

Radio safe with professional programming say online birthday rockers

With internet listeners now able to programme DIY radio 'shows' with free-to-access (although ad-funded) music, is the death knell finally sounding for online and analogue radio?

Not according to digital channel Get Ready to ROCK! Radio - www.getreadytorockradio.com - which is busy celebrating its first year on air this month (October 2009).

"If anything, radio is poised to boom," says station director David Randall, who is quick to highlight the divide between 'aural wallpaper' and the more holistic entertainment experience that stations like his offers.

Randall's classic rock audio platform - which takes in sub genres such as progressive, blues and metal - complements a bigger brother in established news and reviews portal Get Ready To ROCK! (www.getreadytorock.com).

"The parameters shift in your favour when you're offering the bigger picture," he says.

"Like what's being played? Click a link and you can read informed reviews for many of the tracks we play. Click another, and move to online sales where you buy a copy or download it."

Visitor numbers to Get Ready To ROCK! - which registered over 250,000 unique visitors in September - have increased by 20% over the past 12 months, a development which Randall attributes largely to the new radio channel.

Get Ready to ROCK! Radio celebrates its first birthday this October, replaying some of its most popular interviews with the likes of rock legends including Todd Rundgren, Steve Hackett, Joe Satriani and Ian Gillan, and it's giving away CDs to listeners every day in spot competitions.

Up and coming act Collaborator have even reworked their song 'Free Rock Radio' for the station's opening and closing theme.

Get Ready to ROCK! Radio plans to broaden its offer in the coming 12 months with increased presenter-led programming, even more varied music, and a range of opportunities for promoters, labels and artistes including programme and event sponsorship.

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"There'll always be a need for radio that is intelligently programmed and presented by people who have a truly in-depth knowledge of the specialist genres that they can and want to share with fans," says David Randall.

Get Ready to ROCK! Radio can be accessed via iTunes' Radio section, on stand-alone radios connected to the Reciva network, or by visiting www.getreadytorockradio.com

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EDITOR'S NOTE

Get Ready to ROCK! (www.getreadytorock.com) was established in 2003 and for the past six years has been providing quality reviews, news and interviews covering the classic rock genre. The site attracts over 250,000 unique visitors per month. The popularity of the website is reflected in high Google visibility.

The website is run by a team of industry professionals and enthusiasts.

The online radio channel was set up in 2008 to complement the classic rock website and features a mix of continuous and presenter-driven programming. Listener figures are growing exponentially, to 10,000 in August 2009.