



RadioCentre

SHAPING COMMERCIAL RADIO'S FUTURE

ANNUAL REVIEW

- 2013 -

THE VOICE OF COMMERCIAL RADIO



2010

The Digital Economy for Growth
Report (2010) highlights the importance
of business and the flexibility to adapt
to new digital technologies

2008

High-speed broadband
and digital skills training
are key to the future
of the economy

2006

The Digital Economy
Report (2006) highlights
the importance of
business and the flexibility
to adapt to new digital
technologies

2008

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CHAIRMAN'S REVIEW

Welcome once again to the
RadioCentre Annual Review –
this time for 2013.

The last 12 months have proven to be a year of significant structural change for the UK commercial radio sector – both for our member stations and for RadioCentre as well.

Station ownership was transformed with the completion of 3 major deals: the acquisitions of Planet Rock and Absolute Radio by Bauer and the acquisition by Global Radio of the Guardian Media Group's radio business. The latter has since been subject to station divestment with Communicorp acquiring 8 stations, following a ruling from the Competition Commission at the end of last year.

In turn, RadioCentre itself re-structured in the autumn to reflect the changing nature of our subscriber base and industry demands. While this meant some redundancies across the organisation, the company is now leaner and fitter to better serve your interests going forwards.

All this led to changes in our board line-up so that we can continue to reflect the diversity of station ownership. We said farewell to Andrew Harrison as CEO after guiding your organisation through a successful first 7 years – we thank him for all his efforts. Linda Smith has overseen the transition of the team through to the New Year as we eagerly anticipate the arrival of our permanent CEO, Siobhan Kenny.

Last year we also celebrated the 40th anniversary of the sector which first started broadcasting in 1973. RadioCentre helped mark the anniversary with a record attendance at the Arqiva Awards in June, the publication of a Roll of Honour recognising the 40 individuals who helped shape the first four decades of commercial radio and a parliamentary reception in October.

And so to 2014. When I meet with my colleagues on the RadioCentre board each quarter, we are mindful of the need to balance the differing priorities of members and secure a prosperous future for the sector. I have no doubt that 2014 will prove rewarding and challenging yet again for everyone involved in our industry.

Dianne Thompson
Chairman, RadioCentre



CEO'S REVIEW

2013 was a year of significant change for RadioCentre and our sector.

As we prepare to welcome in RadioCentre's new CEO, it is pleasing to note that Siobhan Kenny joins an organisation which has much to be proud of - these past 12 months have been challenging and busy, but none of that has got in the way of delivery.

On policy matters, a major focus was on copyright licensing. A new multi-year deal was brokered by RadioCentre on behalf of the radio sector with PRS for Music, the body which represents the interests of songwriters and music publishers. This was the first renegotiation of this agreement for 20 years.

Inevitably, there was also considerable attention paid across the sector to the evolution of digital listening - with over one-third of all listening now via digital platforms. Nevertheless, no formal government decision has yet been taken on the long term future transmission plan for the sector, with passionate advocates for analogue and digital platforms across our membership.

2013 was another important year for the RAB, seeing the launch of the new behavioural planning tool 'Snapshots' and two major industry events: 'The Sound of Spring' in April - which showcased the new report 'Turning Art into Science' and the re-launch of the Aerial Awards - and the launch of the 'ROI Multiplier' across October and November. As of February 2014, nearly 900 people have been presented with the ROI research, supported more recently by a radio advertising campaign which we are thankful to our membership for airing. What's not to like about research which proves that every £1 spent on radio advertising provides a £7.70 return?

This continuing good work on research and platforms helped underpin a solid revenue performance, even when challenged by advertisers' caution as we emerged from recession. Pleasingly, the October to December 2013 total revenues finished up 6% - a fitting end to the year.

RACC continued to provide solid and accurate copy clearance for the industry - over 27,000 scripts were cleared last year resulting in only 35 complaints being formally investigated, with 16 being upheld. From our perspective, the complaints demonstrate that we are always focused on pushing the boundaries of what radio is able to offer its advertisers.

Our External Affairs team have also worked on ensuring that all our membership interests are best represented at government and regulator level. Our focus on formats, licences and a BBC which allows the commercial sector to flourish is central to much of the work that has been undertaken. So overall, it's been an interesting and highly productive year. The whole team would like to thank all our members for their continued support which I know will be fulsome for Siobhan too.

Linda Smith,
Interim CEO, RadioCentre

JANUARY


★★★★
CELEBRITIES
LENT THEIR SUPPORT TO


HAVE A HEART APPEAL DAY:

HEART'S INITIATIVE TO
IMPROVE
THE LIVES OF DISADVANTAGED
CHILDREN

£ THE BIGGEST
OVERALL
RADIO SPENDER



FOR THE NEW YEAR
WAS
SKY

BRITNEY +
WILL.I.AM SPENT



≡
WEEKS

AT  **N0.1**

KEY ACTIVITY

Commercial radio coverage of extreme snowy weather

The early days of 2013 saw commercial radio come into its own, as heavy snowfall caused widespread disruption across Britain. As listeners sought the latest information on school closures, bus or train cancellations and road conditions, commercial radio saw web traffic and online listening soar. RadioCentre worked with stations and industry on-line portal Radioplayer to capture stats across the period, with many stations notching up to 14 times their usual website traffic.

Exclusive RadioCentre research, generated by an extensive member survey, confirmed that thousands of school closures were announced live on-air, hundreds of extra travel bulletins were delivered, millions of website hits were recorded and dozens of extended news programmes were presented. Hundreds of thousands of extra listeners tuned in to their local radio station for the latest information, and responded by sharing their stories.

RadioCentre collated this information and was able to use it as powerful evidence of the enduring public value role of commercial radio with MPs, politicians and the media.



JANUARY HIGHLIGHTS

- » **MARKETING MAGAZINE FEATURED RAB PLANNING DIRECTOR MARK BARBER** IN A COLUMN HIGHLIGHTING HOW RADIO'S HIGH LEVELS OF ENGAGEMENT AND EMOTIONAL INFLUENCE MAKES IT THE MOST EFFECTIVE PLATFORM TO ACHIEVE BRAND SUCCESS.
- » **RADIOCENTRE RESPONDED TO THE BBC TRUST'S CONSULTATION ON BBC ONLINE** BY EXAMINING HOW BBC SERVICES COULD BETTER LINK OUT TO UK COMMERCIAL CONTENT, A CULMINATION OF SEVERAL MONTHS' WORK ALONGSIDE MEMBERS.
- » **LISTENING DATA FOR THE FINAL QUARTER OF 2012 RELEASED BY RAJAR** SHOWED A YEAR-ON-YEAR INCREASE OF 43% FOR ONLINE LISTENING. MAGIC STARTED THE YEAR BACK ON TOP IN LONDON AUDIENCE, WHILST HEAT RADIO HAD ITS BEST EVER FIGURES.
- » **THE RAB UNDERTOOK ITS FIRST TRAINING SESSION OF THE YEAR**, TAKING MARKETING GRADUATES THROUGH THE BASICS OF RADIO ADVERTISING AND HIGHLIGHTING SOME TRICKS OF THE TRADE FOR FUTURE CAMPAIGNS.
- » **THE RAB RAN THEIR FIRST 'INSPIRING AUDIO' TRAINING WORKSHOP** WITH *SHOTS* AWARDS AGENCY OF THE YEAR WIEDEN + KENNEDY TO REINFORCE THE SKILLS OF RADIO CRAFT AND INSPIRE A MORE AMBITIOUS APPROACH TO THE MEDIUM.
- » **THE RACC CLEARED 1,934 AD SCRIPTS FOR STATIONS ACROSS THE COUNTRY** AS THE JANUARY SALES HIT.

FEBRUARY

MAGIC 105.4
PARTNERED WITH
BRITISH AIRWAYS } TO PROMOTE THE HIGHEST 80'S GIG IN THE SKY ✈️
FLIGHT IN AID OF
RED NOSE DAY



£ THE BIGGEST
RADIO SPENDER IN MOTORS
WAS FORD



ONE DIRECTION'S
COMIC RELIEF SINGLE 'ONE WAY OR ANOTHER' WAS NO.1
BIG TOP 40
IN THE CHART



KEY ACTIVITY

radioGAUGE International contract renewals

radioGAUGE is the RAB's award-winning advertising measurement tool which enables advertisers to understand and evaluate their radio campaigns. radioGAUGE was initially launched in 2008 as a way of combatting the lack of accountability that advertisers had for their radio campaigns. The RAB decided to meet this challenge by offering free research (funded by the commercial radio groups) to advertisers to provide them with a way of robustly measuring the effect radio was having as part of their media plan. Since launch, radioGAUGE has now measured over 700 campaigns from a variety of different product sectors.

Two years ago, the RAB began to explore the idea of selling the proven radioGAUGE methodology to other markets with a similar interest in the accountability of radio advertising – with Canada, South Africa and Ireland amongst the first 3 interested markets. In February 2013, we were delighted that both Ireland and Canada renewed their radioGAUGE licences for the coming year.



FEBRUARY HIGHLIGHTS

- » **RADIOCENTRE STAFF JOINED MEPS AND INDUSTRY STAKEHOLDERS AT THE EUROPEAN PARLIAMENT** IN BRUSSELS, FOR A CONFERENCE CELEBRATING THE PUBLIC VALUE OF COMMERCIAL RADIO, HOSTED BY THE ASSOCIATION OF EUROPEAN RADIOS (AER).
.....
- » **RADIOCENTRE WAS CENTRAL TO THE ANNUAL PROMOTION OF THE BRITS** ON MEMBER STATIONS, HELPING WITH TICKET CIRCULATION AMONGST MEMBERS FOR ON-AIR LISTENER COMPETITIONS.
.....
- » **THE RAB TEAM WELCOMED THEIR SECOND SET OF GRADUATES OF THE YEAR FOR TRAINING** ON THE BENEFITS OF RADIO ADVERTISING.
.....
- » **THE RAB RAN THEIR SECOND 'INSPIRING AUDIO' TRAINING WORKSHOP**, WITH M&C SAATCHI, TO RAISE THE BAR OF RADIO CREATIVITY.
.....
- » **RADIOCENTRE RESPONDED TO THE 2013/14 OFCOM ANNUAL PLAN**, REQUESTING GREATER CLARITY AROUND DIGITAL RADIO AND LONGER LICENCE TERMS FOR ANALOGUE STATIONS.
.....
- » **RADIOCENTRE WAS ONE OF THE FIRST MEETINGS FOR THE NEW HEAD OF BBC RADIO**, HELEN BOADEN, AS SHE GOT TO GRIPS WITH HER NEW BRIEF.
.....
- » **THE FIRST *PRIVATE HEAR* OF 2013 WAS FEATURED IN *CAMPAIGN* MAGAZINE**. THIS MONTHLY FEATURE IS AN RAB INITIATIVE WHICH ENCOURAGES CREATIVES FROM AD AGENCIES TO REVIEW THE BEST AND WORST AUDIO ADS ON-AIR. FEBRUARY FEATURED TBWA/ LONDON CEO PETER SOUTER AND M&C SAATCHI CREATIVE DIRECTOR ELSPETH LYNN.
.....
- » **THE RACC CLEARED 1,880 SCRIPTS FOR UK ADVERTISERS**. IN THE SHORTEST MONTH OF THE YEAR, WITH ONLY 20 WORK DAYS, THIS EQUALLED 94 CLEARANCES PER DAY.

MARCH

FREE RADIO
LISTENERS GUESSED



"WHAT'S IN THE BOX?"



AND WON

£10,000



THE
BIGGEST
RADIO SPENDER



IN FINANCE WAS
DIRECT LINE INSURANCE

JUSTIN TIMBERLAKE'S
'MIRRORS'



WAS TOP OF
THE CHARTS,
AND HAD



17,944
PLAYS ON
COMMERCIAL RADIO

KEY ACTIVITY

New copyright deal agreed

Music is an essential part of commercial radio programming, and as such the proper licensing arrangements are important for all members. Commercial stations have two main copyright licences, which enable them to broadcast music and provide financial rewards to the rights holders. These licences are held with the collecting societies PPL (for rights held by record companies and performers) and *PRS for Music* (for rights held by music publishers and songwriters).

In 2013, we re-negotiated the PRS licence for the first time in 20 years. The new agreement was finalised in March and effective from April 2013. The key elements agreed with PRS included:

- » No increase in headline royalty rates or annual lump sums
- » Rights for broadcast and online simulcast confirmed
- » Catch-up rights for 30 days after broadcast
- » International simulcasts
- » MCPS rights for reproduction and production music



MARCH HIGHLIGHTS

- » **CAMPAIGN MAGAZINE WERE GIVEN A WHIRLWIND VIDEO TOUR OF THE RADIOCENTRE OFFICES** BY RAB MANAGING DIRECTOR SIMON REDICAN, AS THEY WENT 'INSIDE THE RAB'.
.....
- » **THE RACC LAUNCHED A RE-DESIGNED WEBSITE**, AN UPDATED SCRIPTS DATABASE AND COMPREHENSIVE E-MARKETING SYSTEM TO BETTER SERVE THEIR HUNDREDS OF DAILY CLIENTS MORE QUICKLY AND EFFICIENTLY.
.....
- » **MARK BARBER AND SIMON REDICAN PRESENTED AT A SNOW COVERED RADIODAYS EUROPE** IN BERLIN. THEY GAVE THEIR TAKE ON THE FUTURE OF THE MEDIUM AT EUROPE'S BIGGEST RADIO CONFERENCE.
.....
- » **RADIOCENTRE OVERSAW AN AUDIO CAMPAIGN BY THE DISASTERS EMERGENCY COMMITTEE (DEC)** FOR URGENT AID TO SYRIA, WHICH PLAYED ACROSS ALL COMMERCIAL STATIONS AND CONTRIBUTED TO THE £3.4M RAISED FOR THE SYRIA CRISIS APPEAL IN 48 HOURS.
.....
- » **THE RACC CONDUCTED THE FIRST OF THEIR POPULAR 'COPY CLEARANCE WORKSHOPS'** WHICH GIVE AN INTRODUCTION INTO COPY CLEARANCE RULES, TIPS ON CURRENT CLEARANCE ISSUES AND PRACTICAL ASSISTANCE FOR WRITERS USING UP TO THE MINUTE CASE-STUDIES.
.....
- » **PRIVATE HEAR WAS WRITTEN BY EXECUTIVE CREATIVE DIRECTORS OF PUBLICIS CHEMISTRY AND GYRO LONDON** WHO COMMENTED ON ADS FROM TOYOTA, GREEN FLAG AND MONEYSUPERMARKET AMONGST OTHERS.
.....
- » **THE RACC CLEARED 2,384 SCRIPTS FOR AIR** MAKING MARCH THE BUSIEST MONTH OF THE YEAR SO FAR FOR COPY CLEARANCE.

APRIL

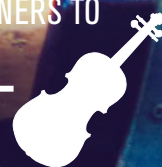
CLASSIC FM
ANNOUNCED



KATHERINE
JENKINS

AS THE PRESENTER
OF A NEW PROGRAMME

INTRODUCING LISTENERS TO
**CLASSICAL
MUSIC**



THE
BIGGEST
RADIO SPENDER



IN FOOD ^{WAS}
CANDEREL

*daft
punk*

RETURNED TO THE
BIG TOP 40
CHART,



WITH A

WEEK RUN AT
NO.1



KEY ACTIVITY

Sound of Spring event

The RAB spent the early part of 2013 sharpening our approach to advertising and creativity, culminating in the “Sound of Spring” event held at Paramount on 24th April to an invited audience of key agency figures, creative teams and clients.

First on the agenda was the re-launch of the monthly Aerial Awards, celebrating the best of British radio advertising and the people who make it happen. This was led by D&AD CEO Tim Lindsay and Creative Directors of adam&eve/DDB Emer Stamp and Ben Tollett, who are best known for their work on the celebrated John Lewis campaign. This has proven a huge success with agencies, with the Aerials achieving a 600% increase in entries over the remaining 9 months of 2013. It has also provided the RAB with a monthly platform for dialogue with our creative audience.

This was followed by the publication of the RAB’s next research piece, “Turning Art into Science”. The report reviews radioGAUGE and neuroscience data to explore the most effective creative features used in radio advertising. The findings suggest that developing a consistent creative construct is crucial in delivering optimum audience engagement with, and effects from, advertising. “Turning Art into Science” was exceptionally well received and was rolled out nationwide with follow-up events in Manchester and Birmingham over the summer.



APRIL HIGHLIGHTS

- » **RESULTS FROM THE RACC'S ANNUAL CUSTOMER QUESTIONNAIRE** SHOWED THAT 91% OF THOSE SURVEYED WERE HAPPY WITH CLEARANCE TURNAROUND TIMES.
- » **THE FIRST OF THE NEWLY RELAUNCHED AERIAL AWARDS** WAS JUDGED BY BEN TOLLETT AND EMER STAMP, WHO AWARDED GLOBAL RADIO FOR THEIR KENT FIRE & RESCUE CAMPAIGN.
- » **COMMERCIAL RADIO WON 24 AWARDS AT THE INDUSTRY RADIO ACADEMY AWARDS,** INCLUDING 8 GOLD AWARDS.
- » **THE RAB CONTINUED TO TRAIN NEW STARTERS AT AGENCIES** WITH THE BESPOKE IN-HOUSE 'INTRODUCTION TO RADIO ADVERTISING' COURSE, AND VISITED AGENCY KARMARAMA TO GET THEIR CREATIVE JUICES FLOWING WITH THE 'INSPIRING AUDIO' WORKSHOP.
- » **RADIOCENTRE MET WITH THE NEW RADIO TEAM AT DCMS,** FOLLOWING LONG SERVING OFFICIAL JOHN MOTTRAM'S DEPARTURE AS HEAD OF RADIO, TO ENSURE COMMERCIAL RADIO'S CONTINUED CLOSE RELATIONSHIP WITH GOVERNMENT.
- » **APRIL'S *PRIVATE HEAR* WAS PUBLISHED IN *CAMPAIGN*** FEATURING AD REVIEWS FROM ARC EXECUTIVE CREATIVE DIRECTOR, BERI CHEETHAM AND THE GROUP CREATIVE DIRECTOR OF CUBO, TREVOR CHAMBERS.
- » **THE NEW *PRS FOR MUSIC* LICENCE WENT LIVE FOR STATIONS** FOLLOWING RADIOCENTRE'S SUCCESSFUL AGREEMENT ON NEW TERMS WITH THE COLLECTING SOCIETY IN MARCH.
- » **THE RACC CLEARED 1,999 SCRIPTS** FOR BROADCAST.

MAY

THE KISS BRAND
EXPANDED

WITH THE LAUNCH OF
NEW RADIO
STATIONS



KISSTORY AND
KISS FRESH



THE
BIGGEST
RADIO SPENDER



IN DRINKS WAS
DIRECT WINES

*daft
punk*

WERE ALL OVER THE
AIRWAVES:



'GET LUCKY'

WAS PLAYED



24,101
TIMES ON

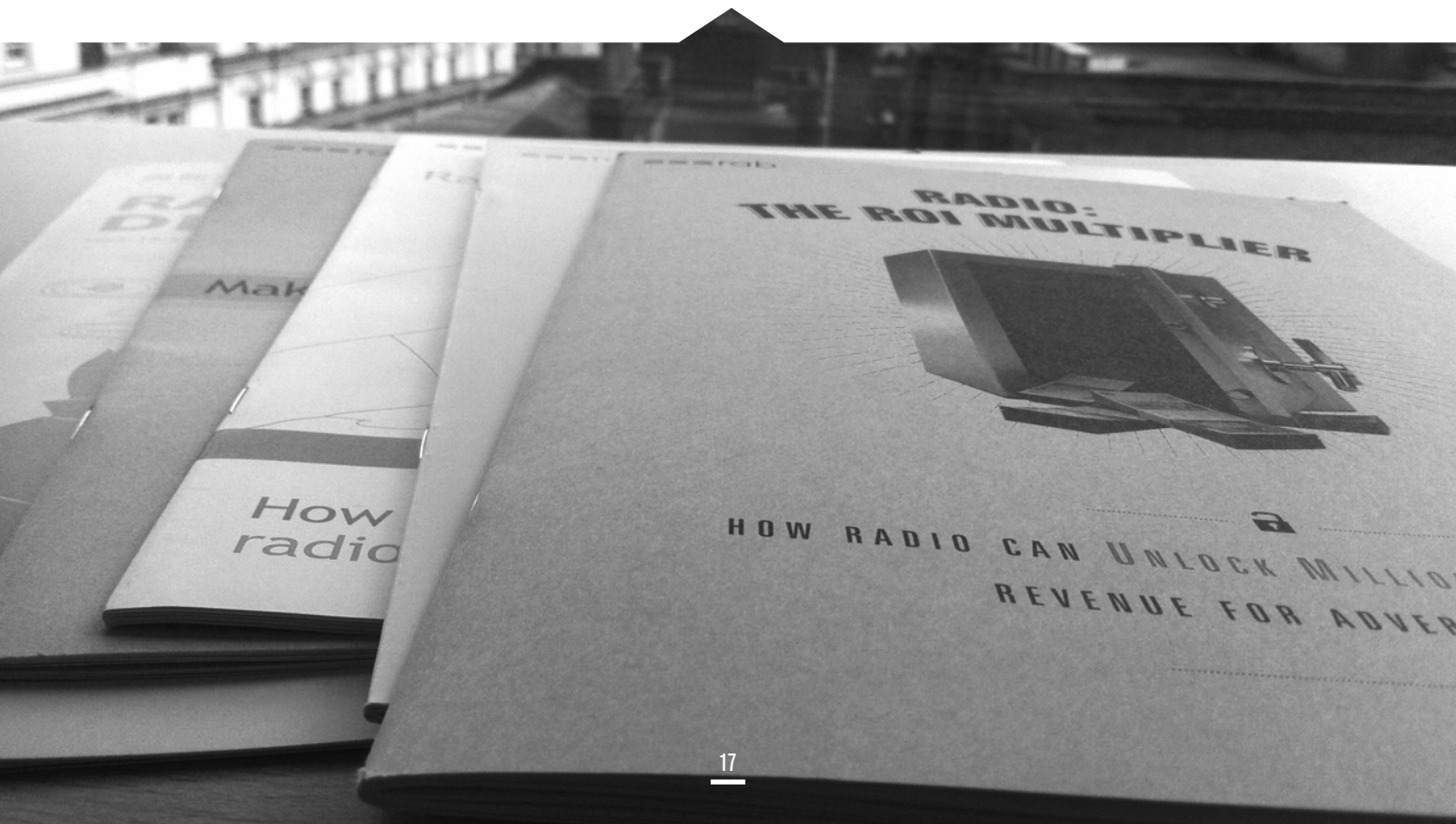
COMMERCIAL RADIO

KEY ACTIVITY

RAB Masterclasses

Following the success of the “Turning Art into Science” publication, the RAB identified a gap in the market to refresh customers’ understanding of the “greatest hits” from the RAB research library.

In May, the first in a series of monthly breakfast “RAB Masterclass” sessions took place. The sessions are designed to remind or introduce customers to landmark RAB research projects. Key highlights across 2013 have included refreshers on the award-winning “Media and the Mood of the Nation” and “Radio: The Online Multiplier” projects.



MAY HIGHLIGHTS

- » **NOMINATIONS WERE ANNOUNCED FOR THE COMMERCIAL RADIO AWARDS** SPONSORED BY ARQIVA, FOLLOWING THE HIGHEST EVER AMOUNT OF ENTRIES BY STATIONS.
- » **DANSKE MEDIER VISITED THE RADIOCENTRE OFFICES** TO DISCUSS PUBLIC SERVICE BROADCASTING IN THE UK. THE DANISH COMMERCIAL BROADCASTING COMPANY ALSO SAW HOW RADIOGAUGE COULD BE APPLIED TO THE MARKET IN DENMARK.
- » **THE RAJAR DATA RELEASE FOR THE FIRST QUARTER OF 2013** SHOWED THAT 90.3% OF THE POPULATION LISTENED TO THE RADIO EVERY WEEK. IT WAS A GOOD QUARTER FOR GLOBAL RADIO: XFM RECEIVED ITS BEST HOURS FOR 5 YEARS; WHILST CLASSIC FM INCREASED REACH, SHARE AND HOURS.
- » **RADIOCENTRE RESPONDED TO THE LORDS SELECT COMMITTEE ON PLURALITY IN MEDIA,** AND WROTE TO OFCOM TO SUPPORT THE PROPOSAL TO POSTPONE SPECTRUM PRICING IN THE DIGITAL RADIO MARKET.
- » **THE RACC RAN THE SECOND COPY CLEARANCE WORKSHOP OF 2013** FOR ADVERTISERS WANTING TO GET THEIR CLIENTS' RADIO ADS TO AIR WITH MINIMUM HASSLE, WHILST ALSO CLEARING 2,245 AD SCRIPTS.

JUNE

BORIS
JOHNSON



JOINED THE LBC 97.3 LINE-UP
WITH HIS OWN PHONE-IN



THE
BIGGEST
RADIO SPENDER



IN HEALTH & FITNESS
WAS GLAXOSMITHKLINE

THE MONTH WAS
DOMINATED
BY THE TWO BIGGEST
SINGLES OF 2013



'GET LUCKY'
HAD HIGHEST
AIRPLAY



'BLURRED LINES'
HIGHEST SALES



KEY ACTIVITY

Radio wins at Cannes

June is the key month in the creative agency calendar. The Cannes Lions International Festival of Creativity is the world's most prestigious celebration of creativity in communications with more than 28,000 entries from all over the world.

2013 marked a breakthrough for the RAB campaign to improve creativity in radio advertising, with Ogilvy & Mather's "Auto Tune" radio spot for Dove winning the second Aerial Award since they returned as a monthly prize and in the same week picking up a Gold Lion in Cannes. The UK returned with 10 Lions in total from Ogilvy & Mather, adam&eveDDB and BBH, making it the UK's best haul since 2006.



JUNE HIGHLIGHTS

- » **THE RAB SPONSORED THE RADIO CATEGORY OF THE PROFESSIONAL D&AD AWARDS** WHICH SAW TWO RADIO CAMPAIGNS AWARDED A PRESTIGIOUS YELLOW PENCIL BY THE HIGHLY RESPECTED AWARDS AND EDUCATION ORGANISATION.
- » **THE MEDIA360 CONFERENCE HEARD FROM SIMON REDICAN AND MARK BARBER** ABOUT THE INNOVATIONS HAPPENING IN THE RADIO INDUSTRY, AND HOW THEY WILL MAKE RADIO A CORE PART OF THE DIGITAL MEDIA MARKETPLACE IN THE FUTURE.
- » **RADIOCENTRE STAFF ATTENDED THE TECHUK CONFERENCE** TO TAKE A LOOK AT WHAT ELECTRONICS COMPANIES HAVE IN STORE FOR DIGITAL MEDIA IN THE YEARS AHEAD.
- » **THE EXTERNAL AFFAIRS TEAM CONTRIBUTED TO A DCMS EMPLOYMENT CONSULTATION** ON HOW TO MEASURE AND CLASSIFY WORKERS IN THE CREATIVE INDUSTRIES, AS PART OF RADIOCENTRE'S ON-GOING WORK WITH THE SECTOR SKILLS BODY CREATIVE SKILLSET.
- » ***PRIVATE HEAR* REVIEWED THE LATEST EFFORT FROM VOLKSWAGEN.** BOTH SELENA MCKENZIE OF WIEDEN + KENNEDY LONDON AND PAUL SNOXELL FROM ANDREWS ALDRIDGE HAD GOOD WORDS TO SAY ABOUT THE AD.
- » **SALES TRAINING CONTINUED APACE AT 55 NEW OXFORD STREET** WITH THE RAB WELCOMING AGENCY STAFF TO BOTH 'MASTERCLASS' AND 'INTRODUCTION TO RADIO ADVERTISING' COURSES.
- » **RADIOCENTRE RESPONDED TO GOVERNMENT PROPOSALS TO CHANGE OFCOM'S STATUTORY RESPONSIBILITIES ON TRAINING AND EQUALITY** FROM THE PERSPECTIVE OF THE COMMERCIAL RADIO INDUSTRY.
- » **RADIOCENTRE STAFF BRIEFED THE CULTURE MEDIA AND SPORT SELECT COMMITTEE** BEFORE A SESSION WITH OFCOM OFFICIALS ABOUT AREAS OF RADIO REGULATION WHICH COULD BE IMPROVED IN THE FUTURE.

JULY



WICKES

EXTENDED ITS SPONSORSHIP OF

THE
**CHRISTIAN O'CONNELL
BREAKFAST SHOW**

ON ABSOLUTE RADIO,
FOLLOWING A
SUCCESSFUL FIRST YEAR



THE
BIGGEST
RADIO SPENDER



IN LEISURE & ENTERTAINMENT
WAS **MCDONALDS**

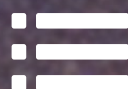
AVICII
'WAKE ME UP'
KNOCKED



ROBIN THICKE'S
'BLURRED LINES'

OFF

THE TOP OF THE
VODAFONE BIG TOP 40



KEY ACTIVITY

Conference, awards and Roll of Honour

July is traditionally the time for RadioCentre's annual conference and the Arqiva Commercial Radio Awards. This year was extra special with the backdrop of celebrations to mark the 40th anniversary of the sector. RadioCentre helped mark the anniversary with a record attendance at the Arqiva Awards; the publication of a Roll of Honour recognising the 40 individuals who helped shape the first four decades of commercial radio; as well as a specially commissioned video and series of commemorative publications.

The annual conference itself was chaired once again by Margherita Taylor (Classic FM and Heart). It maintained the tradition of providing an overview of the current work by the RadioCentre team, addressing key issues for the sector and featuring a range of high-calibre external speakers including Ben Cooper (Radio 1) and Bruce Daisley (Twitter).



JULY HIGHLIGHTS

- » **OGILVY & MATHER'S DOVE CAMPAIGN TOOK A SECOND AERIAL AWARD WITH THEIR SCRIPT "SMILE".** THE UNPRECEDENTED RESULT BUILDS ON DOVE'S CANNES AWARD SUCCESS LAST MONTH FOR THE AERIAL-WINNING "AUTO TUNE" CAMPAIGN.
.....
- » **RADIOCENTRE STAFF ATTENDED THE ARQIVA SPONSORED EVENT 'GO DIGITAL' ON THE HOUSES OF PARLIAMENT TERRACE ALONGSIDE COLLEAGUES FROM COMMERCIAL RADIO.**
.....
- » **THE MONTH'S *PRIVATE HEAR IN CAMPAIGN* HAS RAVE REVIEWS** FROM CREATIVE DIRECTORS NICK HASTINGS OF KROW COMMUNICATIONS AND RYAN NEWHEY FROM FOLD7 FOR A NEW AD FROM Warburtons.
.....
- » **THE PUBLICATION OF THE DCMS STRATEGY PAPER ON COMMUNICATIONS** LEADS TO EXTENSIVE CONSULTATION WITH MEMBERS ON ITS IMPLICATIONS FOR COMMERCIAL RADIO.
.....
- » **RAB TRAINING PROVED TO BE JUST AS POPULAR IN THE SUMMER** WITH AN 'INTRODUCTION TO RADIO ADVERTISING', 'RAB MASTERCLASS' AND ANOTHER CREATIVE WORKSHOP AT M&C SAATCHI ALL TAKING PLACE.
.....
- » **RAB HEAD OF CREATIVE DEVELOPMENT CLARE BOWEN INTERVIEWED RALPH VAN DIJK,** PRESIDENT OF THE CANNES LIONS JURY FOR HIS PERSPECTIVE ON RADIO AT THE FESTIVAL INCLUDING THE UK'S STELLAR SHOWING. THE FILM WAS STREAMED ON *CAMPAIGN LIVE*.
.....
- » **THE RACC CLEARED 2,526 SCRIPTS** AS AGENCIES PREPARED FOR A SUMMER LULL.

AUGUST

THE JACKFM
BRAND LAUNCHED
JACKFM 2



THE FIRST LISTENER DRIVEN
RADIO STATION IN THE UK



USING THE STRAPLINE

"PLAYING WHAT
YOU WANT"



THE
BIGGEST
RADIO SPENDER



IN RETAIL
WAS **HOME**BASE

'**BLURRED LINES**'
BY ROBIN THICKE



HAD THE MOST
COMMERCIAL
RADIO PLAYS

WITH 20,552



KEY ACTIVITY

Snapshots tool launched

August saw the second major research initiative of the year from the RAB (following the success of “Turning Art into Science” in the Spring) with the launch of the Snapshots tool, designed to help customers understand radio’s role in reaching people at relevant times.

The background to this new tool was founded in behavioural economics and Recency Theory that advocate how reaching people ‘in the moment’ with related messages can boost advertising effectiveness. With this in mind, the RAB aggregated radioGAUGE and IPA TouchPoints data along with case studies and inspiring and effective audio, to give customers a unique insight into how media, and particularly radio can help advertisers influence consumers at relevant moments including the school run and shopping occasions.



AUGUST HIGHLIGHTS

- » **RADIOCENTRE COMMISSIONED THE BIGGEST EVER SURVEY OF UK COMMERCIAL RADIO LISTENERS** TO DETERMINE THEIR OPINION ABOUT COMMERCIAL RADIO OUTPUT IN ITS 40TH YEAR.
- » **THE RAJAR Q2 2013 FIGURES** SHOWED THE HIGHEST EVER REACH AND HOURS FOR THE ABSOLUTE NETWORK WHILST DIGITAL LISTENING WAS ANNOUNCED AT A RECORD 36.8%.
- » **M&C SAATCHI WON THE JULY AERIAL AWARD** FOR THEIR WORK ON A RECENT TRANSPORT FOR LONDON CAMPAIGN; HIGHLIGHTING WHAT TWO TRAINING VISITS FROM THE RAB CAN ACHIEVE FOR RADIO CREATIVITY.
- » **ANOTHER 'RAB MASTERCLASS' WAS FULLY SUBSCRIBED,** THE DEMAND FOR REFRESHERS OF PREVIOUS AWARD WINNING RESEARCH SHOWING NO SIGN OF ABATING.
- » **THE RACC CLEARED 2,412 SCRIPTS** FOR RADIO ADS IN AN UNUSUALLY BUSY SUMMER MONTH.



SEPTEMBER

THE THIRD KISS
CHOSEN ONE
BEGAN:

A TWO MONTH
CAMPAIGN BY
KISS



TO FIND THE



'NEXT BIG
THING'



IN THE RADIO
PRESENTER
WORLD



THE
BIGGEST
RADIO SPENDER



IN HOUSEHOLD FMCG
WAS **ASDA**

KATY PERRY'S
'ROAR'



WAS
NO.1

IN THE CHART
AND IN RADIO
AIRPLAY



WITH 20,188
COMMERCIAL
RADIO PLAYS

KEY ACTIVITY

RadioCentre re-structure

By the autumn, the first 9 months of 2013 had seen significant structural change for the UK commercial radio sector – both for our member stations and for RadioCentre.

Station ownership was transformed with the completion of 3 major deals: the acquisitions of Planet Rock and Absolute Radio by Bauer and the acquisition by Global Radio of the Guardian Media Group's radio business, so the time was right to look in turn at RadioCentre's size and shape.

RadioCentre itself re-structured to reflect the changing nature of our subscriber base and industry demands. While this meant some redundancies, the organisation is now leaner and fitter to serve member interests going forwards.

All of this led to changes in our board line-up so that we continue to reflect the diversity of station ownership. We also said farewell to Andrew Harrison as CEO after guiding RadioCentre through its very successful first 7 years and Linda Smith stepped up to lead the team through to the new year.



SEPTEMBER HIGHLIGHTS

- » **THE RACC REPRESENTED THE INDUSTRY AT ASA AND BCAP MEETINGS** ABOUT TERMS AND CONDITIONS IN CREDIT, PAYDAY LOANS, COSMETIC SURGERY AND ALCOHOL ADVERTISING REGULATIONS.
.....
- » **MORE THAN 40 MPS SIGNED AN EARLY DAY MOTION IN THE HOUSE OF COMMONS** TO CONGRATULATE COMMERCIAL RADIO ON 40 YEARS OF BROADCAST, WITH THE HELP OF THE CHAIR OF THE COMMERCIAL RADIO ALL-PARTY PARLIAMENTARY GROUP, DAME ANNE BEGG MP.
.....
- » **RADIOCENTRE AND RACC RESPONDED TO A BCAP REVIEW OF THE RULES ON ADVERTISEMENT** OF MEDICINES, WHICH PROPOSED LIFTING THE BAN ON REMOTE PRESCRIPTIONS BY ONLINE PHARMACIES.
.....
- » **A NEW SCHOOL YEAR, AND MORE RAB TRAINING**, WITH BOTH 'MASTERCLASS' AND 'INTRODUCTION TO RADIO ADVERTISING' SESSIONS FULLY SUBSCRIBED.
.....
- » **THE RADIOCENTRE BOARD HOSTED A DISCUSSION WITH BBC HEAD OF RADIO HELEN BOADEN**, DIRECTOR OF STRATEGY JAMES PURNELL AND OTHER BBC EXECUTIVES TO DISCUSS FUTURE INDUSTRY PLANS FOR RADIO.
.....
- » **THE MONTH'S *PRIVATE HEAR* COLUMN SAW CONTRIBUTIONS FROM TOP CREATIVE TALENT** ROSS NEIL OF WCRS AND THIAGO DE MORAES FROM ABBOTT MEAD VICKERS BBDO.
.....
- » **THE RACC CLEARED ANOTHER 2,247 SCRIPTS OVER THE MONTH**, AND ONCE AGAIN INVITED THOSE KEEN TO LEARN ABOUT RADIO COPY CLEARANCE TO THEIR FINAL LONDON WORKSHOP OF THE YEAR.

OCTOBER

ISLE OF WIGHT
RADIO
REBRANDED



AS 'ISLE OF
FRIGHT
RADIO' FOR A DAY



IN SUPPORT OF A
HALLOWEEN
INITIATIVE

FROM VISIT
ISLE OF
WIGHT



THE
BIGGEST
RADIO SPENDER



IN TELECOMS
WAS **EE**

LORDE
ENDED THE
MONTH AS

NO.1



WHEN HER SONG
'ROYALS'



WENT STRAIGHT TO
THE TOP OF THE
BIG TOP 40

KEY ACTIVITY

40th anniversary parliamentary event

A new look RadioCentre marked 40 years of commercial radio with a celebratory event on the terrace of the House of Commons for members, stakeholders and politicians.

The event, which was sponsored by the Chair of the Commercial Radio All-Party Parliamentary Group (APPG) Dame Anne Begg MP, brought together radio industry names of the past and present to celebrate the commercial radio Roll of Honour and hear about new research examining commercial radio's importance to listeners in 2013.

Parliamentarians were joined by figures from across the radio industry and mix of presenters – including John Suchet, Tim Westwood, Pat Sharp, Margherita Taylor and Julia Hartley Brewer – as well as many Roll of Honour inductees, such as Magic 105.4 presenter Neil Fox, who opened the event by discussing his memories of the industry.

Neil was followed by RadioCentre Director of External Affairs Matt Payton, who spoke in more detail about the biggest ever survey of commercial radio listeners, undertaken by Kantar Media. Matt highlighted that this research showed listeners valued commercial radio output to the extent that they would be willing to pay over £42 each for it every year. He asked Government and regulators present for clarity on radio platforms and regulation in order to continue this value in years to come.

Russ Williams from Absolute Radio talked powerfully about radio's symbiotic relationship with music and introduced a live performance by folk-rock band Lissie. The performance – only the second of its kind in the House of Commons – showed the continuing importance of commercial radio in supporting live music and acting as a conduit between artists and audiences.



OCTOBER HIGHLIGHTS

- » **THE RACC TOOK THEIR COPY CLEARANCE WORKSHOP ON THE ROAD** TO EDINBURGH AND MANCHESTER ADVERTISERS, AND CLEARED A 2013 MONTHLY HIGH OF 2,682 SCRIPTS.
- » **LBC'S 40TH BIRTHDAY CELEBRATIONS** AT THE MILLBANK TOWER IN WESTMINSTER WERE ATTENDED BY RADIOCENTRE STAFF, TOGETHER WITH LUMINARIES FROM POLITICS, ENTERTAINMENT AND JOURNALISM.
- » **THE COURT OF APPEAL AGREED THAT THE RACC WAS CORRECT** TO REJECT AN AD BY THE CHRISTIAN COMMUNICATIONS PARTNERSHIP (CCP) AS SUITABLE FOR BROADCAST IN 2012.
- » **THE RAB RAN BOTH A 'MASTERCLASS' AND AN 'INTRODUCTION TO RADIO ADVERTISING' SESSION** FOR AGENCY STAFF NEEDING AN UNDERSTANDING OF RADIO ADVERTISING.
- » **RADIOCENTRE RESPONDED TO AN OFCOM CONSULTATION ON LICENCE BREACHES** AND CONTRIBUTED TO THE DCMS EVIDENCE GATHERING ON MEDIA OWNERSHIP IN THE UK.
- » **OCTOBER'S EDITION OF *PRIVATE HEAR* HIGHLIGHTED RADIO'S EMOTIONAL APPEAL** WITH BOTH CONTRIBUTORS FEELING VERY STRONGLY, BUT TOTALLY DIFFERENTLY, ABOUT THE QUALITY OF THE MONTH'S ADS.
- » **SEPTEMBER'S AERIALS WINNER WAS ANNOUNCED AS REAL RADIO YORKSHIRE** WITH THEIR CAMPAIGN FOR FEARMASTERS.

NOVEMBER

KEY 103 CASH
FOR KIDS
LAUNCHED

MISSION
CHRISTMAS



IN PARTNERSHIP WITH
HAMLEYS,
RAISING OVER



£1MILLION
OF TOYS FOR
LOCAL CHILDREN



THE
BIGGEST
RADIO SPENDER



IN TRAVEL
WAS BRITISH AIRWAYS

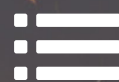
THIS WAS THE
ONLY
MONTH OF

2013



WITH A DIFFERENT

NO.1



EACH WEEK

KEY ACTIVITY

RAB launches ROI Multiplier and local advertiser microsite

The RAB rounded off the year with the latest publication in the “Multiplier” series, “Radio: The ROI Multiplier”. This project was developed by the RAB in response to media agency feedback about the lack of compelling evidence of radio’s ROI impact. The project was the first time that agencies allowed their confidential econometrics data to be shared and analysed to help reveal radio’s true return on investment (ROI). Key findings from the ground-breaking research include:

- » On average, brands that use radio get their money back nearly eight times over, and in many sectors, radio offers the best ROI of any media
- » Maximising the weekly coverage that a campaign achieves on radio to 40% will deliver significantly stronger ROI
- » Using more radio boosts overall campaign ROI: if existing budgets are reallocated from other media to give radio a 20% share of spend, overall campaign ROI increases by 8%
- » For the Top 100 radio advertisers, this is equivalent to recouping over £1.4bn in untapped return on their advertising investment

The research was launched to a 300 strong audience in London and has since been presented to customers across the country including stops in Manchester, Birmingham and Scotland.

Later in the month, the RAB also launched a dedicated microsite for local advertisers. This new resource provides strategic arguments for why radio might be relevant and effective for local advertisers – from the latest audience data and stats to RAB research tools, insight and presentations.



NOVEMBER HIGHLIGHTS

- » **THE ANNUAL GENERAL MEETING OF THE ALL-PARTY PARLIAMENTARY GROUP FOR COMMERCIAL RADIO** IN THE HOUSE OF COMMONS SAW ANDREW BINGHAM MP ELECTED AS CHAIRMAN IN PLACE OF DAME ANNE BEGG MP, WHO STEPPED DOWN AFTER SEVERAL IMPORTANT YEARS OF LEADERSHIP.
.....
- » **THE RACC RAN AN INFORMATION WORKSHOP WITH THE FINANCIAL CONDUCT AUTHORITY (FCA)** TO DISCUSS RADIO CLEARANCE OF FINANCIAL ADS AND FORTHCOMING NEW REGULATORY POLICY.
.....
- » **MPS REPRESENTING SEVERAL RADIOCENTRE MEMBER STATIONS TOOK PART IN A DEBATE** IN THE HOUSE OF COMMONS REGARDING FUTURE DAB PLANS.
.....
- » **ONCE AGAIN RADIOCENTRE WORKED WITH DEC TO PRODUCE ON-AIR ADS** THAT HELPED RAISE A TOTAL OF £50M FOR TYPHOON HAIYAN, WHICH STRUCK THE PHILIPPINES ON NOVEMBER 8TH.
.....
- » **THE RACC CLEARED 2,609 SCRIPTS** AS PRE-CHRISTMAS ADVERTISING RAMPED UP.
.....
- » **OCTOBER'S AERIAL AWARD WINNING AD WAS PRODUCED BY ORION MEDIA** FOR BIRMINGHAM CITY COUNCIL.
.....
- » **RAB STAFF ATTENDED THE ANNUAL MEDIA BUSINESS COURSE IN BRIGHTON.** SIMON REDICAN'S PRESENTATION ON THE BENEFITS OF ADVERTISING ON THE RADIO RESULTED IN ALL FINALISTS INCLUDING RADIO SPEND AS PART OF THEIR HYPOTHETICAL CAMPAIGNS DEVELOPED ON THE COURSE.
.....
- » **THE RAB RAN THEIR FINAL TRAINING COURSES OF THE YEAR.** GOOD ATTENDANCE FOR THE 'MASTERCLASS' AND 'INTRODUCTION TO RADIO ADVERTISING' SESSIONS ROUNDED OFF AN UNPRECEDENTED YEAR OF TRAINING.
.....
- » **THE FINAL *PRIVATE HEAR* ARTICLE OF 2013** WAS CO-WRITTEN BY ANDRE LAURENTINO OF TBWA\LONDON AND NEIL LANCASTER FROM MCCANN MANCHESTER.

DECEMBER

CAPITAL FM
HOSTED ITS
ANNUAL



JINGLE
BELL BALL



AT LONDON'S

02

WITH
LADY GAGA
JESSIE J +
LITTLE MIX

★
AMONGST
THE LINE-UP ★



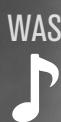
THE
BIGGEST
RADIO SPENDER



FROM ALL SECTORS
WAS HEINZ

ARTIST OF
2013

PHARRELL
WILLIAMS



WAS 'HAPPY'
AS HE BECAME



CHRISTMAS
NO.1

KEY ACTIVITY

Local coverage investment agreed for digital radio

At the Go Digital Conference held at the iconic BBC Radio Theatre, Ed Vaizey MP, Minister for Culture, Communications and Creative Industries, made an important statement regarding the Government's vision for the future for radio. The key elements of the announcement were:

- » No digital radio switchover date
- » No in-principle decision on a switchover until listening and coverage criteria are met
- » Local DAB funding confirmed
- » Licence to build and run a second national commercial multiplex (D2)
- » Funding to explore small scale DAB
- » Review of commercial radio formats
- » Digital tick and schemes to encourage car conversion

This package of measures should help the whole radio industry start planning for the future. RadioCentre will continue to work with members, large and small, to consider the detailed implications and enable UK radio to remain as strong and diverse as it is today.



DECEMBER HIGHLIGHTS

- » **THE FINAL AERIALS WINNER OF 2013 WAS ANNOUNCED AS HEINZ**, PRODUCED BY AMV/BBDO. HEINZ IS SUCH A SHINING EXAMPLE OF RADIO CREATIVITY, RICHARD MORRIS FROM VIZEUM AND PAUL BURKE FROM AMV/BBDO FEATURED IN A VIDEO CASE STUDY PRODUCED BY THE RAB ON WHY IT WAS SO SUCCESSFUL.
- » **RADIOCENTRE RESPONDED TO TWO BBC CONSULTATIONS:** THE FIRST TO THE BBC TRUST REGARDING RADIO NEWS, AND THE SECOND TO THE CULTURE AND MEDIA SPORT COMMITTEE REGARDING THE FUTURE OF THE BBC APPROACHING THE NEXT CHARTER RENEWAL.
- » **MATT PAYTON APPEARED ON RADIO 4 QUERYING THE EDITORIAL JUSTIFICATION OF BBC CONTENT** IN A PLANNED 'GARY BARLOW DAY' ON RADIO 2. THIS INTERVENTION ULTIMATELY RESULTED IN THE STATION SCALING BACK THE COVERAGE.
- » **RADIOCENTRE CIRCULATED LEAFLETS TO MEMBER STATIONS TO HELP PROMOTE RADIO LISTENING** IN THE WORKPLACE, AS PART OF AN ON-GOING CAMPAIGN TO ADVERTISE REDUCED RATES FOR RADIO LISTENING AVAILABLE IN PPL AND PRS FOR MUSIC LICENCES.
- » **RADIOCENTRE SUBMITTED RESEARCH TO A FINANCIAL CONDUCT AUTHORITY (FCA) CONSULTATION** ON THE AMOUNT OF TERMS AND CONDITIONS IN AUDIO ADS.
- » **THE RACC CLEARED 2,101 SCRIPTS** FOR RADIO, WORKING THROUGH THE HOLIDAYS SO THAT ADS COULD GO LIVE.

RADIOCENTRE STAFF

Chairman & CEO Office



LINDA SMITH
INTERIM CEO



FAYE CHAPMAN
COMPANY PA



DIANNE THOMPSON
NON-EXECUTIVE CHAIRMAN

External Affairs



MATT PAYTON
DIRECTOR OF EXTERNAL AFFAIRS



BEN WALKER
EXTERNAL AFFAIRS MANAGER

Finance, IT and Member Services



NISHI SHARMA
FINANCIAL CONTROLLER



NEIL DAWSON
TECHNOLOGY MANAGER



CLAIRE BELTON
ACCOUNTS ASSISTANT



Yael LEVESON
MARKETING AND MEMBERSHIP OFFICER

RAB



SIMON REDICAN
MANAGING DIRECTOR



JUDITH SPILSBURY
HEAD OF TRAINING AND SPECIAL PROJECTS



MARK BARBER
PLANNING DIRECTOR



MICHAEL TULL
INSIGHT MANAGER



SARAH ORDIDGE
HEAD OF MARKETING



ROSE WARREN
INSIGHT EXECUTIVE



CLARE BOWEN
HEAD OF CREATIVE DEVELOPMENT



COREY HARRISON
WEB DESIGNER

RACC



YVONNE KINTOFF
HEAD OF ADVERTISING CLEARANCE



KATHERINE BORRETT
CLEARANCE EXECUTIVE



AL DAMON
DEPUTY HEAD OF ADVERTISING CLEARANCE



SIMON SCOTT
CLEARANCE EXECUTIVE

RADIOCENTRE BOARD 2013

LINDA SMITH | INTERIM CEO

DIANNE THOMPSON | NON-EXECUTIVE CHAIRMAN

ASHLEY TABOR | FOUNDER AND EXECUTIVE PRESIDENT, GLOBAL GROUP

DEE FORD | GROUP MANAGING DIRECTOR RADIO, BAUER MEDIA

DONNACH O'DRISCOLL | CEO, ABSOLUTE RADIO

GREGORY WATSON | MANAGING DIRECTOR, FOLDER MEDIA, MUXCO AND FUN KIDS

KIP MEEK | NON-EXECUTIVE DIRECTOR

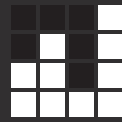
MARK LEE | CEO, REAL AND SMOOTH LTD

MICHAEL BETTON | CEO, LINCS FM

PAUL SMITH CBE | CHAIRMAN, CELADOR

STEPHEN MIRON | CEO, GLOBAL RADIO

TRAVIS BAXTER | CONSULTANT, CONTENT AND EXTERNAL AFFAIRS DIRECTOR, BAUER MEDIA



RadioCentre

SHAPING COMMERCIAL RADIO'S FUTURE

