

Google muscling into radio

It appears that Google is preparing for its continued expansion into the multi-billion dollar radio industry, reports IOL Technology. Not only is it hiring radio sales people and public testing of Google Audio ads will begin by the end of the year, rumour also has it that the search engine is "in talks to buy about U\$1 billion in radio advertising inventory from Clear Channel Communication... when... [this] biggest radio station operator is weighing a possible sale of the company". For more, click [here](#).

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