



# Fiktiv UK - Media Sound Holdings

## Media Sound Holdings

Media Sound Holdings is a company which was incorporated in 2005 and is based in Uckfield, East Sussex in the United Kingdom. As of 2022 it operates 32 radio stations in England, and publishes two magazines.

In April 2008, Bright FM in Burgess Hill and 107.7 Splash FM in Worthing merged. The company later purchased Arrow FM and Sovereign FM from TLRC in June 2009.

In October 2012, it was announced that the company would merge with Isle of Wight Radio, alongside its Beacon magazine, reuniting Arrow FM and Sovereign FM with their former sister station under TLRC. The merger involved the Isle of Wight Radio's shareholders taking shares in Media Sound Holdings, with Claire Willis and Hedley Finn joining the board. It was confirmed that staffing would not be impacted at the station with continued broadcast from the Isle of Wight and no plans for content sharing amongst the stations, though it was stated this may be considered in future for off peak hours.

It was announced in December 2015 that the periodical publication Sussex Living, a glossy lifestyle and local news magazine, had been bought by Media Sound Holdings.

In April 2016, the group announced it was re-branding its four Sussex radio stations, Arrow FM, Bright FM, Sovereign FM and Splash FM to More Radio.

In February 2019, the group purchased several former Celador Radio services, including The Breeze and Sam FM.

## The Breeze

The Breeze is a network of Independent Local Radio stations broadcasting to Bristol, Hampshire, Isle of Wight, Somerset, North Dorset, North Gloucestershire, South Devon, South West Surrey, West Berkshire and West Wiltshire, as well as in East Anglia.

The Breeze network operates on various FM frequencies and is also online at [thebreeze.com](https://thebreeze.com). All frequencies were previously separate stations centred on each of the broadcast areas, which have been acquired and combined into one network, carrying separate breakfast and drivetime programming for the south and the west of England.

## ==History==

The network launched when Play Radio (a combination of two stations in Hampshire) was acquired by Celador along with an additional station in Portsmouth and rebranded as The Breeze on 4 July 2010. The individual stations have all operated under various owners,

formats and identities, with the stations having launched between 1998 and 1999 as a series of local stations focused on a specified broadcast area.

In 2011, Celador acquired two Total Star stations in Bristol & Bridgwater, and successfully applied for an FM licence serving the Bath area, and relaunched all stations as The Breeze. All local programming is now identical across all licence areas.

The Breeze is currently based in Torbay, Southampton, Bristol and Basingstoke.

In February 2019, Media Sound Holdings acquired Celador Radio stations, including The Breeze.

==Stations==

The Breeze originally launched as a number of stations in the South and the West of England.

\*The Breeze (Basingstoke & North Hampshire) The station was launched on 16 December 2012 by the merging of three stations in Andover, Newbury and Basingstoke. In August 2017 107 JACK FM (Berkshire) in Reading was rebranded as 'The Breeze', and added to the Thames Valley feed.

\*The Breeze (Bridgwater & West Somerset) launched in 1998 as Quaywest 102.4. It later acquired a station called BCRfm before being taken over by One Gold Radio and relaunched as Total Star Somerset until August 2011.

\*The Breeze (East Hampshire & South West Surrey) was originally three individual stations all launched in 1999 – SouthCity FM (Southampton), Win 107.2 (Winchester) and Radio Victory (Portsmouth). Following subsequent mergers and acquisitions the stations were acquired by Celador in 2010 and rebranded into one station. Kestrel FM Haslemere joined the south network on 16 December 2012.

\*The Breeze (North Dorset) (as of 25 June 2012) started on 25 June 1995 as 97.4 Gold Radio before becoming Vale FM. It was rebranded as Midwest Radio in August 2010.

\*The Breeze (South Devon) started on 26 May 2006 as Palm 105.5, which had previously held three Restricted Service Licences for the Torbay area.

\*The Breeze (South West) was created on 29 March 2013 by the merging of four stations in Bristol, Bath, North Somerset, Frome & West Wiltshire

\*The Breeze (Yeovil & South Somerset) (as of 25 June 2012) started in October 2003 as Ivel FM and relaunched as Midwest Radio in August 2010.

Sam FM South Coast

Sam FM South Coast is an adult hits format radio station broadcasting to a stretch of the English South Coast on 106 MHz & 106.6 MHz FM and on DAB Digital (across a limited area on the Portsmouth small scale trial multiplex). It broadcasts from its Roman Landing studios in Kingsway, Southampton alongside its sister station The Breeze which is also housed in the same building.

==History==

===Original 106 & The Coast===

The station was originally launched in 2006 as Original 106 (Solent), owned by Canwest, which then sold the station to Celador in August 2008. It was replaced by The Coast 106 in October 2008, and while initial RAJAR results were encouraging with a healthy increase over those posted by Original, the weekly reach stagnated at around 115,000 by early 2011.

===Jack FM===

Celador then rebranded the station as Jack FM, to bring it in line with its sister station in Bristol, from 4 July 2011. All prior presenters except Robin Caddy were removed from the station, which switched to a format also used by Celador's other Jack stations - a presenter-led breakfast show (hosted by Bam Bam), a Saturday morning "World Of Sport" show presented by Robin Caddy and automated music interspersed with topical one-liners in between songs voiced by actor Paul Darrow at other times.

===Sam FM===

On 1 April 2015, the station was rebranded again as Sam FM, which runs with a strapline of "We're In Charge" - the station controls the music and doesn't play requests - interspersed with topical one-liners in between songs by Gareth Hale who is referred to as The Voice of Sam FM.

==News==

Sam FM broadcasts local news bulletins hourly from 6am to 7pm on weekdays and from 7am to 2pm on Saturdays and Sundays. Headlines are broadcast on the half-hour during weekday breakfast and drivetime shows. National bulletins from Sky News Radio are carried hourly at all other times.

Sam FM Bristol

Sam FM Bristol is an English language adult hits format radio station that broadcasts on 106.5 MHz FM in Bristol, United Kingdom and is owned by Media Sound Holdings.

==History==

===Original 106.5===

The station was awarded its original broadcast licence in September 2006 as Original 106.5, and commenced broadcasting on 20 May 2007. It was owned by a group of investors under the name Tomahawk Radio. The station originally broadcast an Adult Oriented format, with 40% of its music coming from past or present Top 20 charts.

===Jack FM===

106 Jack FM replaced Original, which had previously broadcast using the same frequency, on 2 December 2009 following a staged on-air argument and station hijacking the previous day. The station was acquired by Celador Radio on 7 September 2010.

===Rebrand to Sam FM and merger===

From 1 April 2015, the Jack FM name was dropped in favour of Sam FM by the station owner Celador Radio, who decided on changing the name six months beforehand. The station's topical imaging are voiced by actor and comedian Gareth Hale (of Hale and Pace).

On 25 May 2016, OFCOM announced it had granted Celador permission to merge the station with its sister station in Swindon. The company said the Swindon station was not financially viable as a stand-alone service, having made a £50,000 loss in 2015. The station will continue to broadcast its weekday breakfast show from Bristol - shared with the Swindon station - and will retain local news bulletins, traffic updates and what's on information.

===DAB==

Sam FM was removed from DAB in 2015, but three years later is been re-added to Bristol's DAB Mux in a bid to increase listener reach.

Sam FM Swindon

Sam FM Swindon is a local radio station broadcasting on 107.7 FM in Swindon and surrounding areas. The station launched in 2006 as "Brunel FM" and is owned and operated by Media Sound Holdings.

Its Lime Kiln studios at Royal Wootton Bassett, near Swindon, were used by ILR station Wiltshire Radio (later GWR and then Heart Wiltshire) from its launch in 1982.

==History==

===Brunel FM===

In 2005, after radio group Swindon FM lobbied for a second FM licence for the area, Ofcom invited applications for a 12-year broadcasting licence. The Local Radio Company applied, proposing a station called Now FM. After being awarded the licence, it was renamed as Brunel FM after Isambard Kingdom Brunel, chief engineer of the railway which had converted Swindon from a small village to a large town. Brunel was also the previous name for AM station Classic Gold Radio (now DAB station Gold) when Wiltshire Radio / GWR-FM (now Heart Wiltshire) launched on FM. However, Brunel FM and Brunel Radio / Brunel Classic Gold did not have any connection other than their name and studio location.

Brunel FM launched at 10 am on 2 September 2006, and remained under control of The Local Radio Company until its sale to Laser Broadcasting in June 2008, along with sister stations Bath FM and 3TR FM. Following the buyout a number of the station's staff resigned, allegedly due to lack of payment.

In October 2008, Brunel FM was sold again to South West Radio Ltd, following the collapse of Laser Broadcasting which went into administration.

In August 2009, South West Radio itself collapsed and was also placed into administration. Brunel FM was then acquired by YMC Ltd, along with Bath FM, 3TR FM, Quay West 107.4 and Quay West 102.4/100.8. YMC Ltd then ran the five licensed stations as a group, with local programming throughout the day and some networked output over the weekend. On 24 March 2010, the YMC Ltd stations were closed by administrators after multiple refusals on the part of regulator Ofcom to transfer the licences, amid a number of financial issues at the stations following TLRC's sale.

### ===Total Star Swindon===

Brunel FM and its sister stations – 3TR FM, Bath FM and the two Quaywest stations – were eventually bought by One Gold Radio Ltd. All five stations were rebranded Total Star as part of an agreement with Total Star 107.5 in Gloucestershire, owned by Storm Radio Ltd.

### ===More Radio===

In May 2011, it was announced Total Star Swindon (along with sister stations in West Wiltshire and Bath) would be rebranded to More Radio from June 2011, after owners One Gold Radio Ltd (now More FM Ltd) ended their partnership with the Cheltenham-based Total Star group. The group also decided not to contest the renewal of the Bath licence, which was awarded to Celador – and was rebranded as The Breeze in September 2011. The company also purchased the 107.5 Warminster/Frome area licence, turning it into The Breeze in November 2011.

### ===Jack FM Swindon===

It was announced in April 2012 Celador had bought the final More Radio licence in Swindon. Just over a month later, on 28 May 2012, the station was relaunched again as Jack FM Swindon.

### ===Sam FM rebrand and merger===

Less than three years later, on 1 April 2015, the station was rebranded again to Sam FM. On 25 May 2016, OFCOM announced it had granted Celador permission to merge the station with its sister station in Bristol. The company said the Swindon station was not financially viable as a stand-alone service, having made a £50,000 loss in 2015. The station's sole local programme – the weekday breakfast show That Swindon Thing – was axed, although opt outs for local news bulletins, traffic updates and what's on information will continue.

## Fire Radio

Fire Radio is a British radio station broadcasting to Bournemouth, Poole, and Christchurch, Dorset, based in Southampton, Hampshire.

The station was launched on 26 June 1999 by founding Directors James Bromley and David Harber as The NRG FM 107.6, but changed name a year later following a dispute with French radio station NRJ. The station is now part of Media Sound Holdings.

### ==History==

The NRG (Nerve Radio Group) was born out of the Bournemouth student station Nerve\* Radio. The launch team included David and Emily at Breakfast, Max Hailey, James "Lloydie" Lloyd and Dan Lodge on the schedule. A range of specialist DJs were included in the schedule, such as Jay Ratchett, Ross EB, Jon Langford, Michael Artwell and Jez Welham. Specialist programmes also included Club Versive hosted by Boy George, and the Ministry Of Sound Dance Party.

### ===Name change===

French broadcaster NRJ challenged "The NRG" over the use of the name as the

pronunciation was the same. In discussion with the station's solicitors (Stephens Innocent) the station management agreed that although there was a "chance" that the Bournemouth station could win the challenge - and even if not, they could go to Appeal and "almost certainly" win - the costs involved in challenging one of Europe's biggest radio brands would be too high for a small station on the South Coast of the UK. Despite the notion of 'borrowing station names', Managing Director David Harber renamed the station "The Fire" after a Chicago-based station "WFYR" which had been 'off-air' for a number of years. The station changed name on Bonfire Night, 2000.

#### ===Studios===

The station moved from the original studios in the Quadrant Shopping Centre, to purpose-built studios at the Picture House on Holdenhurst Road in Bournemouth in June 2007. The station now broadcasts from the studios in Southampton.

#### ===Ownership===

The station was sold by its original founders in October 2001 to Radio Investments Limited, which later became known as The Local Radio Company.

The Local Radio Company then sold Fire 107.6 to Westward Broadcasting in June 2009.

Celador Radio purchased Fire in July 2014. In February 2019, Fire was then sold to Media Sound Holdings.

#### ==News==

Fire Radio broadcasts local news bulletins hourly from 6:30am to 7:30pm on weekdays and from 8:30am to 1:30pm on Saturdays and Sundays. Headlines are broadcast on the half-hour during weekday breakfast and drivetime shows. Extended bulletins are broadcast every weekday at 6:30am and 2pm.

#### More Radio Hastings

More Radio Hastings, formerly Arrow FM, is an Independent Local Radio station serving Hastings, Bexhill, Battle and surrounding areas. It is owned and operated by Media Sound Holdings and broadcasts from studios in Worthing, as part of a network of stations across Sussex in South East England.

#### ==History==

Arrow FM was founded in 1992 by two local radio executives, Mark Briggs and Matthew Wheeler, who conducted a series of RSL pilot broadcasts in both Hastings and Eastbourne. Three of the transmissions took place in Hastings under the Arrow FM and Splash FM branding - the licence holder was local DJ Terry James and the station manager was Terry Kane.

The group disbanded a year before the Radio Authority advertised a licence for one or more services in East Sussex. The winning bid, Conqueror Broadcasting Ltd - a consortium of local investors and radio operators, led by businessman Bill Uttley Moore CBE, who created the

Arrow fm brand - won the licence in 1997. Mark Briggs rejoined the station ahead of its full-time launch on Good Friday 10 April 1998.

By 2000, Arrow FM had been sold to Radio Investments Ltd, which also had interests in nearby stations. This group went on to become The Local Radio Company, which then sold Arrow FM along with sister station Sovereign FM to Media Sound Holdings in 2009. Bespoke local programming for the area was reduced to the weekday breakfast show, with all other output shared with sister stations Bright FM, Sovereign FM and Splash FM.

In November 2010, Ofcom approved a request to share programming across all four stations, stating the changes would not substantially alter the character of the service.

==Programming==

All programming on the station is produced from Media Sound's Worthing studios and shared with Bright FM, Sovereign FM and Splash FM with opt-outs for local news and advertising. Local news airs every hour from 6am to 6pm on weekdays and from 8am to 12pm on Saturdays with headlines on the half-hour during weekday breakfast and drivetime shows. National news bulletins from Sky News Radio are carried hourly at all other times.

More Radio Mid-Sussex

More Radio Mid-Sussex, formerly Bright FM, is an Independent Local Radio station serving Burgess Hill, Haywards Heath, Lewes and surrounding areas. It is owned and operated by Media Sound Holdings and broadcasts from studios in Worthing, as part of a network of stations across Sussex.

==Recent history==

In 2005, Bright FM launched a second transmitter on 106.8 FM, extending its service to Lewes.

In April 2008, the station became part of Media Sound Holdings, following a merger with neighbouring radio station Worthing-based Splash FM. In June 2009, Media Sound Holdings added Arrow FM in Hastings and Sovereign FM in Eastbourne to their group from TLRC. In November 2010, Ofcom approved a request to share programming across all four stations, stating the changes would not substantially alter the character of the service.

==Programming==

All programming on the station is produced from Media Sound's Worthing studios and shared with Arrow FM, Sovereign FM and Splash FM with opt-outs for local news and advertising. Local news airs every hour from 6am to 6pm on weekdays and from 8am to 12pm on Saturdays with headlines on the half-hour during weekday breakfast and drivetime shows. National news bulletins from Sky News Radio are carried hourly at all other times.

More Radio Eastbourne

More Radio Eastbourne, formerly Sovereign FM, is an Independent Local Radio station serving Eastbourne, Hailsham, Polegate and surrounding areas. It is owned and operated by

Media Sound Holdings and broadcasts from studios in Worthing, as part of a network of stations across Sussex.

### ==History==

A completely unrelated 'temporary' radio station Sovereign Radio was founded in Eastbourne in 1992 by local radio enthusiasts Mark Briggs and Matthew Wheeler, who established RSL trial broadcasts in December 1992 and the summer of 1993. The second RSL was based on board an old ferry from the Shetland Islands called the Earl of Zetland, which was temporarily moored in Sovereign Harbour. Some of the station's original presenters included Gavin Lawrence, Paul Martin, Terry James and Zora Suleman. The broadcasts were part of a campaign to demonstrate viability to the Radio Authority (a legacy regulator now part of Ofcom) to advertise a full licence.

The full licence for the Eastbourne and Hailsham area was eventually awarded in 1994 to another, unconnected, group which later included several members of the team from the previous temporary station.

Sovereign Radio (later 107.5 Sovereign FM) began broadcasting in 1997 from studios at St Mary's Walk in Hailsham.

The station was later acquired by The Local Radio Company in 2000 and for a year, was once again managed by co-founder of the original (1992) RSL station Mark Briggs, who also managed neighbouring sister stations Arrow FM in Hastings and Neptune Radio (now KMFM in Dover and Folkestone).

Media Sound Holdings acquired the station from The Local Radio Company in June 2009 along with Hastings-based Arrow FM, with both stations were operating at a loss. The group already owned Splash FM and Bright FM which were acquired in April 2008.

In November 2010, Ofcom approved Media Sound Holdings's application to share all programmes across their four stations Arrow FM, Bright FM, Sovereign FM and Splash FM, given that the stations "already share all programming outside of breakfast, so these changes will not substantially alter the character of the service."

On 11 April 2016, Sovereign FM changed its name to More Radio.

### ==Programming==

All programming on the station is produced from Media Sound's Worthing studios and shared with Arrow FM, Bright FM and Splash FM with opt-outs for local news and advertising.

Local news airs every hour from 6am to 6pm on weekdays and from 8am to 12pm on Saturdays with headlines on the half hour during weekday breakfast and drivetime shows.

National news bulletins from Sky News Radio are carried hourly at all other times.

### More Radio Worthing

More Radio Worthing (known as Splash FM from 2003 to 2016), is an Independent Local Radio station serving Worthing, Shoreham, Littlehampton and surrounding areas. It is owned

and operated by Media Sound Holdings and broadcasts from studios at The Guildbourne Centre in Worthing, as part of a network of stations across Sussex.

#### ==History==

In April 2008, the station became part of Media Sound Holdings, after merging with neighbouring radio station Mid Sussex-based Bright FM. In June 2009, the group added Arrow FM in Hastings and Sovereign FM in Eastbourne to their portfolio from TLRC.

In November 2010, Ofcom approved a request to share programming across all four stations, stating the changes would not substantially alter the character of the service.

#### ==Programming==

All programming on the station is produced locally from Splash FM's Worthing studios and shared with More Radio Hastings (formerly Arrow FM), More Radio Mid-Sussex (Bright FM) and More Radio Eastbourne (Sovereign FM).

Local news airs every hour from 6am to 6pm on weekdays and from 8am to 12pm on Saturdays with headlines on the half-hour during weekday breakfast and drivetime shows. National news bulletins from Sky News Radio are carried hourly at all other times.

#### Isle of Wight Radio

Isle of Wight Radio is an independent local radio station in Newport on the Isle of Wight. The station began transmitting from Briddlesford Farm AM transmitter on 15 April 1990. Isle of Wight Radio switched to FM in March 1998, its main transmitter is at Chillerton Down on 107FM, with three low power relays on 102FM in Cowes, Ventnor and Ryde.

#### ==History==

#### ===Ownership===

Isle of Wight Radio was independently owned for two years before being purchased by GWR (now Global Radio) and then by The Local Radio Company (TLRC). The station then came under the control of a joint venture between TLRC and the Portsmouth FC, under the name of Quadrant Media Limited, which also owned Spirit FM in Chichester and 107.4 The Quay in Portsmouth. In August 2009, the station was sold in a management buyout by programme controller Paul Topping, Claire Willis, Ian Walker and Hedley Finn, making it independently owned again.

In October 2012, it was announced that the station, alongside local Beacon magazine which it owns, was to merge with Media Sound Holdings, owner of Splash FM, Bright FM, Arrow FM and Sovereign FM, the latter two being former sister stations under TLRC. The merger involved the station's shareholders taking shares in Media Sound Holdings, with Willis and Finn joining the board. It was said that staffing would not be affected with continued broadcast from the Isle of Wight and no plans for content sharing amongst the stations, although this could be considered in future for off-peak hours.