

SECURING RADIO'S FUTURE

This research establishes that commercial radio is a highly valued and much loved medium for millions of people in the UK. It provides content that they value at **£1.5bn a year**.

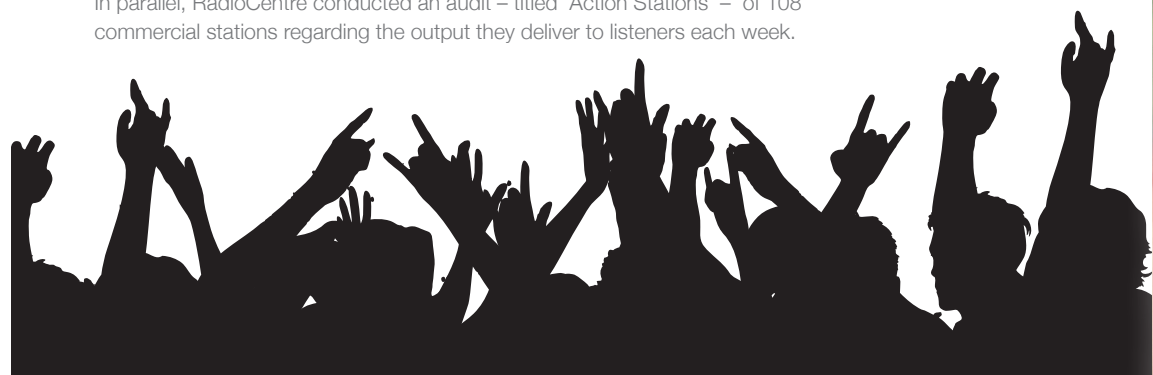
But this value is at risk unless Government and Ofcom work with the industry to secure its future. This means clarity on digital radio and commercial radio regulation.

- **On digital radio - we need a clear in-principle decision from Government on whether it supports a switchover for radio.**
- **On regulation - the time has come to review the level of intervention on formats and local hours.**

Commercial radio is in great shape after 40 years. We ask Government and Ofcom to work with us so the industry can evolve, and offer this great public value for audiences in the years to come.

Kantar Media surveyed 3,003 UK adults aged 16+ who had listened to any commercial radio station in the previous 7 days. Online interviews took place in August 2013 with members of Kantar's Lightspeed Research panel. The sample of commercial radio listeners was recruited to be in line with the profile of commercial radio listeners in terms of gender, age, social grade, region and weight of listening, as defined by RAJAR.

In parallel, RadioCentre conducted an audit – titled 'Action Stations' – of 108 commercial stations regarding the output they deliver to listeners each week.



For more information please contact RadioCentre:

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THE VALUE OF COMMERCIAL RADIO

**A snapshot of
commercial
radio, what it
does and what
listeners think**



Commercial radio now has record audiences

– 35 million adults each week or 66% of the adult population.*

Different stations have different strengths

– local station listeners love the news and information. Network stations meet listeners' needs for music and entertainment.

Commercial radio exceeds audience expectations across the board

– whether on news and information, music and events or community involvement.

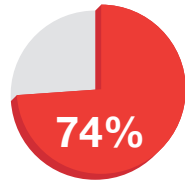
Listeners value commercial radio

– on average listeners value commercial radio output at £42 pa (a total of £1.5bn across the whole audience).

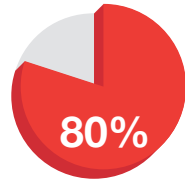
*Source: RAJAR Q2 2013

WHAT WE DO

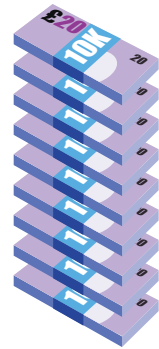
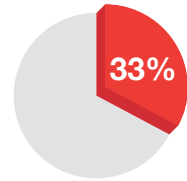
3/4 of stations play specialist music.



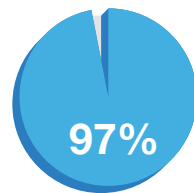
4/5 of stations support live music.



1/3 actually invest in local music, club nights and gigs.



Stations invest, on average, over **£80,000** in news resource per annum.



97% of stations broadcast 12 or more news bulletins a day.

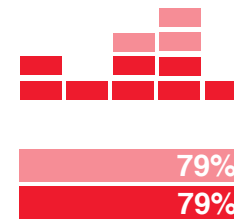
Stations average **15 hours** a day of locally made programming and up to 3 visits a week to local events.



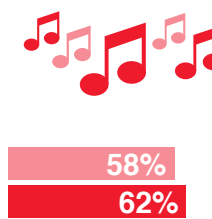
MUSIC



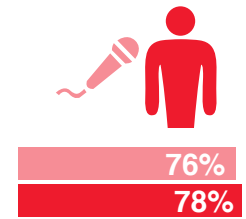
Type of music I like



Introduces me to great songs



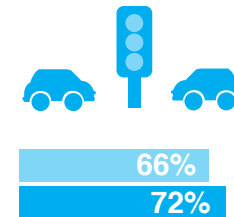
Entertaining presenters



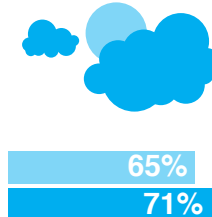
NEWS



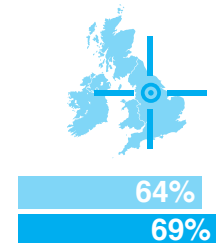
Traffic and travel



Local weather



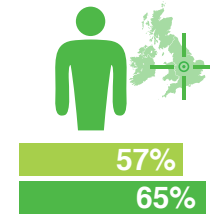
Local news



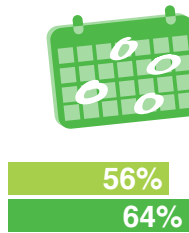
COMMUNITY



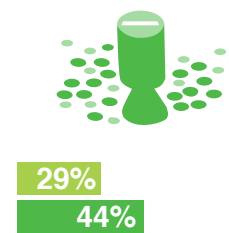
Presenters with knowledge of the local area



Information about local events



Charity appeals



WHAT LISTENERS THINK

EXCEEDING LISTENERS' EXPECTATIONS

KEY
IMPORTANT VS SATISFIED

Listeners value this content at...

£1.5 BILLION

Source: RadioCentre Action Stations

Source: Kantar Media Audience Research