

Classic FM rival to be unveiled

Evening Standard, United Kingdom

7th April 2008

A former GCAP director will unveil a rival to Classic FM TV at the Cannes TV festival this week.

The new channel has secured partnerships with four top satellite and cable players. Called C Music TV, it will compete with Classic FM's TV station, which was acquired by Global Radio in its £375 million bid for GCAP Media.

The new station comes amid conjecture about Global Radio's enlarged media empire, including Capital Radio, LBC, Classic FM and Heart. C Music TV claims it is pioneering new media ground as the first commercial station to decline advertising. Instead, its revenues come from subscriptions of its satellite and cable hosts.

Julian Rigamonti, who headed GCAP's classic music TV interest, says he quit "because of their lack of worldwide TV ambitions".

He will work in partnership with THEMA and its president, Francois Thiellet.

Rigamonti will also launch an online rival to Classic FM TV in the UK.