

It's A Fact: BreakThru Radio Knows What The Kids Want To Hear.

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New York, NY ([PRWeb](#)) January 9, 2008 -- Over the past three years, BreakThru Radio (BTR), has morphed from a blip on the Web to the shining beacon of underground music and Internet radio that it is today, growing from a few thousand listeners a week to over 1 million listeners a day.

In that time, BTR has attracted a balanced male/female core listening audience of music lovers aged 13 to 24 years old. International research shows that the majority of these students, young workers, and recent college graduates listen to BTR for 3 or more hours a day, 7 days a week. No other Internet-only radio station can claim that. This means the young core audience of BTR has made the station an integral part of their daily lives, like going to school, or getting dressed.

Moreover, these music lovers are reading while they listen, utilizing all the various forms of integrated written content found on BTR, such as articles, reviews, blogs, playlists and tour dates. And 75% of these listeners don't even bother with other Internet-only radio stations, which means that BTR is doing something their competitors are not.

And what could that X factor be, besides the obvious fact that BTR is so much more than a radio station?

Perhaps it's the ease of using BTR's one-of-a-kind embedded hybrid media player, or the station's new Facebook application. Maybe it's the fact that BTR has a massive selection of international DJs and genre-specific shows on-demand. Indeed, it could be the globe-spanning bulletin board that is the BTR music calendar, which highlights shows and events every day from all over the world.

It's a fact that BTR listeners 24 and under are avid concert-goers, with a majority spending more than \$100 per year on concert tickets. And while 25% spend up to \$300 on concert tickets over the course of the year, 53% typically purchase merchandise at the venue, because they know that is one of the best ways to support their favorite artists.

And let's not forget, besides being rabid fans of live shows and good music, BTR's young listening audience is both savvy and Internet-adept. 77% of BTR listeners 24 and under said they use "interactive Web sites that utilize content supplied by both the users and the site" several times per day.

What all of this means is that BTR stands at the forefront of the changing music industry. Terrestrial radio has become a punchline. Major record labels face a growing crisis of expendability. Up and coming bands have embraced home recording technology and a DIY ethos. In droves, young listeners are now turning to the Internet for their music.

However, with the endless amount of new and relevant music available on the Web, it's impossible to expect that young listeners will have the time to go through it all, in order to discover what they will like.

BTR acts as the filter, the middle man between an infinite ocean of sound and the selective ear of the music

aficionado. Their expert musicologist DJs curate the playlists, not corporate stooges or money-grubbing consultants.

And that is why the station works. It all comes down to real people sharing the music they love with others.

The research proves it.

(An international survey of BreakThru Radio listeners was conducted between July 30th and September 5th, 2007 by Edison Media Research, Inc. to determine audience demographics, listening patterns and web site usage. All interviews were conducted online. A random sample of BreakThru Radio listeners was invited to participate in the survey. The listeners who completed the survey are a representative sample of the entire 1,000,000 person audience of BreakThru Radio.)

About BreakThru Radio

BreakThru Radio (BTR) is the World's Source for the Best Independent Music on the Internet, where expert DJs expose the rich underground of sound not found on commercial radio. Whether it's death metal, dancehall, dubstep, hip-hop, indie rock, skronk, roots country, reggae, electronica, acid jazz, ambient beats, dub, two-step or folk, whatever genre you can imagine, BTR has it well-stocked, and with no expiration date.

In a world where independent music is becoming infinitely more accessible on the Internet, the need for informed sources to filter out the best of it has become a necessity. Unfortunately, this wealth of relevant music simply cannot be found on the graveyard known as commercial radio. Serious music aficionados are beyond sick and tired of feeling victimized by the expendable airwaves ejaculated by the old corporate radio structure.

Their frustration, however, is at an end.

"Music for music lovers," is BTR's motto, and one that its DJ's take very seriously.

BTR offers its listeners unlimited access to underground music, twenty-four hours a day, seven days a week, with a daily audience that includes more than two dozen countries. With its unique on-demand musical programming and focus on the best in new, independent music, it's no surprise the site has over 1,00,000 listeners daily, the majority of which are aged 13-24 years old.

BTR is constantly evolving, and 2007 saw the creation of a unique BTR Facebook application, making it possible for Facebook users to install a miniature version of BTR's unique media player upon their personal pages. Also, independent video coverage was added to BTR, as well as top-notch editorial content and an intuitive global show calendar. Plus, BTR's live musical content experienced immense growth, with exclusive recordings from Ardent Studios (Memphis, Tennessee), Old School Studios (Bury St Edmunds, United Kingdom) and Dubway Studios (New York City, New York) becoming part of BTR's regular show schedule.

In fact, you could say that BTR has taken everything a music fan could ever need or want, and put it all into one cohesive website, completely free of charge to its users.

Unlike other radio stations, BTR offers complete on-demand programming; a first in internet radio. Listeners can

cater to their specific musical preferences, whatever the genre, and at the same time discover the best independent and unsigned artists from across the world.

Using the cutting edge technology of UpSNAP, BreakThru Radio makes all of its shows more accessible to an on-the-go market of students and young professionals, via exclusive access to its on-demand programming through the medium of mobile phones. BreakThru Radio services are available through virtually all of the major carrier networks in the U.S., including Nextel/Sprint, Cingular, Verizon, Alltel, AT&T and T-Mobile.

BTR can be heard on www.breakthru.com.

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