

Is radio becoming obsolete?

By Mark Austin, Digital Trends

A study from New York University paints a grim picture for the future of radio. Larry Miller, head of the Steinhart Music Business Program, says that traditional radio, by failing to adapt to the rise of digital formats, has not engaged with Generation Z – people born after 1995. He also warns that radio will continue to decline in popularity and relevance unless substantial changes are made.

The problem for the industry, in a nutshell, is that young people don't listen to the radio. Young millennials only spend 12 percent of their listening time on radios, according to a 2016 Music Business Association study. On-demand streaming, such as Spotify or Apple, account for more than half of Generation Z's daily listening.

People have been predicting the demise of radio forever, but there's no denying that the quality and selection digital music is far superior to analog FM.

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