

Is AM and FM Radio Becoming Extinct or is Terrestrial Radio Here to Stay?

With advances in technology there is much talk that terrestrial AM and FM radio could be in trouble. As mp3 players, satellite radio, and internet radio grow in popularity there is a belief by many that terrestrial radio will become extinct. Although these new technologies certainly have an impact, AM and FM radio are here to stay and they will continue to have a huge impact on society.

Terrestrial radio stations (Am and Fm radio stations) across the country are adapting to the latest technologies. This is being shown with the advent of HD Radio and am and fm broadcasting via internet streaming.

HD Radio is a monumental advancement in radio broadcasting. HD Radio technology enables AM and FM radio stations to broadcast their programs digitally and provides listeners with an entirely new set of channels providing listeners with more selection than ever before all at no charge. All that is needed is the purchase of an HD Radio receiver for your home or car. Prices are becoming very reasonable as more and more people are discovering what HD radio is all about.

An additional focus for terrestrial radio stations is internet streaming. By logging onto a radio stations web site, users are able to listen live to their radio station's broadcasts through the speakers of their computer. Streaming is growing in record numbers as listeners are continually being reminded on-air by radio stations to visit their website to listen live. Web sites such as [snapfm.com](http://www.snapfm.com) and [web-radio.com](http://www.web-radio.com) help to drive listeners to FM and AM radio station streams.

With the recent merge of XM and Sirius, it seems as though satellite radio may be in trouble not terrestrial radio. With heritage call letters and local content that can't be found anywhere else, AM and FM radio are here to stay, and in a big way.

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About the Author

Adam Savage is a Terrestrial Radio Expert with over 10 years in the New York City Metro Radio Market working for some major industry companies. He is one of the pioneers of internet radio and currently owns and operates <http://www.snapfm.com> – The First Free Simple Internet Radio.

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