



## **MEDIA RELEASE – INDEPENDENT MEDIA**

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### **Free FM Confirms 30 April 2026 Launch**

Part of the 2BB Creative Ecosystem

Ipswich, QLD – Free FM has confirmed its official launch date of 30 April 2026, introducing a new digital-first independent radio platform built on professional standards and long-term sustainability.

Operating as part of the 2BB Creative ecosystem, Free FM represents a structured, values-driven approach to independent broadcasting — combining commercial discipline with programming integrity.

Developed by broadcaster Daniel Thomas, whose career spans more than two decades across commercial radio, programming strategy and media operations, the station has been designed as a deliberate response to increasing homogenisation across both commercial radio and algorithm-driven streaming platforms.

“Digital delivery gives us freedom,” Thomas said. “But freedom without discipline becomes noise. Free FM has been built to prove that independence and professional standards can exist in the same space.”

Free FM is an online-only station engineered for digital consumption, without the limitations of traditional broadcast infrastructure.

A defining feature of the station will be its structured commitment to Australian music. While many commercial stations operate within narrow rotation frameworks, Free FM will actively prioritise Australian artists — including Queensland and regional talent — within a professionally managed programming environment.

The station’s launch date carries personal and symbolic significance. 2026 marks twenty years since the passing of Daniel’s Aunty Fay, who played a formative role in his early life and career direction. During a period of family rebuilding, she provided stability, encouragement and belief that would later shape his professional path in media.

The chosen launch date, 30 April, also marks the birthday of her daughter, Errin. Selected with family blessing, the date represents not only remembrance, but continuity — honouring legacy while moving forward.

Free FM will stream from 30 April 2026 at [freeradio.com.au](http://freeradio.com.au).

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