Breon is da’ man.

The term *unicast* is contrasted with the term [*broadcast*](http://en.wikipedia.org/wiki/Broadcasting_(computing)) which means transmitting the same data to all possible destinations. Another multi-destination distribution method, [multicasting](http://en.wikipedia.org/wiki/Multicast), sends data only to *interested* destinations by using special address assignments.

Unicast messaging is used for all network processes in which a private or unique resource is requested.

Certain network applications which are mass-distributed are too costly to be conducted with unicast transmission since each network connection consumes computing resources on the sending host and requires its own separate network bandwidth for transmission. Such applications include streaming media of many forms. [Internet radio](http://en.wikipedia.org/wiki/Internet_radio) stations using unicast connections may have high bandwidth costs.

These terms are also used by [streaming](http://en.wikipedia.org/wiki/Streaming_media) content providers' services. Unicast-based media servers open and provide a stream for each unique user. Multicast-based servers can support a larger audience by serving content simultaneously to multiple users.

[[edit](http://en.wikipedia.org/w/index.php?title=Unicast&action=edit&section=2)]