

SAN FRANCISCO--([BUSINESS WIRE](#))--BRS Media, a diverse and growing media e-commerce firm that assists traditional and interactive media companies build and brand on the power of the Internet, announced today that it submitted to ICANN (Internet Corporation For Assigned Names and Numbers) formal correspondence, commenting on the pending Community Priority Evaluation (CPE) of the European Broadcasting Union (EBU) application [1-1083-39123] for the .RADIO New Top-Level Domain.

Supporting analysis & comments were also submitted by Minds + Machines, whose correspondence to ICANN regarding the Community application of the EBU for the .RADIO TLD mirrors that of BRS Media. BRS Media correspondence dated March 5, 2014: <http://dotRad.io/correspondence>

"It is our belief that in an attempt to game the rules for a desired outcome, the EBU claimed a generic term (Radio) as a community name," remarked George T. Bundy, Chairman & CEO of BRS Media Inc. "The attempt to re-categorize and claim the term Radio, as its community name is in fact, what the CPE process was designed to prevent. Therefore, we expect the EBU's application will not prevail the Community Priority Evaluation."

BRS Media's Community Evaluation Panel Comment Details: <http://dotRad.io/comments>

Last week, ICANN published the first four results of the CPE process. None of the four applicants, .TAXI, .TENNIS, .IMMO & .MLS, prevailed in their attempt to win a Community Priority Evaluation.

Bundy concluded, "The generic term 'RADIO', like those listed above, is not a fellowship or membership community. Radio, a general term that has been in use for over a 100 years, describes a diverse and broad audio-based industry of individual broadcasters, amateur operators, high school and college educational institutions, public broadcasters, commercial broadcasting companies, Internet-based online webcasters, and many others. This description, along with detailed comments filed with ICANN provide clear evidence of this fact, and based on the results so far in the CPE process, it is inconceivable that the

EBU will be able to score the requisite fourteen points to survive the Community Priority Evaluation.”

About BRS Media Inc:

Based in the South of Market district (SoMa) of San Francisco CA, BRS Media (<http://brsmedia.fm>) is listed as one of the fastest growing privately held companies by the SF Business Times and Inc. Magazine for an astounding 5th consecutive year, its portfolio of leading online properties includes: dotFM® & dotAM®, over 16 years of Domain Innovation and Brand Registry Services for media based .FM & .AM domains; .RADIO.am & .RADIO.fm, Radio's New Global Domain Extensions (GLDs); @RADIO.am & @RADIO.fm, free & premium Web based email services; dotRadio™, the .RADIO Top-Level-Domain; iDotz.Net domain registrar of all gTLD domains (.com .net .org); boutique domains (.tv .co .me .la); as well as, New TLDs (.guru .sexy .uno .photos) and the ever-popular Web-Radio, the leading portal for "tuning in" Radio on the Internet. dotFM, dotAM and dotRadio are either registered trademarks or trademarks of BRS Media, Inc.