



Press Release

4 DIGITAL GROUP SUBMITS BID FOR NEW DAB MULTIPLEX

Consortium plans launch of ten new national stations for UK listeners

4 Digital Group, the Channel 4-led radio consortium, has today submitted its bid for the licence to run the UK's second national DAB multiplex, advertised by Ofcom last year.

If its bid for the 12-year licence is successful, 4 Digital Group plans to launch an innovative range of UK-wide radio stations, podcasts and new digital services in support of its ambition to put radio at the heart of the digital revolution.

The consortium is a formidable multi-media alliance combining the UK's leading radio, television, publishing, retail and technology companies. Led by Channel 4 Radio, the other shareholders are Emap Radio, UTV Radio, Chrysalis Radio, BSkyB, The Carphone Warehouse Group and UBC Media. The group's bid promises to massively extend choice and the quality of commercial radio content available to UK listeners, with plans to launch 10 brand-new national radio stations from 2008 onwards.

Channel 4 Radio Limited (a wholly owned subsidiary of Channel 4 Television) is proposing to operate three brand new national digital stations bringing its characteristic public service values to radio and providing effective competition to the BBC. The other stations will be provided by Emap Radio, UTV Radio, a Chrysalis Radio and BSkyB joint venture, CanWest MediaWorks, The Walt Disney Company, SMG and Sunrise Radio.

Proposed national stations

- **E4 Radio** will be an interactive music and entertainment station targeting 15 to 29 year-olds on the look-out for the best of what's new in music, comedy and entertainment, delivered in E4's inimitable, mischievous style. With an emphasis on interactivity, listeners will be able to influence, alter and shape the sound of the station.
- **Channel 4 Radio** will be a contemporary speech-based station with public service values infusing a blend of lively debate and entertainment. It will be driven by intelligent, informed and often provocative opinion and conversation, with news and current affairs at its core. It will challenge convention and contribute to shaping and reflecting British society. Targeting 30 to 54-year-olds, the station will also broadcast lively and provocative comment, drama, comedy and documentary programming.
- **Pure4** will be a knowledgeable, accessible radio station for music lovers, home of the original radical artists from the worlds of music and culture. Channel 4 has always led the way in identifying new talent and Pure4 will continue this mission by bringing subjects, styles and genres from the margins into the mainstream. Pure4 will be a journey of discovery,

combining the best that music has to offer with modern contemporary culture.

- **Talk Radio**, from UTV, will be an all-speech service featuring opinionated presentation and lively debate.
- Emap's proposed station, **Closer**, will be a broad mix of current and classic chart music with lifestyle conversation aimed at women aged 30 and over.
- **Sky News Radio**, a joint venture between BSkyB and Chrysalis, will bring Sky News' admired approach to 24-hour rolling TV news to radio.
- **Sunrise Radio UK** will be a personality-led, music-dominated station serving Britain's growing appetite for Asian music and culture.
- **Virgin Radio Viva** will be a new station for fun-loving, fearless women between the ages of 15 and 30.
- Operated by CanWest MediaWorks, **Original** will be an album-led music station aimed at 40 to 59-year-olds, mixing music with meaningful speech.
- **Radio Disney** will be the UK's first national radio station devoted to children, mixing music, entertainment and education.

As well as launching brand-new radio stations, 4 Digital Group will be at the forefront of digital media, fully exploiting the latest technologies to introduce a range of on-demand radio 'podcasts' from Gaydar, Club Asia, NME, IMG, Penguin, The Financial Times, The Princes Trust, The Media Trust and Colourful and catering for a wide array of tastes and interests.

4 Digital Group is also promising to devote unprecedented resource to promoting the take-up of digital radio. The consortium will commit £4.5 million to general marketing of digital radio in the first three years of the licence period, together with more than £25 million media value to support the launch of the individual new radio stations. 4 Digital Group has also reached an agreement to work together with the BBC on the development of DAB to achieve full consumer breakthrough for the medium.

4 Digital Group has reached agreement with a large range of national and international device manufacturers and retailers to drive the adoption of new and more sophisticated digital devices into mobile phones, car radios, personal computers and Wi-Fi systems.

4 Digital Group will also embrace the possibilities of digital technology, working with technology and retail partners to develop cutting edge devices with enhanced electronic programme guides, screen-based information and mobile television and video services.

Nathalie Schwarz, Chair of 4 Digital Group, said: "4 Digital Group will secure the future of radio. Our proposed line up of 10 distinctive new national radio stations and range of downloadable podcasts offers genuine choice and exciting content. We will serve a broad spectrum of audiences – from mainstream to niche, minority groups to children – in both speech and music. Our vision is to put radio back where it belongs – at the heart of a multi-media, multi-platform UK."

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