later.

From the order to the station on air, step by step

1. **Buy the plan from your credit** in My MozOut, at your Agence price. It is paid from credit, with no unpaid invoices.

2. **Wait for the radio e-mail.** After payment, our team sets up the station and e-mails you the SonicPanel address and sign-in details.

3. **Sign in to SonicPanel with the main account** and pick Shoutcast or Icecast. Note the server address, the port, the broadcast password and, for Icecast, the mount point. Not sure which to pick? See **Shoutcast or Icecast on SonicPanel**.

4. **Upload the music and recorded shows** to AutoDJ and build the first playlist. That way the station has something to play when nobody is live.

5. **Create a DJ account** for each person who will broadcast, with the fewest permissions they need. See **DJ accounts on SonicPanel**.

6 **Set up the broadcasting software** in the studio (BUTT, Mixxx or SAM) with the server, port and password. The step-by-step is in **going live**.

7 **Test before you announce it.** Broadcast for a few minutes and listen as a listener would, on a phone on mobile data. A short delay in the sound is normal.

8 **Hand over the player.** Copy the code from the panel and paste it into a page of your client's site. See **putting the radio player on a website**.

Think twice before handing over the main account.
With it someone can change the broadcast password, delete the library and playlists, and change the DJ accounts. For someone who only broadcasts, a DJ account is enough. The broadcast password is the key to the station too: whoever has it can put anything on air in your client's name.

Through the API, from your own system

If you sell a lot of stations, your system can buy the plan through the API with `POST /v1/services/purchase`. It takes the plan's `product_id`, which comes from the catalog at `GET /v1/catalog/products`, and the `billing_cycle`. The key needs the `billing:purchase` and `hosting:write` permissions, and the request always carries the `Idempotency-Key` header: repeating it with the same value never buys twice. It is paid from credit only, within the key's spending limit.

```
curl https://api.mozout.com/v1/services/purchase -X POST \
-H "Authorization: Bearer $PURCHASE_KEY" \
-H "Content-Type: application/json" \
-H "Idempotency-Key: radio-client-1042" \
-d '{"product_id": 123, "billing_cycle": "monthly"}'
```

`123` is only an example: use the `id` of the radio plan shown in your account's catalog. Options you do not send take the first choice, as in My MozOut. Once paid, the service opens just like a purchase made in My MozOut, and you follow it with `GET /v1/services/{id}`. If the account profile is incomplete, the answer is `409` with `profile_incomplete`. The station's sign-in details never come through the API: you see them in My MozOut. Start with a `sandbox_` key, where purchases are simulated and nothing is charged. Keys are explained in **creating an API key** and safe retries in **Idempotency-Key in our API**.

On Streaming Ultra?
The station can also go out live on YouTube and Facebook. See **broadcasting the station on YouTube and Facebook**.

RECOMMENDED

Got a client waiting for their station? See the plans and your Agence discount on the radio reseller page.

See radio reselling →

SEE ALSO

- Streaming Server: first steps with SonicPanel
- Going live on SonicPanel and VoxStream: BUTT, Mixxx or SAM with server, port and password
- DJ accounts on SonicPanel: permissions, the live DJ widget and automatic recording
- Putting your radio player on your website: the player options on each panel
- Creating an API key: name, mode, permissions, validity, IP list and spending limit
- Idempotency-Key in our API: repeating a purchase, payment or ticket without doing it twice

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