



MEDIA RELEASE

19 February 2010

Digital Radio Retailers & Manufacturers meet with radio industry

Leading manufacturers and retailers of digital radios met with the radio industry in Sydney yesterday for the first time this year to discuss the ongoing promotion of digital radio and welcome new representatives from Sony, Phillips, Denon and Target to the Broadcasters, Retailers and Manufacturers Digital Radio Advisory Group.

Following the meeting chief executive officer of Commercial Radio Australia (CRA) Joan Warner said the Advisory Group was an invaluable forum for the development of digital radio in Australia.

“Manufacturers and retailers discussed the upcoming release of the much anticipated Digital Radio Industry Report, on-going promotional ideas and the importance of promoting the new DAB+ programming available on digital radio,” said Ms Warner.

One of the key recommendations from the meeting was an all of industry promotion of the new commercial DAB+ stations; Radar, Choose the Hits Jelli, NovaNation, Koffee, Classic Hits Plus, The Crack, Gorilla, The EDGE, The Buckle, Sky Sports 2, My Perth Digital and Hot Country Perth Digital and the Pop Up or Event Stations like; High Voltage – playing AC/DC music for four weeks while the band is touring in Australia.

“Retailers and Manufacturers are supportive of digital radio and we want to continue driving the digital radio uptake by working collaboratively,” said Ms Warner.

The Broadcasters, Retailers and Manufacturers Advisory Group was established in July 2008 to ensure a united effort in launching digital radio onto the Australian commercial market and continues to meet on a regular basis.

Members of the Digital Radio Advisory Group include; retailers Harvey Norman, Dick Smith, Clive Peeters, The Good Guys, NARTA, Myer, David Jones, Big W, Target and manufacturers; Pure, Roberts, Sangean, Bush, Revo, Grundig, Teac, Yamaha, Oxx Digital, Denon, JVC, Sony and Philips.

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