

4th August 2017



Share Radio asks listeners to sign in for audio access

Share Radio, the U.K.'s online money and business radio station, is asking listeners to its live stream and podcasts to sign in for access via its website as from today. It's a one-off, very simple process, and gives access to its sister channel Share Music as well.

Share Radio, which previously broadcasted nationally on DAB, changed its business model to make a clear move away from linear transmission (one-way only broadcast) in early May. It's not the first audio service to go 100% online with an initial email sign in: BBC iPlayer has adopted this model also.

Share Radio's founder Gavin Oldham said: "Our move away from DAB resulted from advertising agencies' unwillingness to recognise the value of smaller audiences for commercial quality speech output in contrast to high-volume background music. In future we will know who our listeners are and their broadcast preferences, and therefore we will be able to make our service more personal and relevant for them. This should provide a new route for establishing commercial success with both Share Radio and Share Music".

Share Radio and Share Music apps will follow the websites with email capture over the next 2-3 weeks.

Contact: Gavin Oldham 07767-337696

Notes for Editors:

Share Radio (www.shareradio.co.uk) and Share Music (www.sharemusic.me) are operated by Share Premium Ltd. and broadcast from its Westminster studios.

Share Radio started broadcasting in November 2014 in Greater London, then joined the national D2 network in February 2016 before becoming wholly online in May 2017. Its focus is on sharing ideas about money: helping people from all walks of life to become more confident with money and business.

Share Music, which started online broadcasting in March 2016, provides a steady flow of instrumental folk music with news bulletins.