

19th October 2015



Share Radio to go national

Less than a year after starting broadcasting, Share Radio announced today that it will be joining the UK's second national DAB network when it launches in early 2016. The news follows an agreement with UTV, one of the consortium partners in Sound Digital which was awarded a national DAB licence in March 2015, for Share Radio to deliver the money and business channel on the new network. This channel was previously branded talkBUSINESS.

Share Radio provides a comprehensive money and business offering designed to help people to become more confident in handling everyday finance. Its most recent initiative, the 'Managing My Money' course broadcast in partnership with the Open University, is not only informative but also very entertaining, and makes maximum use of interactive communications.

Welcoming the news Managing Director Gavin Oldham said: "We are delighted to be achieving our strategic objective of national broadcasting in Spring 2016, and look forward to working closely in partnership with UTV and the other consortium members of Sound Digital. Share Radio's output is very appropriate for national transmission, and we look forward to providing our sponsors and other partners with a broad and growing audience over the years ahead."

Scott Taunton, Chief Operating Officer of UTV Media plc said: "The launch of the UK's second national multiplex in early 2016 will deliver the most significant expansion in listener choice in a generation. Our agreement with Share Radio ensures provision of a high quality business and financial channel in accordance with our licence commitments to Ofcom, whilst enabling UTV to focus on ensuring a successful launch for our three exciting new national services Virgin Radio, talkRADIO and talkSPORT 2."

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