

16 July 2009

Radio unites in massive outside broadcast

In a world first, Australian commercial radio broadcasters and the public service broadcasters are putting competition aside on 6th August 2009 when more than 40 different radio stations hold a simultaneous outside broadcast in Sydney, Melbourne, Brisbane, Perth and Adelaide to promote digital radio.

The event billed as “Radio United” will see the highly competitive commercial sector broadcasting side by side with their commercial counterparts and public service broadcasters to promote the benefits of digital radio.

Joan Warner, chief executive officer of Commercial Radio Australia said the radio industry was coming together with one voice, at one time, on one day to highlight the new digital radio technology.

“Breakfast radio is a very powerful medium with Neilson research figures for survey four 2009 showing the average cumulative breakfast radio audience Monday to Friday in the five state capitals for all stations is 8,761,000 people. Radio is a big part of Australians way of life and we want to tell them about our new digital technology,” said Ms Warner.

“As an industry we will be speaking to this audience about digital radio in a unique event. We are inviting listeners to come to the outside broadcast in each city, meet many of the top radio personalities and listen to digital radio,” said Ms Warner.

The outside broadcasts in each city will be held from 5.30 am – 9.00 am in central city locations; Sydney - Martin Place, Melbourne - Federation Square, Brisbane - Reddacliff Place, Adelaide – Victoria Square and Perth – Forrest Place.

Each city location will have a digital radio “Listener Post” where digital radio manufacturers: Roberts, Sangean, Yamaha, iRiver, Bush, Revo, Grundig and Pure will showcase a range of digital radios and enable listeners to hear and see digital radio on a variety of different receivers.

A fully fitted out car featuring a digital radio adaptor will also be on site in each state. Plus there will be a preview of the first screen based digital radio showcasing the visual aspects of the new technology with the transmission on screen of album covers, radio presenter photos and station logos.

Hundreds of digital radios will be given away to lucky listeners on the morning but they must attend the outside broadcasts and enter on site to win.

A countdown clock to the start of the Radio United event begins today at the www.digitalradioplus.com.au website and all participating stations start the countdown on their websites soon.

Digital radio is free – all you need is a new digital receiver – no subscription fees or signing up, just tune in. Listeners can go to the website www.digitalradioplus.com.au and type in their postcode to see if they live in an area where they can receive digital radio or where they will be able to buy a digital radio. Alternatively, simply SMS your postcode to the mobile phone number 0409DRPLUS (0409 377 587) to find out if you can receive digital radio in your area.

Attached is a list of stations and on air presenters participating in Radio United.

For further information on digital radio visit: www.digitalradioplus.com.au

Media contact Melissa Fleming, CRA PR Manager Digital on – 0417 499 529.