



Radio 2.0: Uploading the First Broadcast Medium

By Matthew Lasar

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Radio 2.0: Uploading the First Broadcast Medium By Matthew Lasar

Welcome to the uncertain world of "Radio 2.0"?where podcasts, mobile streaming, and huge music databases are the new reality, as are tweeting deejays and Apple's Siri serving as music announcer?and understand the exciting status this medium has, and will continue to have, in our digitally inclined society.

- Presents great stories about digital radio innovators and fascinating moments in the history of AM/FM that will explain to today's "Radio 2.0 generation" what radio once was?and what it could be again
- Documents the transformative impact of technologies such as the iPod and Pandora music streaming that enabled a highly individualized music-listening experience and changed the meaning of "community" from those literally surrounding a person locally to invisible users on worldwide systems like Spotify and SoundCloud
- Engages readers with interesting descriptions of new technologies and their possible applications plus stories about outrageous media figures in the digital age

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Editorial Review

Review

"This is a remarkable work that is not only an academic textbook which is highly referenced and well-argued but also a highly readable book of general interest to the radio listener. It is certainly the first book I have read which really analyzes the profound changes that have occurred since the introduction of digital platforms. . . . I cannot recommend *Radio 2.0: Uploading the First Broadcast Medium* too highly. . . . [T]his book will bring you right up to date but leave you with the feeling that radio will be with us for a long time." - **Radio User**

"Although it is an academic book with many references it is written in a very engaging style. Highly recommended." - **Communication, Journal of the British DX Club**

About the Author

Matthew Lasar, PhD, holds a doctorate in history from the Claremont Graduate School and teaches history and media courses at the University of California at Santa Cruz.

Users Review

From reader reviews:

Edna Brooks:

The ability that you get from *Radio 2.0: Uploading the First Broadcast Medium* may be the more deep you excavating the information that hide into the words the more you get enthusiastic about reading it. It does not mean that this book is hard to know but *Radio 2.0: Uploading the First Broadcast Medium* giving you buzz feeling of reading. The writer conveys their point in a number of way that can be understood simply by anyone who read that because the author of this e-book is well-known enough. This particular book also makes your own vocabulary increase well. That makes it easy to understand then can go along with you, both in printed or e-book style are available. We suggest you for having this specific *Radio 2.0: Uploading the First Broadcast Medium* instantly.

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