

FCUK Turns to Tiscali to broadcast FCUKfm Live to stores across the UK

Leading fashion retailer uses broadband to deliver new brand campaign

London, 23 June 2004. Tiscali Business Services UK, a subsidiary of Tiscali the internet communications company, has announced today that it is enabling FCUK, the high profile fashion retailer, to broadcast its radio station FCUKfm live into its stores across the UK, while also enabling the same to service to be delivered to stores in the USA.

Initially FCUK brought Tiscali in to deliver a VPN solution to enhance the performance of its e-POS systems. Tiscali proved the most robust and cost-effective solution to provide the fashion house with real-time polling and real-time, always-on email access at its 70 plus UK stores.

At the same time the FCUK marketing department was looking at ways of enabling live broadcast radio across all stores.

Matthew Griffiths, head of marketing at FCUK, says: "We launched FCUK FM as a broadcast radio station and brought all the FCUK attitude in store with live broadcasts. We had considered a number of options but with Tiscali in place it turned out we already had the most cost-effective delivery system. With virtually no extra cost we found that we would be able to use broadband and the VPN to effectively take FCUKfm into all of our stores."

The radio service, which is also available online at FCUK.com and on Sky channel 934, is sent via satellite for audio streaming and then it is sent via ADSL broadband onto Tiscali's private IP network. From there it is piped over FCUK's VPN network, supplied by Tiscali into over 55 stores in the UK and also 15 stores in North America.

The system rollout began in March 2004 and the radio service went live in-store, with typical FCUK panache, on 1 April.

Doug Gardner, head of IT at FCUK, says: "We have been able to deliver a highly successful branding and marketing tool into our stores very quickly and at remarkably little cost - the cost-savings we have made on polling with the Tiscali VPN means it pretty much pays for itself".

The system has also proved very easy to use. Connection boxes were sent to each store with simple instructions guides. The shop managers then plugged the boxes into the ADSL connection and into the shops audio system – and FCUKfm was live.

The radio service has proved a great success, with its tagline “None of the hits, none of the time” presenting an eclectic mix of ‘always sunny’ weather reports, dead DJ’s and soundalikes. Incredibly over its first weekend more people listened to FCUKfm than any other radio station in the UK.

The key audience FCUK wants to target is the shoppers that pass through its stores. “We estimate the store audience alone is about two million listeners a month with a dwell time in-store of 20 minutes to half-an-hour, meaning the radio service has a much greater reach than many other advertising media.” says Griffiths.

“Many retailers are looking at VPN as a cost-effective, secure, reliable and robust way of enabling faster centralised e-POS and for real-time supply chain and sales initiatives,” says Craig Thomas, Marketing Director Tiscali Business Services. “Once the network is in place to support these core retail operation functions, retailers are finding that there are many other ways to make use of the always-on connection to enhance the shopper’s experience.”

Thomas concludes: “FCUK has proven, how a forward thinking and highly creative a business it is in harnessing the benefits of Tiscali’s Private IP VPN network and broadband service to deliver a highly successful marketing campaign for very little cost. As retailers continue to have to compete for customer attention we believe such initiatives will become increasingly common.”

About Tiscali UK Business Services

Tiscali UK forms part of Tiscali SpA., headquartered in Cagliari, Italy. The UK company was launched in July, 2001 following the acquisitions of Liberty Surf, World Online and LineOne. Most recently, Tiscali UK acquired Tiny and Gateway ISP. Tiscali UK is positioned within the UK market as the 4th largest ISP.

Tiscali S.p.A., (Nuovo Mercato, Milan: TIS, Nouveau Marché, Paris: 005773), is the European Internet Company providing access, content and business applications, as well as innovative communications services. As at 31 March 2004, Tiscali had over 8 million active users of which 1,240,000 were broadband customers.

Tiscali’s corporate website can be found at www.tiscali.com

Tiscali UK Business Services, a leader in ADSL wholesale, has a focused product portfolio enabling customers to choose from IP Virtual Private Network and Managed Hosting solutions, ADSL and Leased line access, Streaming Media, Virtual Internet Service Provision and Telephony services.

Visit the Tiscali UK Business Services website: www.tiscali-business.co.uk

For further information please contact:

Dawn Harnetty
Spreckley Partners Ltd
Tel: 020 7388 9988
Email: harnetty@spreckley.co.uk