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CBS Radio enters digital radio fray [Matthew Flamm](#)

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With the help from the wisecracking duo Opie & Anthony and some cheerleading from CBS Corp Chief Executive Leslie Moonves, CBS Radio unveiled plans for a new Internet radio network Monday night at the Nokia Theater in Times Square.

Speaking to a packed audience of media buyers and sales executives, CBS Radio President Dan Mason introduced the new digital network as part of a campaign aimed at destroying "the myth that no one listens to radio anymore."

Like the rest of the radio industry, the CBS Corp. division has been hit by declining advertising revenue in recent years. Under pressure to turn its business around, the radio operator's executives have embarked on a five-city road show highlighting its digital plans as well as the improvement in ratings at some key stations, including WCBS-FM and WWFS-FM in New York.

The digital network, which will debut in June, will provide access to all 140 CBS stations, as well as the AOL Radio network, through a single media player. In addition, later in the summer, CBS will introduce a new advertiser supported portal, called Play.it, that will allow users to create their own radio stations that can then be carried to social networking sites.

According to CBS, once all the parts are in place, it will own the largest Internet radio network, aggregating millions of listeners through one portal.

"We want to define the next generation of Internet radio," David Goodman, president of the digital radio group, said last night.

Ad sales have been growing for Internet radio, but the medium has yet to gain serious traction among advertisers. Media buyers say CBS's moves are a step in the right direction.

"It's long overdue," said Deborah O'Rell, president of Urban Communications, which specializes in radio marketing. "This will be a great way to get younger people listening to radio." ◆