

Press Release

National Grid Wireless wins Aberdeen FM contract

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Broadcast infrastructure provider National Grid Wireless has further strengthened its position in the commercial radio sector after being awarded the transmission contract for a new FM radio service for Aberdeen. The agreement will see the network operator providing a managed transmission service across a three site network covering the city and surrounding area, with a potential audience of 300,000 people.

The licence for the station was awarded by OfCom to Original Aberdeen FM Limited following a four-way bid process and will be launched later this year pursuing a programme of eclectic and distinctive 'adult alternative' music and round-the-clock news bulletins. The watchdog praised the new station's robust research and comprehensive local market analysis in preparing its proposals.

The station represents the third licence won in the UK by Original, and will sit alongside stations in the Solent region and Bristol in the company's portfolio. The deal will also be the second time that Original and National Grid Wireless have worked together, following hot on the heels of their successful launch of Original 106.5 FM in Bristol, which went on the air in May.

Tim Butler, senior account manager for commercial radio at National Grid Wireless, said: "We are delighted to have the opportunity to provide the broadcast transmission service for Original 106 FM in Aberdeen, and will continue to look to increase our customer base in this highly competitive field. We are confident that our work with Original in Bristol counted in our favour and we look forward to extending our relationship."

Iain McKenna, managing director of Original 106 FM said "Following our work with National Grid Wireless on the Original 106.5 FM project, it was clear that we had found an ideal partner for our plans to expand the scope and reach of our stations. The experience and level of professionalism throughout the company is unparalleled in the industry, and we look forward to many more successful years working alongside them."