

Grant Broadcasters strengthen Tasmania with new licence

Tasmanian Broadcasters' parent company Grant Broadcasters have announced that it had entered into an agreement with Tasradio Pty Ltd to acquire the second commercial radio licence in Launceston, subject to satisfaction of a number of conditions precedent.

The acquisition would present an opportunity to broadcast a second music-based commercial radio station in Launceston, delivering a broader range of radio formats for audiences and advertisers.

Mr Grant Cameron, Executive Director of Grant Broadcasters, said, "We are very excited by this opportunity, which would allow us to deliver complementary music-based formats in Launceston, aimed at younger and more mature audiences. We have a strong track record in providing this programming in other markets, where we own two stations."

However, Mr Cameron stressed that the acquisition remained subject to a number of conditions. "In those circumstances it would be inappropriate to provide further detail on the proposed sale," Mr Cameron said. "The parties are currently working to address these matters."

A commencement date for the new service would depend on satisfaction of those outstanding matters.

Mr Cameron noted that Tasradio had been the successful bidder for a narrowcasting radio licence for Launceston last Thursday, which meant that it would remain a presence in the Launceston market.

Mr. Tim Holder, Executive General Manager of Tasmanian Broadcasters, added, "Tasmanian Broadcasters continues to evolve as a premier Australian broadcasting organisation. We have a strong network of radio stations right across the state with celebrated local and syndicated programming. Subject to approval, a new commercial radio station in Launceston will be a welcome addition to Tasmanian Broadcasters. It will be a very exciting 12 months for our listeners and staff state-wide"

Stay tuned to your local Tasmanian Broadcasters station for more details

ENDS

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