

XM Radio set to battle Apple's iPod

February 2 2006

XM Radio announced today that it will launch "GRAMMY Radio," a dedicated channel providing unmatched coverage of GRAMMY week events.

GRAMMY Radio will air on XM channel 200 Feb. 6-8, the evening of the 48th Annual Grammy Awards.

This dedicated channel is part of XM's multiyear programming and marketing partnership with the Grammy Awards. XM is also an official sponsor of the legendary Clive Davis party held the evening prior to the awards.

GRAMMY Radio will feature red-carpet interviews as well as broadcasts of unforgettable performances by a "who's who" of superstar artists at the most exclusive events during Grammy week.

These include MusiCares Person of the Year Tribute and Performance honoring music legend James Taylor and a live broadcast of the memorable performances from the Clive Davis party.

"GRAMMY Radio will provide millions of XM subscribers the closest thing to red-carpet access and front-row seats at the music industry's most exclusive events, traditionally reserved only for music industry VIPs," said Eric Logan, executive vice president of programming for XM Radio.

Copyright 2006 by United Press International

Citation: XM Radio set to battle Apple's iPod (2006, February 2) retrieved 19 April 2024 from <https://phys.org/news/2006-02-xm-radio-apple-ipod.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.