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MACQUARIE RADIO NETWORK LAUNCH AUSTRALIA'S FIRST VIDEO NEWS PODCAST

Macquarie Radio Network CEO, Angela Clark today announced the launch of a Macquarie National News video service.

MRN CEO Angela Clark said, "Macquarie National News has a long and respected history as a "breaking news service" and this is increasingly a service that younger audiences look to the internet to provide. The video bulletin is therefore a natural extension of the Macquarie National News service.

"Even if you one of the generation who's turned to personalised music vs. radio you are still likely to want breaking news, sports updates and weather or surf reports....Personalisation doesn't mean you want to be isolated. We want to offer "real time" information to these audiences.

"We see this as an opportunity to investigate the information-gathering habits of a different audience. We intend to monitor the usage patterns of Macquarie National News video service – who is downloading what and when. We will adapt the format and content accordingly. We are very excited by the potential applications for this news service, but we will let the audience guide our decision-making."

"Production of a video news service by Macquarie National News enables us to take our excellence in news and current affairs coverage to a broader audience. We do not intend to dictate "where and how" you access the video news service. Our aim is to meet the demand for breaking news that is not platform dependent. In the first instance, it will be available through popular podcast directories such as Apple iTunes and www.2GB.com. We will also make it available to other entities' websites.

"We will be taking this new service to the advertising market in the coming weeks and see the format having a value and flexibility that traditional media is unable to offer."

Macquarie National News will be available on-line 24 hours a day. In a roll-out period we will update the bulletin six times a day but will add more if significant stories break. In-depth bulletins for sports and finance will also be tested.

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For Further Information:

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