



**Immediate Release; June 10, 2005**

## **2GB PLUS CONTINUES TO LEAD DIGITAL RADIO INNOVATION OFFERING LISTENERS A 24HR NEWS CHANNEL**

Macquarie Radio CEO, Angela Clark today announced the launch of a 24 hour News Channel on their Digital Radio arm – 2GB Plus.

Commenting on the launch, Angela Clark said, “We recognise the future of radio is digital, with recent reports predicting that 93% of all content produced in the next two years will be digital.”<sup>1</sup>

“We are committed to continually developing new program alternatives for 2GB Plus and our digital radio listeners. Our 24 hour News Channel offers listeners real-time access to latest news at a time that is convenient to them.

“I want to congratulate our Programme and News teams for their ability to identify the changing needs of our audience and develop program formats to meet these needs.

2GB Assistant Program Manager, Trevor Long discussed the format, “Our bulletins will be updated on an hourly basis around the clock.

“Listener take-up of Digital Radio will rely heavily on the provision of extra content. This news service is yet another example of the content the Macquarie Radio Network is capable of producing.

“Our News Channel will include the full suite of News, Current Affairs and Sport updates, offering our digital listeners access to our top-class News service at any time of the day, not just on the hour.”

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<sup>1</sup> Accenture “Competing on Digital Content: The New Frontier of Value Creation” April 2005 pg 1