

Yahoo! takes to airwaves with sports radio

August 1 2011



The Yahoo! homepage is seen on a computer screen. Yahoo! announced the launch of Yahoo! Sports Radio as the Internet company seeks to turn its popularity as an online destination for sports fans into success over the airwaves.

Yahoo! announced the launch Monday of Yahoo! Sports Radio as the Internet company seeks to turn its popularity as an online destination for sports fans into success over the airwaves.

The Sunnyvale, California-based [Yahoo!](http://www.yahoo.com) said the national sports radio network will be available on over 180 affiliate radio stations across the United States, Sirius Satellite Radio, and through digital and mobile partners.

The network is being launched in partnership with Houston, Texas-based Gow Broadcasting, whose Sporting News Radio stations are being rebranded as Yahoo! Sports Radio.

"Yahoo! Sports Radio builds on our leadership as the number one sports site online and creates a national and local outlet for our brand and talent," Ken Fuchs, vice president of Yahoo! Media Network, said in a statement.

"Our partnership with Gow Broadcasting will provide more access to our users and solutions to our advertising partners that want to connect with them wherever they consume sports," Fuchs said.

Yahoo! Sports boasts 50 million monthly unique users, making it the top online sports destination in the United States.

Yahoo! shares were up 0.15 percent at \$13.12 in early trading on Wall Street.

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