

THE BUZZ

A NEW KIND OF RADIO

***SEIS £250K
TECH INVESTMENT
OPPORTUNITY***



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WHAT IS THE BUZZ?

A music focused ad-free multi-station Radio Platform designed by Radio Industry Experts



Adam Cole
Co-Founder

Sony Gold Award winning DJ & Presenter of BEST BREAKFAST SHOW IN THE UK.



Rik Arron
Co-Founder

Former TV producer and director at Granada, Sky and BBC.



Jim Hicks
Board Advisor

Group Executive Programme Director
Chrysalis Radio Group
Managing Director Galaxy Radio Manchester
Programme Director Galaxy 102

WHY ARE WE DOING IT?

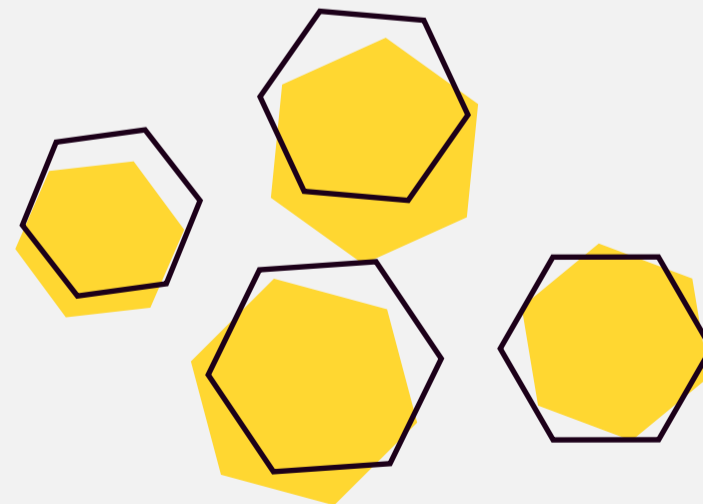
88% of the UK adult population tune into their selected Radio Station **each week** because its **THE ONLY** platform they can listen to curated music live and listen **TOGETHER**.

But guess what... **at least 50% HATE Adverts.**

So we've replaced adverts, news, presenter fluff with **Hyper-targeted music** that **NEVER STOPS**, with fewer, more entertaining presenter contributions.

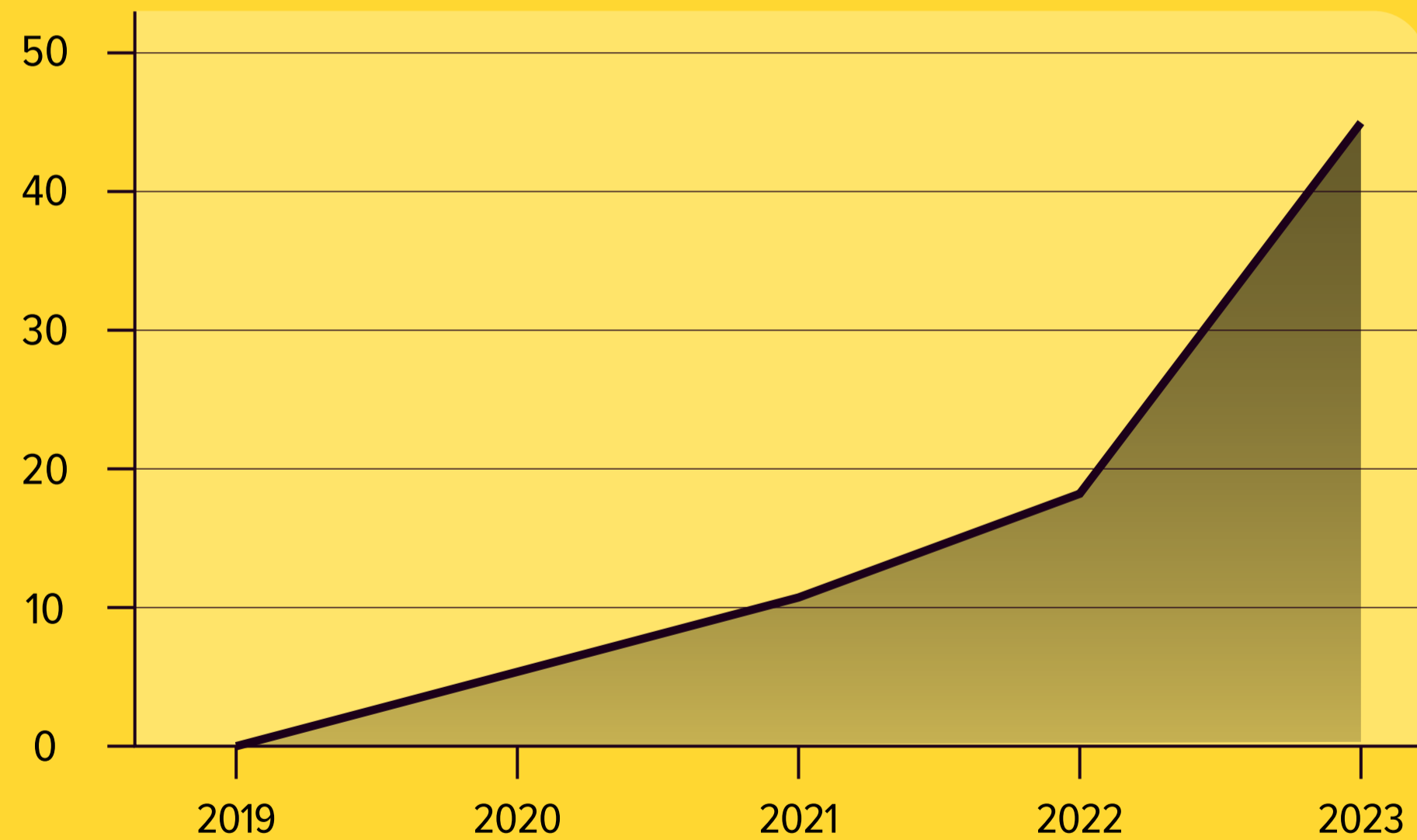
THE RESULT?

Traditional commercial radio has 12-20 mins listening time. The Buzz has **59 minutes** meaning we have raving fans instead of distracted switchers.

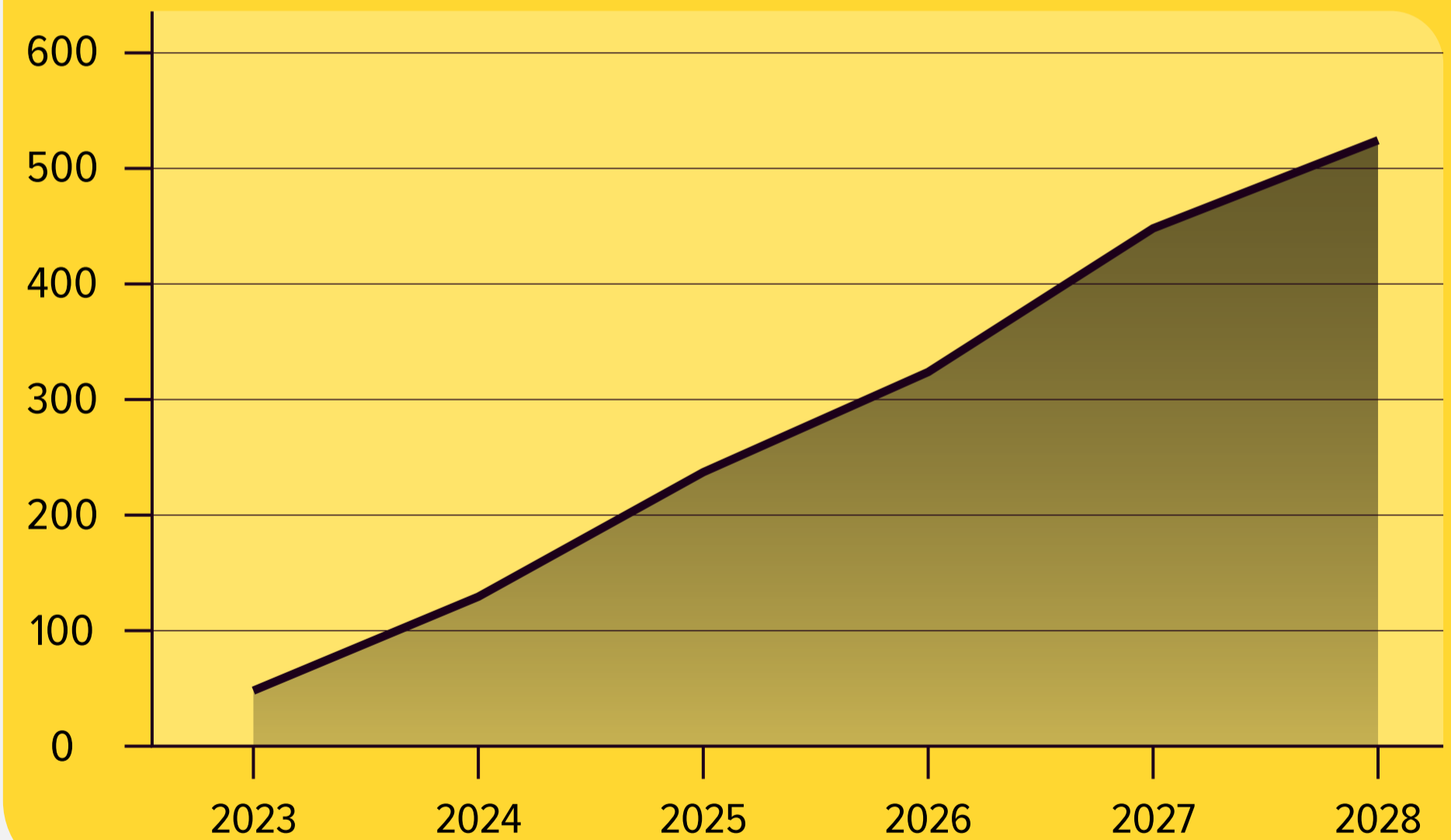


The Buzz was launched in 2020 as a 'proof of concept' project during COVID, it quickly took off, and currently has 46k active monthly digital listeners, and total service area of 1.9 million DAB listeners.

The Buzz Mcr listener growth (in thousands) since launch in August 2020



Forecast listener growth (in thousands) over the next five years



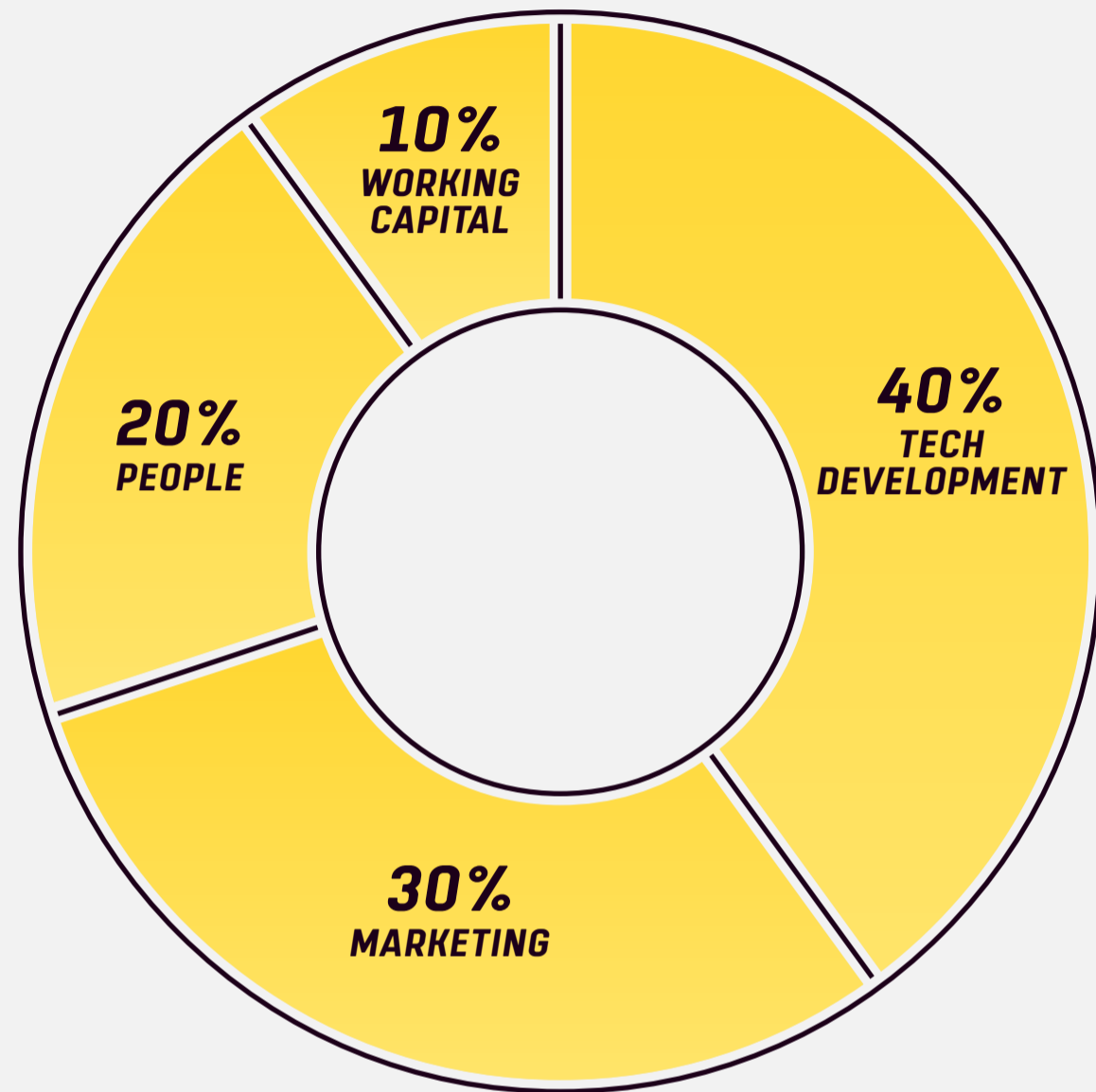
WHY THE BUZZ IS SO GOOD...



	BBC SOUNDS	GH R GREATEST HITS RADIO	heart	Absolute Radio	BOOM radio	THE BUZZ
Subscription Model	X		X		X	
Advert-Free		*	X	*	X	
Subscription membership with exclusive content			X	X	X	
News, weather, travel free (no political agenda)	X	X	X	X	X	
Independent Radio Station (Non corporately owned)	X	X	X	X		
Community hub and forum	X	X	X	X	X	
Artist specific stations and presenters	X	X	X	X	X	
Gen X primary focused	X	X	X	X	X	
Listener Loyalty Rewards	X	X	X	X	X	

*Listeners pay £3.99 to remove the adverts

THE FREEMIUM MONEY MODEL



£250K SEIS WILL HELP ACCELERATE GROWTH.

FREE MAIN STATION

The main station remains **FREE** always, **available nationally** on the app and in selected regions of the UK on DAB starting in Manchester.

NAME-IN-TITLE SPONSORSHIP

Name-In-Title Sponsorship where a company can own **an hour** of the station **exclusively** with four 5-15 second mentions per hour. Already tested with zero drop off and great feedback.

OPTIONAL APP UPGRADE FOR JUST £3.99 PER MONTH

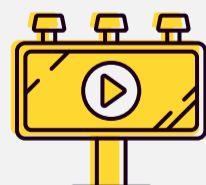
A wide range of ad-free stations - ranging from Hip Hop, Indie, Rock, Dance, Pop - era specific for the 80s, 90s and 00s, plus exclusive audio documentary and podcast content. All for a small monthly frictionless fee on Apple and Google App stores.



Redevelopment of App to create a subscription model



Redesign of branding and website



Grow brand awareness using paid media initiatives and digital billboard campaigns



New hires to help with marketing and production



Onboard key cultural figures as presenters and ambassadors for the station

WANT THE FULL INVESTMENT DECK WITH FINANCIALS?



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Rik Arron
Founder

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