



EMBARGOED till Friday, 7 August, 12:00pm

## **Award-winning radio comes to Surrey and South London**

### **JACK and JACK 2 are launching on DAB Digital Radio across Surrey and South London.**

The most awarded local radio brand in the UK has commenced its ambitious expansion plans by launching JACK and JACK 2 in Surrey and South London on DAB Digital Radio at midnight tonight.

An additional 3.8 million listeners will be able to enjoy the JACK breakfast show "JACK's Morning Glory with Trev and Caroline", which won a prestigious joint Presenter of the Year Award at the Arqiva Commercial Radio Awards last month. JACK will of course be playing what they want throughout the day.

JACK 2 offers a chance to play what you want: joining JACK 2 Oxfordshire as the UK's only radio stations allowing listeners to control the music. This new station uses innovative technology from Futuri Media, allowing listeners to vote for their favourite songs on [jack2.com](http://jack2.com) and using JACK 2's mobile app.

Just like their sister stations in Oxfordshire, both stations will offer local JACKtivities and regular traffic updates.

The stations are operated by Oxis Media, which acquired the JACKfm brand for the UK and Europe from Canada's Sparknet Communications earlier this year. The Oxfordshire stations are enjoying one of the highest audience figures since the licence was awarded over twelve years ago, now reaching 104,000 listeners weekly.\*

Oxis Media is working with Triton Digital to offer inStream targeting technology to advertisers, as well as with tools from Omny Studio to bring radio into the connected age.

Clive Dickens, Oxis Media's Chairman, said: *"We're thrilled to be launching two brand new JACKs into Surrey and South London. We will have a strong local commercial presence in the area as we introduce our brand to local businesses over the coming months. As always, JACK will be at the cutting edge of all things digital and we're excited to work with various local advertisers to help reinforce their commercial messaging. We acquired the JACK brand outright earlier this year which enables great opportunities for growth, and this is the first of a number of expansion announcements we plan to make in the next twelve months."*

*"Now, millions more will enjoy JACK playing what we want. We just hope they don't ask for a request,"* he added.

A full launch to listeners is being planned.

**Notes:**

- DAB Digital Radio is the most popular way of listening to digital radio in the UK. DAB receivers are owned by over 50% of the population, and available in 70% of new cars.
- DAB is listened-to by over 45% of people every week across London and Surrey, compared to 35% nationwide.  
Source: RAJAR/Ipsos MORI/RSMB Q1 2015; adult 15+ platform reach across Capital and Eagle TSAs
- JACK and JACK 2 are available on DAB Digital Radio sets across Muxco's Surrey and South London transmitters, to a potential audience of 3.8 million listeners. The transmission coverage map is here: <http://bit.ly/jackcountry>
- If you can't find us on your DAB Digital Radio, you'll need to retune your set.  
<http://bit.ly/retuneforjack>
- The new stations are also available on the UK Radioplayer, Tunein, jackfm.co.uk and jack2.com

\*Source: RAJAR/Ipsos MORI/RSMB Q2 2015 15+

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