Subject: Re: Is Traditional Radio Dying?
Posted by Turtle on Wed, 31 Jul 2013 19:33:08 GMT
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audioaudio90 wrote on Sat, 22 September 2012 08:02Rockhaven wrote on Mon, 20 August 2012 15:05I think that radio definitely still has a presence in society, I just think that the music that floods the stations are not unique and are far from innovative.

Yes, I wish that music on the radio had a little more variety as well. While there are still some great songs that are played, so many sound the same.

With radio, advertising is the chief form of revenue. This equates to radio stations choosing content that will promote the greatest listening audience. That means top40 rules the day.

When people shop for an electronic device a radio tuner isn't a feature they are looking for.

Voice personalities, especially morning shows, still hold a value. The morning commute, for the most part, consists of an armada of one-manned vehicles. The company of a voice personality makes it as though you are not alone in the car. I don't think this idea will die out, but radio being the way it is delivered very well could.