

NARROWCAST RADIO

Delivering Diversity and Choice

Narrowcasting is by far Australia's largest licensed radio sector delivering unique programming not provided by Commercial, Community or ABC Radio. Utilizing both FM and AM, Narrowcasting focuses on special interest formats, providing choice and diversity to the radio landscape in local communities across Australia.

Generally, Narrowcast Radio provides programs of special interest to the community. We also provide programs broadcast in limited locations or for a limited period.

In many communities a Narrowcast service is also the only truly local radio station.

What is Narrowcast Radio?

There are two types of services;

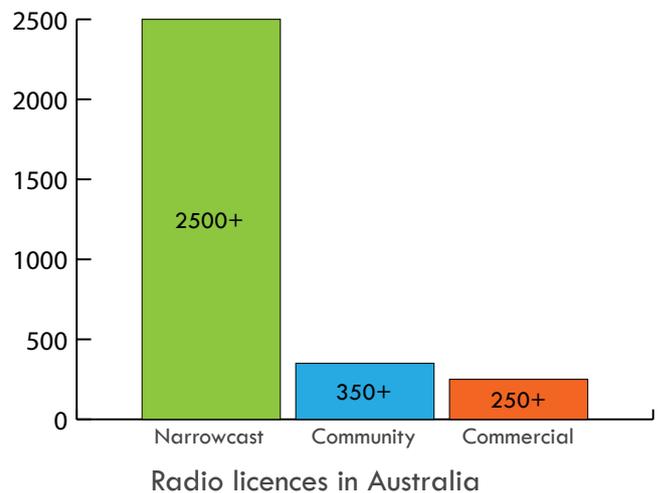
- High Power Open Narrowcast services (HPON)
- Low Power Open Narrowcast services (LPON)

Both forms are governed by guidelines limiting the programs which they are licensed to broadcast. But this provides Narrowcasting's unique strength to target specific segments of the public audience defined by values, preferences and demographic attributes.

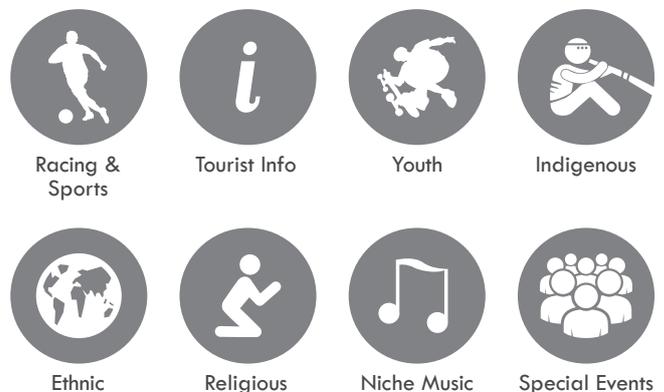
Generally, Narrowcast Radio provides programs of special interest to the community. We also provide programs broadcast in limited locations or for a limited period, such as covering a sporting event.

By having a specific focus, Narrowcasting does not directly compete with other types of radio services but fulfills public needs not met by those services.

Narrowcasting is Australia's largest radio licence sector



Examples of Narrowcast Services



Strengthening Local Communities

- Employment
- Small Businesses
- Community Interaction
- Health & Wellbeing
- Platform for new artists



Delivering Diversity

Narrowcast Radio ensures that Australians of all ethnicities, interests and persuasions are catered for with programming not provided by other services.

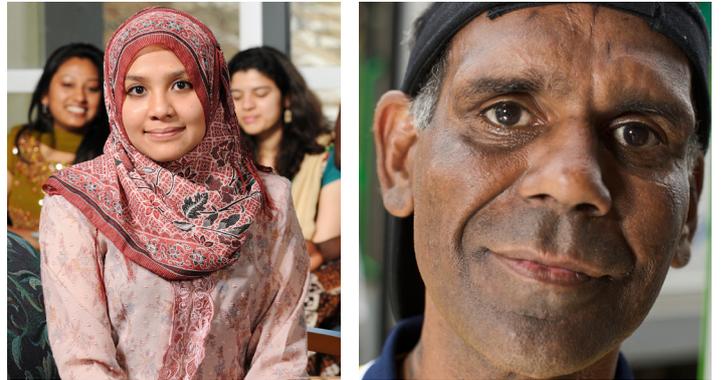
With 10 times more licences issued than Commercial Radio licences and 7 times the number of Community Radio licences, Narrowcasting has spread Australia-wide from the major cities and the coast to regional, rural and remote communities.

The program diversity of Narrowcasting can strengthen communities in many ways, eg, through quality of life, local employment, economic stimulus and community interaction.

Australian Narrowcast Radio Association (ANRA)

ANRA is the the peak industry body for the Australian Narrowcast radio industry representing the vast majority of Narrowcast services.

ANRA meets with important stakeholders making regular representations and submissions on behalf of the industry.



MORE INFORMATION:

ANRA
AUSTRALIAN NARROWCAST RADIO ASSOCIATION

Web: www.anra.org.au
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information current May 2016

NARROWCASTING – Making a real difference