

Under Embargo until 0.01am Thursday 2nd February



ABSOLUTE RADIO NETWORK AUDIENCE REACH INCREASES BY OVER HALF A MILLION YEAR ON YEAR

- **The Absolute Radio Network has significantly increased by over a quarter (+27%) Yr on Yr taking the station to 2.8 million reach and steady Qtr on Qtr. (-1.0%)**
- **Absolute Radio's reach has grown by 224,000 to over 1.6 million, an increase of 16.3% Yr on Yr and stable Qtr on Qtr (-0.3%)**
- **Absolute Radio has grown its reach by 6% in London to 816,000 Qtr on Qtr, up 21% Yr on Yr.**
- **The Christian O'Connell Breakfast Show has increased to 1.2 million reach, up significantly by 22.7% Yr on Yr and 6.2% Qtr on Qtr.**
- **71% of Absolute Radio's Network total listening is now via a Digital platform, against a industry average of 29%**

The Absolute Radio Network has posted a solid performance this RAJAR, significantly increasing its reach by over a quarter (27%) year on year - taking the station to 2.8 million listeners. On the quarter, the station has remained steady (-1.0%). Absolute Radio Network's hours have risen to 18.9 million, an increase of 18.6% year on year with only a dip on the quarter of 7.2%.

The Absolute Radio station now has a 1.6 million reach, an increase of 16.3% year on year, and again, stable on the quarter (-0.3%). The station has 11.2 million hours, an increase of 18.1% year on year and 8.8% on the quarter.

Absolute Radio Chief Operating Officer, Clive Dickens commented, “This is a strong RAJAR for the Absolute Radio brand, bolstered by both the quarter and the year on year performance in the highly competitive London market. It’s also a great set of numbers from the Commercial Radio Breakfast Show of the Year – Christian O’Connell.”

Source: RAJAR / Ipsos - MORI / RSMB, period ending December 2011, all stations and groups results are reported on their specified reporting period and TSA.

-Ends -

Notes to Editors:

About Absolute Radio

Absolute Radio is a national, innovative entertainment and music brand, developing groundbreaking digital innovations and broadcasting award-winning programming, and creating and publishing original and on-demand content across multiple platforms from One Golden Square.

Absolute Radio is committed to real music, comedy and football, and leads the industry as a digital innovator developing applications for the web and new and emerging platforms, including mobile, wi-fi radio, and next-generation DAB.

Absolute Radio also runs a network of brands; digital stations; Absolute Radio 60s, Absolute Radio 70s, Absolute 80s, Absolute Radio 90s, Absolute Radio 00s, Absolute Classic Rock and Absolute Radio extra, the brand’s ‘red button’ service.

For Further Press Information, please contact:

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