

MEDIA RELEASE

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Austereo's Pink Radio demonstrates digital innovation

Austereo has announced Pink Radio, an all-new digital station dedicated to playing Pink songs and all her favourite artists 24 hours a day.

The station has been launched to celebrate Pink's Funhouse Tour – the largest music tour ever in Australia.

The station will play Pink songs, supported by interviews with Pink by the Today Network's Kyle and Jackie O and Hamish and Andy and songs from her favourite acts.

Pink Radio will only exist for three months and is supported by Optus, one of the official Pink tour sponsors. Austereo and Media Agency MPG have worked closely together in the development of this media first.

"Optus is very excited to partner Austereo to launch this new media platform and with such a high profile artist. It enables us to bring a unique and innovative experience to our customers, many of whom are avid Pink fans. We look forward to supporting the new radio station dedicated to Pink during the Australian tour," Anthony Hearne, Acting Optus Consumer Marketing Director.

Aimee Buchanan, MPG's Client Service Director said "We saw this brief as the perfect opportunity to trial new platforms and extend the Pink sponsorship beyond traditional channels. If offered us the chance to trial digital radio for the youth segment with a compelling message and product."

It is Austereo's second digital station, with Radar – featuring undiscovered artists – launched in December last year.

Austereo head of digital strategy Jeremy Macvean said Pink Radio demonstrated the innovation that could be used within digital radio.

"Digital radio allows us the flexibility to create unique formats to meet the desires of our audiences and our clients," he said.

"For three months it'll be Pink Radio - then it could be something like U2 radio, as we did with Triple M, or Footy Finals Radio.

"When we launched Australia's first commercial digital station last year, Radar, we showed that digital radio isn't going to restrict us to traditional formats.

"Starting off with Pink Radio is very exciting. She is the most played and requested artist on our Today Network and the Funhouse Tour is one of the most anticipated tours ever.

“There are many exciting opportunities for unique content and new ways for clients to be a part of our networks. Having Optus sign up as the sponsor of the station shows what we’re able to achieve on digital and how quickly we’re able to set it up and have it on air.

“Austereo is leading the country in digital radio as we push further into becoming a cross-media entertainment company, beyond just a radio network.

“Our business is already substantially digital with over one million unique browsers on our websites each month, the country’s leading podcasts and now new digital radio formats.”

Listeners will be able to access Pink Radio online at the Today Network radio station websites and the Optus Recharge Live Large website from Monday 4 May and phased rollout on DAB+ digital radio.

www.2dayfm.com.au

www.foxfm.com.au

www.b105.com.au

www.safm.com.au

www.929.com.au

www.rechargelivelarge.com.au

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