Chapter 9

INTERNET RADIO BROADCASTING: HISTORY DIFFERENCES and ADVANTAGES IN MEDIA INDUSTRY

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THE HISTORY OF INTERNET RADIO

The beginning of the era of radio is usually equaled to the advent of the FM standard due to the fact that the AM standard became quickly outdated owing to the poor sound quality and predictable programming. Radio was intended to have listeners experience high-quality sound and overall reliability of the technology. At first, the radio was focused on communicating a variety of talk-oriented formats to the listeners as the ultimate sound quality did not matter as much to the listeners as it does nowadays (Bessire & Fisher, 2012). Even though FM receivers could not compete efficiently with the television in terms of the value of entertainment, a further decrease in price allowed the radio to expand its audience and improve the technology. FM stations became the most popular on the verge of the 1940's, when FM receivers could be found practically in every household. At that time, customers began thinking about getting sound of the highest quality while listening to different musical genres – from jazz and classical to blues and Latin-influenced rhythms.

Another development stage in the history of radio broadcasting started approximately around the 1960's when the high-fidelity market became influenced by the growing population of counterculture. It was at that time when the AM radio was totally forgotten owing to the poor quality and excessive commercialization that distracted people from the main objectives of radio as a source of entertainment. With the help of traditional radio, people started treating music as an important practice because it gradually transformed into a concept that went beyond mere money-making activities. It was at that time, during the 1960's, when the consumer culture has been finally established and gave rise to the formation of audience tastes that would later contribute to the popularity of traditional radio even more (Bessire & Fisher, 2012). At the same time, this became one of the

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models and the ways of coming to agreement with the artists whose music is be-ing streamed. Another important area that has to be taken into consideration is the attitude of listeners toward the radio and its necessity to make money from ads. For example, listeners may choose to tolerate it or side with paid subscriptions – but then, for how long are they going to tolerate extensive ads for the sake of listening to music. The future may have a lot in store for the Internet radio but it is rather important to address all these questions realistically because there is no way to predict what is going to happen in the future. Yet, the general hypothesis that can be made on the basis of all the information reviewed for this article is that the majority of Internet radios will prevail and satellite and over-the-air iterations of radio are going to take over the online medium. Generations X and Y will join the Millennials and create an even bigger base of Internet radio listeners who will ultimately contribute to an improvised 'death' of the conventional radio stations within the next several decades, if not less.

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