



03 March 2026

MEDIA RELEASE

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New Digital-First Radio Platform Free FM Launching 30 April 2026

Part of the 2BB Creative Pty Ltd Ecosystem

Ipswich, QLD – A new digital-first independent radio platform will launch on **30 April 2026**, introducing a modern online broadcasting model built for today’s listening environment.

Free FM, operating as part of the **2BB Creative Pty Ltd** ecosystem, has been developed as a structured alternative to both traditional commercial radio and purely algorithm-driven streaming services.

Founder **Daniel Thomas**, whose background spans more than two decades in commercial broadcasting, programming strategy and media operations, said the station reflects the next phase of independent media — digitally delivered, professionally engineered and commercially sustainable from day one.

“Digital infrastructure allows us to build a station intentionally, without legacy constraints,” Thomas said.

Free FM has been designed specifically for connected listening — across smart devices, vehicles, workplaces and homes — positioning it as a scalable platform capable of measured growth beyond traditional geographic limitations.

A key differentiator will be its deliberate prioritisation of Australian music and artist support within a commercially disciplined format. The station aims to provide greater national and regional representation than typically heard within high-rotation commercial frameworks.

The launch date carries personal significance. 2026 marks twenty years since the passing of Daniel’s Aunty Fay, whose support during formative years played a pivotal role in shaping his long-term direction in media. The chosen launch date, **30 April** — also the birthday of her daughter, Errin — symbolises continuity, resilience and forward momentum.

Free FM will commence streaming from **30 April 2026** at **freefm.com.au**.

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