

IMMEDIA WORKS WITH JD SPORTS TO LAUNCH MUSIC AND ENTERTAINMENT PLATFORM JD-X ACROSS IN-STORE AND MOBILE

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LONDON: 26 July, 2018: Multichannel instore and digital production company Immedia (<http://www.immediapl.com/>), is working with JD Sports (<https://www.jdsports.co.uk/>) to create a multi-stream music entertainment platform, JD-X, available to customers in-store and via its mobile app.

JD-X is a 24 hr music and entertainment service, part of a larger programme of added benefits designed to enhance the experience of JD consumers. This includes unlimited next day delivery, priority access to exclusive events, early product launch access and other money-can't-buy experiences.

JD-X offers a main Live channel featuring DJs, guest artists and other interesting and relevant content, plus 20 other bespoke streams with specific playlists to cover genres and trends. The JD-X Live channel focuses on the biggest tracks right now with the JD audience. Core artists include Drake, Ramz, Mabel, Stormzy, Anne-Marie, Calvin Harris, J Hus, Dua Lipa, Post Malone and Kendrick Lamar.

The 21 channels focus on genres and activities popular with the JD audience, such as UK Reppin' – featuring tracks from the stars of the UK Grime and RnB scenes. There are other playlists to listen to when in the gym or out running. JD-X also provides content relevant to consumer interests including sport, clubs, gaming, gigs, relaxation and TV. JD-X also features videos, for example the latest content from JD Sports including celeb exclusives and features on new products, all available to view inside the app.

Bruno Brookes, CEO, Immedia, said: "Live entertainment channels offer an incredible way for brands, facing the dual threat of declining advertising response rates and the increase in ad blocking technologies, to establish unique connections with consumers that deliver excellent experiences and business results. JD Sports, on top of being one of our leading retailers, is now one of our newest media owners."

The music and entertainment platform is currently being rolled out in all of its UK stores. Immedia provides language specific channels on a global basis and there are plans for JD-X to be available in other European countries including Ireland, France, Belgium, Spain, Portugal, Germany, Italy, Netherlands, Sweden, Denmark and Finland.

JD-X was officially launched and celebrated with a VIP party featuring a performance by artist Anne-Marie on July 21st 2018.

The JD-X entertainment platform was delivered by Immedia's DreamStream X technology, a global platform which enables brands to launch and develop custom music and entertainment channels, amplifying cultural values and other interactive communications.

Immedia's exclusive high-quality content streaming platform provides brands with the opportunity to take owned media channels and to convert them into entertainment and engagement channels that can deliver increased commercial return.

About Immedia

Immedia (<http://www.immediapl.com/>) provides live broadcast, music and content streams using the latest in audio, 3D, VR, animation and social media engagement capabilities that don't just increase brand engagement but also increase sales. It provides individually crafted programming with live DJs and personalities to curate the relevant 'brand sound' for brands and retailers across physical spaces as well as online via apps, websites and social channels.

Founded by radio pioneer Bruno Brookes, Immedia works with innovative retailers including Burberry, IKEA, Superdrug and Subway.

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