



PLANET ROCK REGAINS CROWN AS TOP COMMERCIAL DIGITAL STATION

Embargoed until Thursday 2nd February (00.01 am)

Planet Rock increased total listening hours by 9.5% year on year to 6,186,000 becoming the most listened to commercial digital station in the UK. Planet Rock has now topped 6 million listening hours for 2 consecutive quarters and again shown increased listener loyalty with average hours of 7.6, up from 6.8 a year ago.

	Total Hours (000's)
Planet Rock	6,187
Absolute 80's	3,960
Kerrang UK (exc. FM)	3,779
The Hits	3,166
Smash Hits Radio	2,902
Jazz FM	1,908
Heat	1,808
Absolute 90's	1,565
Absolute Classic Rock	1,563
Q	933
Chill	763
Absolute 00's	542
NME Radio	497

Overall adult 15+ reach is marginally down at 811,300 (-1.9% year on year). 12 months into the station re-positioning 15-34's now solidly represent a third of the station's weekly audience. Listener loyalty has dramatically improved with average listening hours rising to 8.2 from 5.9 (Q3 11) and from 5.4 (Q4 10). The key 25-54 age group continue to be dominant representing 66.1% of weekly reach (64.6% of hours).

Growth has been driven over the year by a strong increase in listening to all daytime shows. Darren Redick retains pole position as the most listened to presenter on the station with an audience of 343,100 up 5.4% yr on yr. However, the largest increase in audience was achieved by star presenter Alice Cooper's "Nights with Alice" up 29.6% to 218,200. At the weekend, blues giant Joe Bonamassa is a rising star on Planet Rock, more than doubling the audience of his Sunday night show to 59,300.

Planet Rock MD Jonathan Arendt said “It’s all about building and holding the relationship with listeners and there is no stronger evidence for this than high listening hours. To have achieved this through a period of change is a credit to the programming team at Planet Rock.”

Note to Editors:

Planet Rock - Arqiva Digital Station of the Year 2011

Planet Rock - Freesat Radio Channel of the Year 2011

Planet Rock - Four time Sony gold winner at the Radio Academy Awards

Planet Rock - on digital radio, Sky 0110, Virgin Media 924, Freesat 730 and www.planetrock.com

For more information, please contact: Jonathan Arendt 0207 453 1618. jonathan@planetrock.com