

# Viva internet radio

What does internet delivery of entertainment mean for our local industries? Can and do we compete?

I never could cope with all the advertising and biased chatter of mainstream commercial mass audio hypnosis anyway. It (internet radio) is perfect for niche tastes, great at selling music e.g. DL.fm and less inclined to be taken hostage by some of the market forces entangled in 'lifestyle' type branding sponsors and advertising. From my limited investigations it seems the better the (music)station the less the advertising, and sleeker the marketing - don't know, just guessing. (flame suit on def.con.4) I suppose the trade off is the battle for bandwidth; legally, technically, financially and socially. I like that the importance of social considerations seems to be growing.

How is yworld taking off?

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