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**“Minority sports are minority sports for a reason: no one is much interested in them.”** Ross Clark

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From [The Times](#) October 26, 2007

## Mediapolis

Some people talk about having fairies at the bottom of their garden but GCap chief executive Ralph Bernard has something arguably more scary at the bottom of his. Bernard has rented out the cottage in the grounds of his Marlborough house to Pete Doherty, controversial frontman of Babyshambles, according to local residents. Doherty and friends are fitting in well - they have apparently already played a gig in the local pub. Sources said Bernard, who refused to comment on his new tenant, has been assured by Doherty's management that there will be no wild parties. One source close to Bernard, whose job brings him in regular contact with artists, said that the GCap chief is "doing this for Pete to help him at a particularly important time of his life".

Interesting to see an advert for a "compliance & legal affairs manager at GMTV" on the website of the trade magazine *Broadcast*. Judging by the recent challenges faced by the broadcaster, it is crucial the group finds the right person. GMTV is bracing itself for a possible criminal investigation after the Serious Fraud Office announced that it was reviewing evidence surrounding the breakfast station's phone-in fiasco, which saw millions of viewers charged to enter competitions they had no chance of winning.

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Global Radio, the owner of Heart 106.2, is believed to be hot favourite in the race for Emap's radio assets. According to banking sources, the group is saying it has the funds to buy the division outright, whereas other bidders may have more difficulty reaching the £400 million price tag without teaming up. GCap is thought to be a strong contender if the radio business is broken up, but Britain's largest commercial radio group would face regulatory hurdles if it bids for the whole business in the second round. It has also emerged that UTV is now not involved in the process.

Guardian Media Group has made inquiries about acquiring the Emap radio station Magic if a trade buyer of the radio division has to sell the station for regulatory reasons, according to sources. It is believed that the owner of the Smooth radio stations has spoken to Global Radio about buying Magic in the event of Charles Allen's group winning the stations. GMG is also thought to have made Emap's bankers aware of its interest.

Viral advertising campaigns are going to take off in a big way, insists Nigel Morris, the head of Aegis's digital division. Morris, who recently created a hugely popular viral campaign for Diesel featuring "the Heidis" on YouTube, thinks that, in three years' time, one third of marketing messages will not have a media cost and will be spread by the public via e-mail or word of mouth.

Radio ORLA, which launched last year to provide radio broadcasts over the internet to the community of more than 1 million Poles in the UK and Irish Republic, is seeing listenership grow at a rate of 10 per cent a week. Now ORLA is actively seeking investment in an attempt to become the first UK Polish station to broadcast on an FM licence.

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