

Absolute Radio Network highest ever audience in 11 years at 3.3m

Absolute Radio main station also adds 227,000 listeners with highest audience since December 2008

- The Absolute Radio Network has seen its Absolute Radio main station post an increase in listeners of 227,000 taking it to 1.8 million, up (+10.8%) Yr on Yr and (+14.7%) Qtr on Qtr - the highest in four years.
- The Absolute Radio Network has seen an increase in listeners to 3.3 million, up (+17.2%) Yr on Yr, and up (+12.0 %) Qtr on Qtr. This reach is now the highest for eleven years
- The Christian O'Connell Breakfast Show has seen a massive increase of 228,000 taking it to 1.4 million listeners, up (+17.3%) Yr on Yr and (+19.8%) Qtr on Qtr. This leap in audience has also driven the shows market share in London ahead of BBC Radio 1, Heart London, Magic 105.4 and Kiss 100 taking it to the number two commercial breakfast show in London *
- Absolute Radio 90s, Absolute 80s and Absolute Radio 00s all posted increases in audiences Yr on Yr, with Absolute Radio 90s posting its best ever listening figures at 436,000, up (+25.3%) Yr on Yr.
- The Absolute Radio Network continues to lead the way in digital listening with 75.9% of listening via a digital platform, compared to an industry average of 33.0%.

The Absolute Radio main station has further grown its audience by 227,000 listeners, an increase of (+14.7%) Qtr on Qtr and (+10.8%) Yr on Yr. This takes it to 1.8 million listeners, its highest ever in since December 2008

The Christian O'Connell Breakfast Show has also grown its audience by 228,000 listeners, up (+19.8%) Qtr on Qtr and (+17.3%) Yr on Yr

Within the stations' family of digital brands, Absolute Radio 90s an increase of (+25.3%) year on year to a record 436,000 listeners. Absolute Radio 80s also demonstrated solid growth, with listeners up (+7.2%) Yr on Yr to 888,000 listeners. In addition, Absolute Radio 00s posted and increase of (+7.2%) Yr on Yr and (+4.2%) on the Qtr.

Absolute Radio Chief Operating Officer, Clive Dickens commented, “The Absolute Radio Network and Absolute Radio main station have both significantly grown Quarter on Quarter and Year on Year to an eleven year high. This is fantastic growth as we begin our fifth year and puts the business in great shape for 2013.”

From spring, Tony Moorey, Content Director, assumes greater responsibility for all programming and content output across the Absolute Radio Network.

Source: RAJAR / Ipsos - MORI / RSMB, period ending December 2012, all stations and groups results are reported on their specified reporting period and TSA.

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