



For immediate release:

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GLOBAL LAUNCHES MASSIVE DAB DIGITAL RADIO PUSH

AND ANNOUNCES BRAND NEW STATIONS LAUNCHING IN 2015

Global, the media & entertainment group, has today (Wednesday) announced it will take significant capacity on the DAB digital radio D1 national multiplex, launching a host of new national digital stations over the next year.

Global will introduce brand new stations '**Smooth Extra**' on 27 December 2014, '**Heart Extra**' in the new year and other stations yet to be announced. In the past year, Global has launched **Capital XTRA** and **LBC** on D1, alongside its existing **Classic FM** service.

The new deal with D1 sees Global take significant capacity nationally on D1, cementing its brand led strategy and increasing its national digital services to five, with more to come.

Global has also reaffirmed its commitment to investing in local DAB - the group is making a heavyweight investment in the build-out of the local DAB transmission network, adding coverage for its core brands, **Heart**, **Capital** and **Smooth**. This is part of the joint commitment to fund local DAB coverage, announced by Ed Vaizey, Minister for Culture and the Digital Economy, in 2012.

Ashley Tabor, founder & executive president of Global, said: "Now is a really exciting time as DAB digital radio gathers pace. Global is committing significant investment in the D1 digital platform; the only national commercial DAB multiplex with near true national coverage.



We're launching new digital only stations, all of which are brand extensions, and thus extending some of our most loved brands nationally on digital radio."

He continued: "We're also continuing to invest heavily in local DAB coverage, adding coverage for our core brands, **Heart**, **Capital** and **Smooth**. We want all our listeners to be able to enjoy their local stations on DAB as well as our national ones."

Finally:

Global also continues to innovate, leading the industry with the new DAB "**service following**" initiative. This will facilitate seamless listening as people drive between local multiplexes, without a break in service and without drivers having to manually retune from one station or multiplex, to another. Service following is currently in final testing and launches on the vast majority of local DAB multiplexes in early 2015.

– ENDS –

About Global:

Global's radio stations include the three biggest commercial radio networks – Capital, Heart and Classic FM – as well as Capital XTRA, LBC, Smooth, XFM and Gold. Alongside its radio business, Global runs two 24-hour television services, Capital TV and Heart TV, a fast-growing talent business with a roster of international recording artists and a highly successful music publishing business. Global designs, builds and operates market-leading websites for each of its radio brands and develops its own direct-to-consumer digital audio and video products, services and apps in-house. Global is led by Founder and Executive President, Ashley Tabor, Group CEO, Stephen Miron and Director of Broadcasting, Richard Park. It is chaired by Lord Allen of Kensington.

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