



## Media Release

Date: 29 October 2004

### **NTL switches on 250<sup>th</sup> digital radio transmitter**

- **Milestone marked at Caradon Hill in Cornwall**
- **Digital radio comes of age after intensive four-year roll-out**
- **Pirate FM, Plymouth Sound and Radio Cornwall now available digitally**

ntl's Broadcast division has today switched on its 250<sup>th</sup> digital commercial radio transmitter after an intensive roll-out of multiplexing and transmission systems for both national and local stations lasting four years. Caradon Hill, near Liskeard in Cornwall, is the location for the 250<sup>th</sup> installation, which makes Pirate FM, Plymouth Sound and BBC Radio Cornwall available for the first time on DAB digital radio. The local multiplex also brings radio brands such as Classic Gold, The Storm and Kiss to the area for the first time.

The 250<sup>th</sup> installation is provided by ntl under contract to South West Digital Ltd, the local digital radio operator (majority owned by GWR and UKRD Group). James St Aubyn, High Sheriff of Cornwall and Chairman of UKRD, which also owns Pirate FM, said: "It's very good to see digital radio making inroads right across the country, and this celebration in Cornwall is all the more special for that. ntl has worked tirelessly to develop digital radio infrastructure throughout the UK and we're all very excited about the future of the medium."

Digital commercial radio first arrived in Cornwall in November 2001 with Digital One, which carries a popular range of national stations from Classic FM to Planet Rock. ntl's Caradon Hill site itself opened in 1961 for Westward Television and now carries four analogue TV channels plus digital TV and radio. The 800-foot mast stands on the edge of Bodmin Moor and dominates the skyline of south-east Cornwall.

Paul Eaton, Head of Radio at ntl's Broadcast division, said: "The radio industry is on the crest of a wave and it's a great tribute to all those involved that the medium has kept evolving with changes in lifestyle and technology to provide more services and choice to listeners. DAB digital radio has very much come of age now and we're all very proud of what's been achieved in such a short time."

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**More on ntl's Broadcast division:**

- The Broadcast division of ntl has a 49-year history in transmission and has helped pioneer the technologies of the digital age.
- 22 million UK homes receive ITV, Channel 4 and Five via ntl's national broadcast transmitter networks. ntl also provides transmission for most UK independent radio stations, both analogue and digital.
- ntl provides end-to-end media solutions to the broadcast industry across terrestrial, cable and satellite platforms. This includes satellite uplinking, satellite newsgathering, outside broadcast facilities, programme presentation, play-out and distribution.
- With a portfolio of over 2300 radio sites across the UK, ntl's Wireless Solutions group specialises in shared mobile and cellular network infrastructure, from conventional masts and towers, urban and in-building solutions to access circuits, managed back-haul and core network provision.
- ntl's Public Safety group provides a full range of support services to the UK police, fire, ambulance and other emergency services including design and installation of integrated telecommunications systems, radio system maintenance and fully managed services.
- Further information can be found at [www.ntlbroadcast.com](http://www.ntlbroadcast.com)

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