

Group News

UBC announces brand name and significant developments for service allowing music purchase directly from radio stations

25 June 2007

UBC Media plc (UBC:L) today announces that it is to name its Instant Music Buying Service 'Cliq'.

The service will allow consumers to instantly buy the music they like as they hear it on the radio. The system works by broadcasting, in a dedicated data channel, a real-time information service with track details and a "buy" button, alongside the radio station's audio stream. Cliq is broadcasting in trial form on the digital service of Heart 106.2 in London and UBC is preparing to launch commercially later this year. The service currently operates on the 'Lobster' digital radio mobile phone available from Virgin Mobile.

UBC is today detailing a major expansion of the service, which will now be made available at launch to more radio listeners.

Today, UBC has announced separately that it has reached agreement with Imagination Technologies (Imagination/IMG) to combine Imagination's new DAB and Internet digital radio platform with 'Cliq'. Imagination Technologies will bring in-home devices that support the Cliq service to market through its PURE Digital division.

In the mobile environment, in addition to the Lobster, UBC is now developing an application that will display the Cliq service on any mobile phone with 'Java' capability. 85% of mobile phones in the UK are capable of running Java and this application will mean that the growing number of people who listen to FM radio on mobile phones will be able to call up a track listing for their favourite radio stations and buy songs as they are played.

UBC has put in place the technical infrastructure as well as agreements with major record companies and radio groups to enable the service in the UK. However, the Company also believes that there are major licensing opportunities for its Cliq service outside the UK. RTE, the national Irish broadcaster has confirmed that it will operate a Cliq service as part of the digital radio trials starting in Eire this year. UBC expects to announce other European trials in the near future.

Simon Cole, Chief Executive of UBC commented:

"Having the ability to market the service on both an in-home and a mobile device from launch, with the leading digital radio hardware supplier on board, I believe is a very strong proposition. Having already secured the backing of all the major radio groups and record companies I believe we have reached a point of critical mass, and a situation where the astute players in the industry want to be involved in something which is going to change the way the consumer utilises the radio."

