

HERBERT SMITH FREEHILLS ADVISES BAUER MEDIA AND NEWS UK'S WIRELESS ON THEIR CREATION OF OCTAVE AUDIO

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Deals and cases

Herbert Smith Freehills has advised Bauer Media and News UK's Wireless on their collaborative joint venture to create Octave Audio, a new digital audio company for the UK advertising market.

Octave Audio will give advertisers the opportunity to target digital audio listeners at an exceptional scale, powered by the 1st party data of News UK and Bauer Media. Through Octave Audio, advertisers will be able to reach the audiences of leading brands via connected live radio (including talkSPORT, KISS, Absolute Radio, Virgin Radio, Magic Radio, Hits and Greatest Hits Radio). This new venture will see Bauer Media's and News UK's News IQ audience insights identify engaged and quality listeners, for precise targeting across the partners' digital audio products.

The team was led by [Stephen Wisking](#) (Global Head of Competition) and [Hayley Brady](#) (Head of Media and Digital). They were supported by Competition associate [Joe Williams](#) and TMT associates [James Balfour](#), [Anabelle Smith](#), [Erin Hwang](#) and [Rachel Kane](#), with assistance from senior associate [Victor Chiew](#).

Hayley commented: "*Octave Audio will combine the expertise of two major forces in audio in a stand out deal for the TMT sector. We are delighted to be part of the launch of Octave Audio and this significant deal showcases the strength of our media and entertainment practice.*"

Herbert Smith Freehills advised across all elements of the transaction, and the wider deal team included [Elena Hogg](#), [Jessica Welborn](#) and [Joel Smith](#) (Intellectual Property); [Miriam Everett](#) and [Lauren Hudson](#) (Data Protection); [David Rosen](#) and [Holly Carss](#) (Real Estate); and [Aurel Taussig](#) (Tax).

