

Press Release



4FM joins national radio platform across UPC

Gaining 1,000 new listeners a week

Ireland, 08 June 2010 – Today cable and media company UPC is broadcasting 4FM across its cable and MMDS platforms throughout Ireland. Over one million potential listeners automatically have access to 4FM and from today a new radio station showcases to more homes throughout Ireland.

4FM is Ireland's newest radio station broadcasting to Dublin, Cork, Galway, Limerick and Clare. According to the latest JNLR report, the station commenced broadcasting in February 2009 and has over 116,000 weekly listeners and is growing new listeners at a 1,000 a week.

Jim Miley, CEO of 4FM said:

"We're delighted that we're now broadcasting across the nation on UPC's digital platforms on channel 936. The UPC network will provide a further boost to our audience levels in addition to our recently launched iPhone App.

"The UPC launch coincides with a revamp of some of our key programmes including the Breakfast Show with Gareth O'Callaghan and his co-presenter Cathy Cregan from 6 – 9am. The show features a lively mix of music, entertainment and chat with a light and humorous approach and interaction from listeners through the re-generation game. Well known actor, Alan Stanford has also joined the team recently presenting The Culture Club on Saturday morning, covering the arts and entertainment. Other well known station presenters include Jimmy Greeley, Tom McGurk and Derek Davis."

4FM is the latest radio channel to join the platform which now consists of 39 radio channels and is the 18 Irish radio channels to broadcast to UPC customers.

Simon Kelehan, head of TV / Radio of UPC said:

“We’re delighted to support indigenous radio channels such as 4FM and to place it alongside additional great Irish and international radio content. There’s a growing appetite for radio channels and our line up of 39 radio channels provide a great choice of content for listeners.”

About 4FM

4FM is Ireland’s first and only multi-city radio station broadcasting to Dublin, Cork, Limerick, Galway and county Clare. The station plays a mix of timeless hits from the 60’s through the 90’s as well as informed chat and lively discussion. 4FM is aimed primarily at a 35+ audience and, according to the JNLR, is proving to be particularly popular in the 35 to 54 age groups.

About UPC

UPC is the European division of Liberty Global, Inc., the world’s leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit www.upc.ie