



29 March 2016

VODAFONE UK AND GLOBAL SIGN THREE-YEAR PARTNERSHIP

CAPITAL'S SUMMERTIME BALL WITH VODAFONE IS BACK

Vodafone and Global have signed an agreement that will see Vodafone return as the headline sponsor of Capital's Summertime Ball for the next three years.

The new deal follows a hugely successful four-year partnership. Research from Capital's Summertime Ball with Vodafone 2015 shows brand consideration is significantly higher among Capital listeners who have been exposed to the partnership activity.

The relationship spans a number of areas of Global's business with activity running across Capital's radio, TV, digital and social channels from April and utilising Global's access to talent and the event itself at Wembley this summer.

This year Vodafone will work with media & entertainment group Global again to bring an unsigned act to the stage at Wembley to perform. Two Vodafone Future Breakers will compete in the four-week campaign with Capital listeners voting for the act that goes through to "Take the Stage" and perform in front of more than 80,000 music fans. Vodafone Future Breakers is a Vodafone and Global initiative that gives emerging talent a shot at breaking into the music industry.

Alex Conaway, head of brand advocacy, engagement and activation at Vodafone, said: "The partnership has been a huge success with Capital's Summertime Ball now playing a major role in driving brand engagement for Vodafone. This year I'm confident we can build on the great work we've already done with Global to make Capital's Summertime Ball with Vodafone 2016 the most successful yet."

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news release



Mike Gordon, chief commercial officer at Global, said: "This is a true partnership that continues to deliver better results year after year. Vodafone is the ideal partner for Capital's Summertime Ball and I'm delighted they've chosen to work with us for another three years."

Vodafone first signed up as the headline sponsor of Capital's Summertime Ball in 2012. Vodafone also partners with Global on The Vodafone Big Top 40.

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Notes to editors:

1. dfferento/ogy ran online research in June 2015 among 450 respondents aged 16-34.

About Capital:

Capital is the UK's number one hit music station, playing the biggest hits from the hottest hit music artists of the moment, 24/7. Targeting a 15-34 audience, Capital is one of the UK's largest commercial radio brands, reaching eight million weekly listeners across the UK. Capital is home to radio presenters including Dave Berry, George Shelley, Lilah Parsons, Roman Kemp, Marvin Humes, Toby Tarrant, Ant Payne and The Bassman. Capital is available on 95-108 FM, DAB digital radio, at capitalfm.com, on the Capital app, on Sky channel 388 and Freesat channel 517. Source: *RAJAR / Ipsos-MORI / RSMB, period ending 20th December 2015.*

About Global:

Global is one of the world's leading media and entertainment groups. Global has three divisions, Global Radio, Global Television and Global Entertainment. Ashley Tabor is Founder & Executive President, Stephen Miron is Group CEO, Richard Park is Group Executive Director & Director of Broadcasting and Lord Allen is Chairman. Tabor created Global in 2007.

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