

FAIRFAX RADIO NEWS

Australia's best radio news becomes Australia's most bankable media iPhone App!

The Fairfax iPhone Story

Fairfax Radio Syndication Pty Limited is a wholly owned subsidiary of Fairfax Media Limited, Australasia's leading media company, providing over 2,000 hours of radio programmes per week to every commercial radio station in Australia including 2UE, 3AW, 4BC, 6PR, 4BH and Magic 1278.

They sought a reputable and experienced partner to develop their iPhone news application for 'Fairfax Radio News' to provide instant access to Australia's best radio news on an iPhone and iPod Touch, 24/7.

WSPE's iPhone Development team delivered, and are delighted that "Fairfax Radio News" has hit #1 on the most popular media applications on the App Store in Australia and in the Top 50 most popular applications overall.

By building an application which delivers Fairfax content in a way that adapts to the needs varying needs of their audience, 'Fairfax Radio News' helps strengthen brand loyalty and customer reach.

The value of the application has been demonstrated during inordinately challenging times, as sales of 'Fairfax Radio News' increased by 300% during the recent devastating fires that ravaged Victoria. This was an instance where real-time access to a reliable news service was paramount to their customer base.

Key Features

- access to 3 minute news updates updated half hourly between 6am and 11am and hourly for the rest of the day, allowing the user the access the latest headlines from Australia's best radio wherever and whenever it suits,
- coverage of major International, National, State, Finance and Sport stories currently impacting Australia,
- customisable lists of news bulletins by State soon to come.

YOU DELIVERED MORE THAN WAS ASKED,
ON BUDGET AND AHEAD OF SCHEDULE.
THE APPLICATION LOOKS BRILLIANT AND I
LOOK FORWARD TO THE OPPORTUNITY OF
WORKING WITH YOU IN THE FUTURE.

Bill Barrington
General Manager
Fairfax Radio



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