



Astral Radio

1717, boulevard Rene-Levesque Est  
Montreal (Quebec) H2L 4T9  
Ph. 514 529 3229  
Fax. 514 529 3289  
astral.com

**Press Release**  
*For immediate release*

## **Astral Radio launches on-demand digital musical service across NRJ and Virgin Radio Networks**

**Montreal, February 1<sup>st</sup>, 2012 – Astral Radio** is pleased to announce the launch of its **all-new digital music service across the NRJ and Virgin Radio Networks**. Astral Radio is the first radio broadcaster in Canada to offer this kind of on-demand music and music video streaming service. Not only does this offer listeners **new and innovative platforms to discover and share new music**, but at the same time it provides its local and national advertisers with **new business opportunities on new platforms**. The service will be accessible from the radio station websites and on mobile devices. The new service will enable listeners to access different musical content in audio and video formats. It will also offer weekly releases, exclusive content, a music video library and customizable playlist functions, as well as specialized web radio channels. The *on-demand player* will exploit all the opportunities that social media present so that music lovers can share their discoveries and their favourites on a variety of social media platforms.

The *on-demand player* has been made possible thanks to agreements concluded between Astral Radio and four major music labels. Some agreements have been signed in Quebec. Astral Radio also counts on announcing agreements with the main Quebec record labels over the coming months.

“Radio continues to be the primary source of music discovery for fans. We are very excited to offer our listeners multiple ways to discover, enjoy and share their music. We also value our relationship with the music industry and look forward to working together in breaking new artists” says Rob Farina, Executive Vice-President, Content, at Astral Radio.

A major campaign to promote the service is planned on participating radio stations, all Cineplex theatre screens across Canada, as well as a digital online marketing campaign.



Advertisers will also have the opportunity to integrate their brand and/or their offer with this exclusive musical service in several ways. Advertisers will also be able to sponsor different sections of the site, such as artist of the month, exclusive interviews, countdowns and the web radio channels. "In addition to extending the experience with their favourite radio brand online, Astral Radio's *on-demand player* will offer advertisers new business opportunities via the multiplatform offer from Astral Radio, which already includes radio, web and mobility," says Mario Cecchini, Senior Vice-President, Sales and Marketing, Astral Radio.

The service is being launched by all of the Virgin Radio stations in Canada (Toronto, Montreal, Edmonton, Calgary and Vancouver), the NRJ network across Quebec, and various other Canadian Top 40 format Astral stations, such as HOT 103 and the Sun fm network. Available online now, the service will be available on mobile devices this spring.

The *on-demand player* from Astral Radio is now available at the following addresses:

Virgin Player Links :

<http://vancouver.virginradio.ca/Player.aspx>  
<http://toronto.virginradio.ca/Player.aspx>  
<http://calgary.virginradio.ca/player.aspx>  
<http://edmonton.virginradio.ca/player.aspx>  
<http://montreal.virginradio.ca/player.aspx>

Hot 103 :

<http://www.hot103live.com/player.aspx>

Sun FM's:

<http://www.sunonline.ca/player.aspx>  
<http://www.peacesunfm.com/player.aspx>  
<http://www.thesunonline.ca/player.aspx>  
<http://www.thesun.net/player.aspx>

#### **About Astral**

Astral is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit [astral.com](http://astral.com).

- 30 -

Information: Chloé Boissonnault, Senior Director, Communications and Marketing  
Astral Radio - (514) 529-3212

Marianne Lemieux, Director, Communications and Marketing, Sales  
Astral Radio - (514) 529-3205