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MEDIA RELEASE

FOR IMMEDIATE RELEASE

Free FM to Launch 30 April 2026

Part of the 2BB Creative Pty Ltd Ecosystem

Ipswich, QLD – A new digital-first independent radio platform, **Free FM**, will officially launch on **30 April 2026**, introducing a professionally structured online station designed for today’s connected listening environment.

Developed by broadcaster **Daniel Thomas**, whose career spans more than 25 years across commercial radio, programming strategy and media operations, the platform represents a deliberate move toward independent, digitally delivered broadcasting with long-term commercial discipline.

Operating within the **2BB Creative Pty Ltd** ecosystem, **Free FM** has been engineered without legacy broadcast constraints — allowing it to prioritise programming integrity, Australian music support and scalable digital infrastructure from day one.

“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.”

Designed for streaming across smart devices, vehicles, workplaces and homes, the station aims to offer broader Australian representation — including Queensland and regional artists — within a commercially sustainable format.

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

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

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