

Smooch Radio CEO Rob Lee talks about new exciting ideas coming to the brand

Rob reveals his plans to change the “cut throat” as Rob described it, online radio industry for the better



London, Nov 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - This morning Rob spoke out about his “new and exciting” plans to change the experience of online radio in which he says has become a “complete shambles”.

Rob Lee founder of Smooch Radio in the UK has been working on ways to separate his brand from the rest of internet radio and as a result, pulled Smooch from third party websites and apps as a listening method instead Smooch became exclusive to its brand, therefore, you can now only listen via the Smooch official website, app and Alexa skill. Rob told iMedia that this was the right choice to make as he didn't want the brand associated with any other radio services as "it's all too messy" Rob added.

Rob went on to speak about the "cut-throat" industry as he described it, saying; "it's all fun this is until someone tries to make your life a misery, and that's probably because of jealousy or at least that's what I'm lead to believe". Rob added "I absolutely love working in radio, I feel so lucky to have got this far and my team at Smooch are amazing! However, despite the plus sides, there's also a lot of minuses and radio isn't all glitz and glamour as you'd expect".

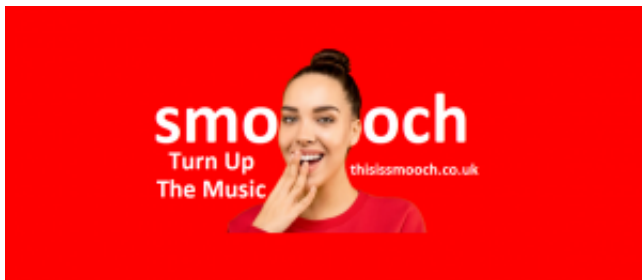
Rob told iMedia "you come across a lot of "wannabes" and "jealous nasty people" along the way, it's almost like you have to learn the good between the bad".

Rob went on to reveal new plans to grow the Smooch brand and target to a wider audience as the station reverted to a national audience only last week dropping all local ties.

There's also plans to shake up the schedule and relaunch Smooch Extra.

Rob went on to tell iMedia how excited he is about the upcoming plans and the future of smooch as well as rest assuring rumours of the brand being put up for sale saying; "Smooch isn't going anywhere! Neither am I!"

You can tune into Smooch on the official Smooch radio app and website at thisissmooch.co.uk



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