

# Playboy Satellite Radio

Contributed by Melanie Markwich  
Tuesday, 20 June 2006  
Last Updated Monday, 24 July 2006

As we can see, satellite radio is no longer a field reserved for a very small group &ndash; anyone with enough interest and financial power can participate in the digital radio revolution. Playboy Satellite Radio is one of the newest and most dynamic radio channels you can access on satellite broadcasting.

Since it was launched in March of 2006, the Playboy Satellite Radio has been a huge success. Today, as Christie Hefner recently announced on the air, Playboy Satellite Radio boasts a number of over one million subscribers on the Sirius network. One of the most impressive things about this is that the Playboy Satellite Radio channel does not come as default to Sirius subscribers and they have to select it. This is why a one million opt-in number is something amazing, especially since the regular opt-in rates are much smaller than this for other types of broadcasting. In order to choose the Playboy Satellite Radio program users have to call Sirius or opt in for it on the Sirius website or Yahoo search. What does the success of Playboy Satellite Radio say? Well, let's look at it this way &ndash; if Playboy, a brand name associated by 99% of the public with something visual, can now convince over a million people to tune into their programs, it seems that they have discovered a very interesting niche there. The Playboy empire was built on the visual presentations they make and converting this &ldquo;almost entirely visual&rdquo; brand into something that attracts radio users is amazing. Of course, the main Playboy brand elements are still present in the radio broadcasting, but ensuring that their traditional symbols stay unaltered is a much more difficult task. Many analysts believe that the initial success of Playboy Satellite Radio is more a fad than something that will last for years to come. That's because the Playboy name has an irresistible attraction to many and a lot of conversions were made based on this power of magnetism alone. Another important factor that made Playboy Satellite Radio so popular is the fact that it was offered for free to users in the beginning. The curiosity factor and the fact that the Playboy name is something cool and modern made many users opt in to receive its transmissions. Some believe that after the initial magnetic attraction will start to wear off, the impressive one million subscriber list will gradually start to decline. What the users think of Playboy Radio? Some of the most interesting reactions to Playboy Satellite Radio can be found today on message boards, forums and personal blogs. Many users have come up with interesting explanation to why Playboy Satellite Radio was such a huge success so far and many have predictions regarding its future. One forum user wrote that &ldquo;In all honesty, if XM came out with a free optional channel I could activate online, I would do it immediately. Even if it was a home decorating channel or something. I'd just want to know it was there if I needed it.&rdquo; This is an interesting view on the large subscription numbers and it might indicate that many activated Playboy Satellite Radio just because they could, not necessarily because they listen to it frequently. Another forum poster tells us about his personal experience with Playboy Satellite Radio: &ldquo;I opted in out of curiosity. I was actually very surprised just how entertaining this channel really is. The morning talk show is good, but Night Calls with Christy Canyon & Ginger Lynn is awesome!&rdquo; Another idea that has been spreading around the Internet is that having a song play on Playboy Satellite Radio or appearing in a talk show is the &ldquo;audio equivalent&rdquo; of appearing in the pages of the Playboy magazine. In other words, if you are not sexy, successful or interesting enough to appear in one of Playboy's pictorials, articles or interview, there's always the Playboy Radio to turn to.