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RADIO DEMOCRACY

WEB SITE **JELLI.NET**, BASED IN SAN MATEO, LETS LISTENERS CHOOSE WHICH TUNES WILL BE BROADCAST -- AND WHICH SONGS WON'T November 29, 2009

Section: Business

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Troy Wolverton, twolverton@mercurynews.com

Memo: JELLI.NET

What: Creator of interactive music show for broadcast radio and the Internet

Headquarters: San Mateo

Founders: Mike Dougherty, former head of business development for Tellme; Jateen Parekh, who helped develop Amazon.com's Kindle e-book reader

When founded: September 2008

CEO: Dougherty

Employees: 10

Web site: www.jelli.net

Where on the air: In the Bay Area, on KITS Live 105 from 10 p.m. to midnight Sundays; in major cities in Australia starting Monday

Source: **Jelli.net**

Caption: Diagram: Mercury News

YOU PICK THE SONGS: Listeners can use **Jelli** to choose songs from a catalog that they want to hear, and listeners also can vote on songs suggested by others. The more votes the songs gets, the more likely it will play on the radio. **SILENCING THE ONES YOU HATE:** If listeners don't like a song, they can vote to take it off the air. Source: Mercury News research

A local startup is aiming to do what might seem an impossible task in the age of the Internet: make old-fashioned radio hip again.

Jelli.net aims to do this by bringing some state-of-the-art interactivity to the original electronic broadcast medium. Using their computers -- and eventually their mobile phones -- listeners select what will play on the radio by picking songs from the catalog and voting on songs that others have suggested. Listeners can even stop a song midway through if enough vote it down.

"We allow the user to create a new type of experience that's never been done before in broadcast," said Mike Dougherty, **Jelli's** CEO.

Although San Mateo-based **Jelli** is still developing its service, it's already on the air. Since June, Bay Area residents have been able to tune into an on-air version of its service on Live 105 Sunday nights.

Jelli will soon be heard in a lot more places. CBS Radio, which owns Live 105, plans to add **Jelli's** service to MOVIN 99.7, another station it owns in the Bay Area, and company officials are discussing adding it to stations in other cities, said Doug Harvill, senior vice president and San Francisco market manager for CBS Radio. Later this month, Australian radio company Austereo will begin broadcasting **Jelli's** service on stations in five of the countries biggest cities, including Sydney.

Meanwhile, Triton Media, which distributes syndicated programs to