



switchdigital

News Release

For immediate release

31st January 2012

Switchdigital Appoints VDL as its new Transmission Services Provider for the London 2 DAB Multiplex

New transmitter to provide improved DAB reception in London

Switchdigital has agreed a deal with VDL to provide transmission services for the London 2 DAB (Digital Audio Broadcasting) multiplex for a period of 12 years from June 2012.

London 2 is London's largest DAB multiplex broadcasting a diverse range of digital radio services to more than 11 million people. Included in the agreement with VDL is an extension of coverage, with the installation of a new transmitter at the BT Tower, which will provide improved indoor reception for DAB radio listeners in Central London.

The Switchdigital London decision to move to VDL's transmission services provision for its second 12-year licence period introduces competition to the DAB transmission market at a time when a number of multiplex operators are considering licence renewals, the launch of new multiplexes and the expansion of coverage in preparation for analogue switch-off. Signing the agreement at the Institute of Engineering and Technology (The IET), Savoy Place, London, on 23rd January 2012, Piers Collins, Director, Switchdigital London, said: "We have been very impressed with VDL's fresh approach, value for money and desire to work with Switchdigital as a strategic partner."

Yannick Andre-Masse, VDL's CEO: "For VDL, the establishment of a presence in the UK digital radio transmission market represents an important strategic extension of the company's existing FM and digital transmission network operations in France and Belgium."

ENDS



Switchdigital Appoints VDL as its new Transmission Services Provider for the London 2 DAB Multiplex



Piers Collins (Switchdigital) and Edwin Kayes (VDL) signing the DAB transmission services Agreement at the IET London on 23rd January 2012

For further information:

VDL

Edwin Kayes
CityPoint, Temple Gate, Bristol
BS1 6PL
Phone: 0117 373 6260
E-Mail: edwin.kayes@vdl-broadcast.com

Switchdigital

Piers Collins
18 Hatfields, London
SE1 8DJ
Phone: 020 7959 7813
E-Mail: Piers.Collins@talksport.co.uk

Notes to editors:

London 2 DAB Multiplex

The London 2 DAB multiplex was launched by Switchdigital London Ltd. in July 2000. The multiplex is broadcast on Block 12A (223.936 MHz).

Switchdigital London Ltd.

Switchdigital London is a consortium of UTV Media, TIML and Carphone Warehouse Digital.

VDL Network UK Ltd.

VDL Network UK is a wholly-owned subsidiary of VDL SA (Lyon, France). VDL is an established FM and digital radio transmission network operator in France and Belgium. VDL are also a manufacturer of digital radio encoding, multiplexing and monitoring products that are used by broadcasters and network operators in many European and Asian countries.