FOR IMMEDIATE RELEASE

Driving the Future of Irish Radio: Independent Broadcasters Unite to Champion DAB+ Across Ireland

Dublin, Ireland – 10 July 2025 – A new voice for Irish radio has emerged with the launch of **Digital Radio Alliance Ireland (DRAI)** at DigitalRadio.ie, an independent initiative aimed at accelerating the growth of **DAB+ digital radio** throughout Ireland. Backed by a coalition of innovative broadcasters, this movement is focused not on infrastructure but on **listener empowerment**, **broadcaster opportunity**, and **advertiser engagement**.

From Rewind and Freedom FM to 8Radio and a suite of other stations, participating broadcasters are embracing the promise of digital radio: **better sound quality**, **easier tuning**, and a **broader choice of stations**. Their shared goal? To help Irish listeners discover and enjoy the **future of radio, now**.

> "We're delighted to launch Digital Radio Alliance Ireland (DRAI) and invite others to take part, and listen, to the next era of radio in Ireland," said **Simon Maher**, founding member of 8Radio.
> "This isn't just about more stations, it's about a better experience for listeners, greater diversity in what's available, and a new platform for creativity and innovation. With DAB+, we're making Irish radio more accessible, more inclusive, and ready for the future. We're calling on all independent and established broadcasters to come together and help drive this transformation."

Digital Radio Alliance Ireland seeks to **unite radio stations of all sizes** in collective representation, advocacy, and resource-sharing, while amplifying the unique needs and contributions of small independent broadcasters. Through both traditional and emerging platforms like DAB+, DRAI is committed to championing **diversity, equality, equity, and inclusion**, aligned with evolving Irish media policy, and supporting **environmental and social sustainability** across the broadcasting ecosystem.

Through DigitalRadio.ie, the initiative:

- **Promotes DAB+ awareness** among listeners across the country
- **Supports stations** in launching or growing their digital presence
- **Informs advertisers** about the rich, targeted opportunities in digital radio
- **Provides resources and support** for those exploring DAB+ adoption
- **Highlights the benefits** of DAB+

With **over 20 vibrant stations** currently live via the **FáilteDAB trial** across Leinster, and growing momentum from commercial, alternative, youth, religious, and niche broadcasters, this grassroots campaign is bringing Irish radio into an exciting new era.

Whether through **DAB+ receivers**, **smart speakers**, **apps**, or **station websites**, digital radio is **reshaping how Ireland tunes in**.

For media inquiries, interviews or partnership opportunities, please contact:

Digital Radio Alliance Ireland (DRAI) Team
📧 hello@digitalradio.ie
🌐 www.digitalradio.ie