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Subject: Re: The death of radio as we knew it  
Posted by [Adveser](#) on Sun, 27 Mar 2011 15:54:55 GMT  
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I agree. I don't see any reason to use old expensive pipelines of the past for any sort of information. It is much cheaper now just to use broadband. If only we Americans knew the joys of Europe's ridiculous speeds. Unfortunately they gotta keep it slowed down over here for no reason I can think of. The number of HD video channels fiber can handle is so huge there is no reason radio can not take advantage and broadcast studio quality sources. One day it will all come together where you pay for access to all the vaults per month and listen on demand. It gives them a steady cash flow and control over their product and everyone access to everything. In a way I see radio taking over from owning your own copies. You can bet piracy will continue on the fringes, but for the most part I don't see people eager to go to the hassle of downloading 300-600mb flacs to even compete when streaming 24-bit, 96Khz studio files are being broadcast for a small fee per month. It would probably be far cheaper than cable and competitive with satellite.

Satellite is terrible too. Switch over next time you are parked in the car from the AUX port to the CD player and notice all the fidelity and clarity of pure digital compared to however they are destroying the audio. I wouldn't be surprised if they were using lossy compression by now.

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