



**2<sup>nd</sup> November 2010**

## **VODAFONE UK TO SPONSOR THE BIG TOP 40 SHOW IN A TWELVE MONTH DEAL**

Vodafone UK and Global Radio have teamed up for an unprecedented 12 month partnership with the Big Top 40, the UK's number one chart show. This is the first time that the show has been sponsored.

The deal will be used to highlight Vodafone Freebees – a new service giving Pay as you go customers something back every time they top up - as part of a multi-million pound campaign.

Running across 125 commercial radio stations - including 95.8 Capital FM and the Heart network - and reaching over 2 million listeners each week, the sponsorship kicks off on Wednesday 3<sup>rd</sup> November and was planned and brokered by OMD UK's Fuse Sport and Entertainment division,.

The countdown of the nation's best selling singles will now be "The Vodafone Freebees Big Top 40" across the on-air broadcast, online player, and mobile apps. The partnership also includes on-air and online promotions and six homepage takeovers throughout the year.

Mike Gordon, Group Commercial Director, Global Radio said:

"A sponsorship of this scale truly reflects the phenomenal reach and innovation of the Big Top 40. We're thrilled at this partnership and are proud to introduce The Vodafone Freebees Big Top 40."

Danielle Crook, Brand Director, Vodafone UK said:

"The Vodafone Freebees Big Top 40 gives us a massive opportunity to get our message out that we offer great value to millions of Pay as you go customers across the UK. We're excited to be able to reach such a huge audience with such a compelling message"

The announcement comes hot on the heels of The Big Top 40's amazing success in the latest RAJAR figures \*, where the show celebrated an increase of 80,000 listeners over the last quarter, with 2.38 million people now tuning in each week.

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**Notes for editors:**

### **The Big Top 40 Show**

The Big Top 40 is the UK's first ever real time chart, providing a true barometer of public music tastes each Sunday from 4pm to 7pm. The show plays all the hits from the chart but listeners can influence the Top 10 by downloading their favourite tracks from the iTunes Store ([www.itunes.co.uk](http://www.itunes.co.uk)) during the LIVE show. The Top 10 positions are reviewed each hour, with the final 10 'locked down' and revealed on air between 6 and 7pm.

### **About Global Radio**

Global Radio is now the largest commercial radio group in the UK and one of the largest in Europe. The company owns a large number of leading radio brands including national station Classic FM as well as the Heart and Galaxy networks (Galaxy stations to be rebranded as Capital in January 2011), 95.8 Capital FM, LBC, the Hit Music network and XFM. The company is led by Founder and Group CEO, Ashley Tabor, CEO, Stephen Miron, Director of Broadcasting, Richard Park. The radio group is chaired by Charles Allen.

[www.thisisglobal.com](http://www.thisisglobal.com)

\* Source: RAJAR / Ipsos-MORI / RSMB, period ending September 2010, all stations and groups results are reported on their specified reporting period and TSA.

For more information, please contact:

Ben Taylor – Vodafone UK

01635 666777

[Ben.taylor@vodafone.com](mailto:Ben.taylor@vodafone.com)

Mikey Abegunde – Press Officer, Global Radio

Tel: 020 7054 8387. Email: [michael.abegunde@thisisglobal.com](mailto:michael.abegunde@thisisglobal.com)