

PRESS RELEASE

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RADIOCENTRE UNVEILS A NEW VISION FOR COMMERCIAL RADIO

Radiocentre today (July 08) unveiled a new report outlining its vision for the future of commercial radio.

The industry body for commercial radio's new policy document *Radio. Connecting Past and Future*, proposes new ways of working with Government, Ofcom and the BBC so radio can continue to thrive.

Speaking to an audience of advertisers, media and radio executives at Radiocentre's *Tuning In* conference in central London, Chief Executive Siobhan Kenny said:

"This report outlines a progressive vision for a thriving and successful commercial radio sector. There are some key commitments to carry on providing listeners with what they want, particularly local news and information. In return, we ask for a legislative review, looking at the sometimes outdated regulation governing the sector."

The key challenges outlined in the report include increasing competition for people's time; the continued growth of online advertising; the mighty market share of the BBC (54%); out-dated regulation and the costs and opportunities of growing digital radio.

In order to meet these challenges, Radiocentre calls for:

- Updated legislation from Government enabling greater flexibility, beginning with a wide-ranging review to a defined timetable.
- Sensible, consumer friendly regulation for financial product advertising.
- Stability and security for radio operators – by enacting licence rollovers.
- Future-looking regulation from Ofcom on location and format controls which are focused on the consumer and enable the sector to respond to challenges from less-regulated competitors.
- More distinctive BBC radio services, more rigorously regulated.

Ends

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Notes to editors:

1. The full Radiocentre policy document *Radio. Connecting Past and Future* is attached. If the report is not attached, or you require further copies please contact Lucy Goodwin on the above number.
2. Ofcom's reference to reforming radio legislation featured in its statement on the future of music formats (25 June) where it stated that '*there may be a case for Government and Parliament to consider whether the current framework remains appropriate in light of changes in the market and consumer behaviour*'.

Full document here:

<http://stakeholders.ofcom.org.uk/binaries/consultations/formats-review/statement/statement.pdf>