

# Press Release

For immediate release

25<sup>th</sup> April 2012

## **VDL to provide Transmission services for MuxCo's first Local DAB Multiplex**

MuxCo North East Wales and West Cheshire Ltd. has entered into an agreement with VDL to provide transmission services for the Wrexham, Chester and Liverpool DAB (Digital Audio Broadcasting) multiplex for a period of 12 years from November 2012.

The Wrexham, Chester and Liverpool DAB multiplex will broadcast BBC Radio Wales, BBC Radio Cymru, 107.6 Juice FM, Real Radio and Dee 106.3, allowing these existing services to both broadcast in digital quality and be heard by a wider audience than can currently hear them on FM Radio. The multiplex launch will also see Nation Radio become Wales' second national commercial station as it moves into the north of the country for the first time. The launch of the multiplex means there is also space for new radio stations to broadcast across the area.

On confirming the decision to award the contract to VDL, Gregory Watson (Managing Director, MuxCo) said "We are excited that some of the area's favourite stations and some new radio choices are going to be available for listeners across Liverpool, Cheshire and North Wales." Wrexham, Chester and Liverpool is the first of several MuxCo local DAB multiplexes in England and Wales.

The Wrexham, Chester and Liverpool DAB multiplex is VDL's second UK DAB transmission contract, following the award of the Switchdigital London DAB multiplex transmission renewal in January 2012. The establishment of a presence in the UK digital radio transmission market represents an important strategic extension of the VDL's existing FM and DAB transmission network operations in France and Belgium.

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### Wrexham, Chester and Liverpool Multiplex

The new DAB Digital Radio multiplex will serve Liverpool, Cheshire and North Wales from November 2012. Using transmitters at Moel-y-Parc, Wrexham Rhos and St. John's Beacon, the multiplex will serve around 1.8m adults (15+) enabling a range of existing and new services to broadcast on DAB Digital Radio.

### 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.

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