



MEDIA RELEASE



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## **Austereo Announces Radar Radio First commercial digital radio network**

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Australia's leading commercial radio broadcaster Austereo today announced the launch of its first nationwide digital network and Australia's first commercial digital station.

Radar Radio will exclusively play undiscovered artists, with a heavy focus on Australian acts.

Radar Radio will be available online immediately on [www.radarradio.com.au](http://www.radarradio.com.au) and on the DAB+ digital spectrum next year as digital radio launches in Australia.

Digital radio will also provide exciting opportunities for advertisers. Austereo is delighted to welcome BigPond as the foundation partner to Radar Radio.

Austereo Chief Executive Officer Michael Anderson said Radar Radio builds on the digital leadership Austereo has established.

"This is an incredibly exciting venture, not just for listeners, but for the hundreds of undiscovered bands in Australia yearning for airplay," he said.

"Digital radio gives us the opportunity to have more tightly targeted brands, and Radar Radio really shows the potential of digital radio.

"It will reach a very specific target audience in a very specific environment and that's attractive to our advertisers.

"Austereo has been leading the way in the digital space, with now more than two million podcasts downloaded every month from acts like Hamish and Andy and Kyle and Jackie O. We've also had more than 2.5 million video downloads from our sites in the last 6 months.

"Radar lets us build on the knowledge, experience and audience loyalty we've built up in the digital space in the past four years."

Austereo's Head of Digital Strategy Jeremy Macvean said Radar Radio will allow each listener to see details of the artist as each song is being played.

"Being online will give our listeners a chance to see just how interactive digital radio is going to be when they go out and buy a digital radio receiver," he said.

"You'll be able to see the artist and track name, plus click to learn more information about the artist if you want. Our listeners will also be able to rate songs they like, so the Radar playlist will reflect what the audience wants. Plus bands and artists can upload their own material on the

site, so they can be added to the playlist which will provide an ongoing supply of new music for Radar.”

“From today you can access Radar Radio online at [www.radarradio.com.au](http://www.radarradio.com.au) and once digital broadcasting goes live you’ll be able to listen to it in all the mainland capitals, except Darwin.

“Radar will be unlike any other commercial radio station in Australia as it will be exclusively playing undiscovered artists. There is a great quality of undiscovered music out there which means that Radar Radio has a huge universe of great material to programme the station from.

**Radar Radio. Get On It.**

[www.radarradio.com.au](http://www.radarradio.com.au)

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