

Hispanic Radio Turns Up Online

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MediaPost reports that Live365.com and Hispanic portal Terra.com will create a new online radio service which will offer Spanish-language music and other content.

The new service will have the biggest selection of music stations and genres of any Spanish-language radio Web site. The move is especially notable considering recent findings from America Online and RoperASW indicating that while 38% of all at-home Net users in the US have broadband, 40% of at-home Hispanic Internet users are making high-speed connections.

Broadband Internet makes it much easier to listen to online radio no matter who you are, and Terra.com sees a strong future for Internet radio. However, [in an article covering the Live365/Terra plans](#) from CNET, the point is made that only the online giants really stand to make any money from online radio and related services. Smaller players cannot afford the already steep royalties they need to pay the recording industry to license music.

But if the Terra and Live365 project takes off, the online destination could serve as a key locale for advertisers hoping to target the ever-growing Hispanic market.

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