



## UBC to offer instant music buying

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UBC Media has given the name Cliq to its instant music buying service, which allows listeners to purchase tracks when they hear them on the radio.

The radio services company is also planning to expand the reach of the service, which has so far been broadcast only as a trial on Heart's London digital station and made available to users of Virgin Mobile's "Lobster" phone.

UBC has signed a deal with Imagination Technologies, the company behind the Pure digital radio brand, to bring Cliq to its platform.

The company is also developing an application that will display the Cliq service on any mobile phone with Java capability.

UBC has set up agreements with major record companies and radio groups to launch the service across the UK by the end of the year, and also hopes to license Cliq overseas, with trials planned in Ireland and elsewhere in Europe.

A trial in Birmingham last year showed that mobile phone users are prepared to spend £9 a week downloading songs from the radio.

On average the participants in the trial bought seven songs a week, costing £1.25 each, from pop station Heart.

Announcing preliminary results today, UBC said it had invested £1.6m in Cliq in the year to March 31.

Revenues at the group were down 9.3% to £17.63m, while its pre-tax loss widened to £1.69m from £234,000 the year before.

UBC's business is based on selling services such as programming and technology to the radio industry.

In April it made an exit from running radio stations when it sold its 80% shareholding in the Classic Gold network to GCap Media for £3.95m.



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