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## Virgin Radio broadcast across game consoles

### PlayStation 3 and Nintendo Wii play Virgin Radio

by Ryan Haynes published on 10 April 2007

Now there is no escaping radio, Virgin Radio has announced that it has launched on Nintendo Wii and PlayStation 3 in addition to its satellite, internet and mobile phone distribution.

The radio station and affiliate digital networks are becoming available on the games consoles through a customised Virgin "player" on their console's web browser. Further to radio, CDs and tracks will be available for download, plus videos and exclusive session recordings can be viewed.

Virgin Radio claim to be the first UK radio station to do this and one they hope to appeal to a younger audience.

Nintendo Wii and PlayStation 3 will offer guitar-based networks Virgin Radio Xtreme and Virgin Radio Classic Rock, and the more soulful Virgin Radio Groove.

"People are treating the consoles as part of their home entertainment media centre, and now Virgin Radio will be part of that experience", said James Cridland, the company's director of digital media.

