

## Fubar: the station promising an uncensored future for UK radio

Fubar lies outside Ofcom's jurisdiction, is accessed through a subscription-based app and is presented by Katie Price. Could this be a sign of things to come?

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Frances Perraudin

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Comedian Mark Dolan presents the afternoon show with former glamour model Katie Price (aka Jordan). Photograph: Fubar Radio

If you've been paying attention to recent celebrity comings and goings, you may have come across the name Fubar Radio. "TV star Amy Childs decided to show off her toned figure to perfection as she arrived at Fubar Radio in London", declares one [Daily Mail headline](#). "Katie Price vows to have the 'best body ever' after her pregnancy on her Fubar Radio show," exclaims [OK magazine](#). "Katie Price has slammed Kelly Brook and David McIntosh on her Fubar Radio show, stating that she doesn't think the engaged couple will last," reads another headline [in the Huffington Post](#).

Fubar Radio was launched in March this year. Targeting an audience of 18- to 35-year-olds, it reaches its listeners through a subscription-based app which allows you to both listen live and save shows for later. Fubar – a second world war military term, meaning "fucked up beyond all recognition" – describes itself as being dedicated to "broadcasting irreverent, uncensored and unapologetic talk radio". The station's promotional material claims it is providing radio for the smartphone generation – the app is free to download, includes a six-month free trial and then costs £2.99 a month.

The station lies outside Ofcom's jurisdiction, allowing it to offer uncensored music and more 'adult' chat shows before the watershed. Its chief executive, Duncan Smith, says that this freedom from Ofcom control is a unique selling point. "We're not interested in balance, we're interested in subscribers." Smith says he left a six-figure salary as a freelance television producer to start work on Fubar three years ago. "We don't have to muddy great political comment with balance."