



RADIOCENTRE

# ACTION STATIONS

The public value of commercial radio





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## FOREWORD

*“It is also important to recognise the positive impact commercial radio has on the UK economy. Like many of our creative industries it makes a notable contribution to our GDP and employment.”*

Commercial radio really matters to me, as it does to so many people across Britain. I grew up listening to Mariner Sound and Atlantic 252. As a student I worked on Oxygen 107.9fm, starting off making the coffee, and rising to the dizzy heights of the minority sports correspondence. I’m still friends with people I met in the pressure-cooker of the under-resourced local radio station. It’s where I first learned to broadcast, and to cope with the need for fast precise decisions and to work closely as part of a team.

Now, as the Minister for Culture, with responsibility in Government for radio, I’m proud that nine out of every ten people say they still tune in each week. It is testament to an industry that has been able to adapt despite a multitude of challenges over the years. Shifts in TV, online, mobile and music consumption have all threatened to undermine radio’s role at some point but it remains as popular as ever. Huge audiences - far bigger than ever listened to my bulletins - still rely on radio for its range of music, news, information, entertainment and the companionship it provides.

A strong resurgent commercial sector has been central to this continuing success. With more than 300 licensed stations available the choice for listeners has never been greater. Locally, stations continue to engage audiences and communities as they always have. Nationally there are now music stations for every genre from Jazz FM to Planet Rock from Classic FM to Kisstory, as well as a choice of news and sport services from LBC and from talkSPORT.

These services provide a fantastic public service contribution that is documented in detail in this latest report from Radiocentre.

It is also important to recognise the positive impact commercial radio has on the UK economy. Like many of our creative industries it makes a notable contribution to our GDP and employment. It also supports other sectors indirectly and is an effective promotional platform for the UK music industry. But the scale of the impact of commercial radio is really brought home when we consider its role as an effective advertising medium for businesses. A return on investment of £7.70 for each £1 spent by advertisers is impressive.

It is this combination of radio’s familiarity and adaptability, its public service output, its creative and cultural contribution and economic value that helps explain radio’s continuing popularity.

I’m looking forward to driving through this Government’s commitment to support the success of commercial radio. And in doing that, I am by your side.



The Rt Hon Matt Hancock MP  
Minister of State for Digital & Culture

## INTRODUCTION

*“The figures speak for themselves – over 13 hours of vital public service content each week, comprising local news, weather, travel, community and local events – and over £25 million raised for charity in 2015 alone.”*

In so many ways, radio provides a vital soundtrack to our lives, a role it has been performing for nearly a hundred years. It’s easy to take for granted such a constant companion, especially as there are now so many ways to access news, music, information and entertainment.

But audience needs remain the same in some important ways – we will always want company, stories, curation, fun, challenge and an element of surprise. Radio delivers all of that, hence its enduring popularity as a medium. *Action Stations* provides a great reminder of the many ways in which commercial radio is a critical part of the UK media landscape and therefore the lifeblood of communities, cities, towns and villages across the country.

The figures speak for themselves – over 13 hours of vital public service content each week, comprising local news, weather, travel, community and music events – and over £25 million raised for charity in 2015 alone. Beyond the figures lie the real life stories. Radio being there when listeners need it most. During the floods in the North of England at the end of 2015 for example, a number of stations were a lifeline for stricken residents. Lancaster-based radio station, The Bay, was broadcasting on an emergency generator for several days from 6 December and was the only source of public information available to local people, as all other communication and power sources had gone down.

Radio listeners now have more choice than ever, with 21 national commercial stations launched in 2016 in the biggest ever expansion of digital radio. Radio is now increasingly consumed on digital and internet connected devices. So we are delighted that the Government is looking at reforming outdated regulation which will allow radio to compete even more effectively in the audio world and unlock even more benefit for listeners.



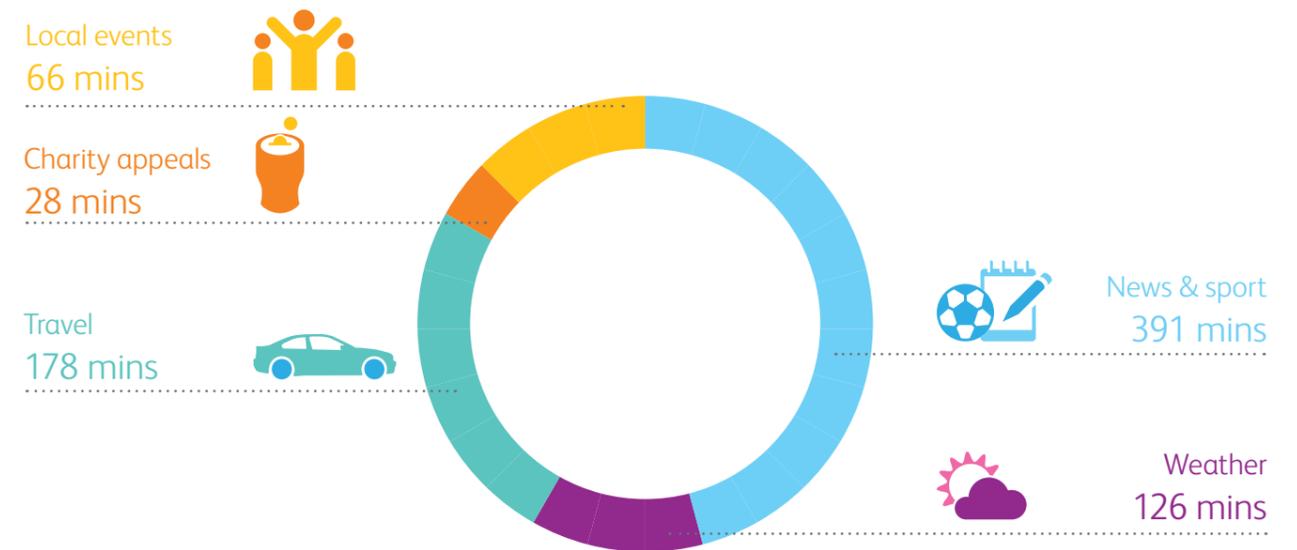
Siobhan Kenny  
Radiocentre CEO

# EXECUTIVE SUMMARY

Commercial radio remains the destination of choice for millions of people. Each week over 35 million listeners tune in to the widest choice of stations at any point in the history of radio.

The following pages are full of fantastic examples of these commercial stations providing a valuable public service to their audience. Although extensive this is just a small sample of how local stations are embedded in their communities and engaging with millions of listeners every day.

The average output of public service content on a UK commercial station



## KEY FACTS



Revenue – £592 million in 2015



343 licensed stations



Weekly average of 13¼ hours of public service content



Over 10,000 local events attended in 2015



35m weekly listeners



Over £25m raised for charity



13 hours and 15 minutes of public value broadcast each week in total

## 1. COMMERCIAL RADIO BUSINESS

- The economic impact of commercial radio is considerable. Independent analysis has highlighted that commercial radio supports **12,340 jobs across the UK** and **£683m in gross value added** to the economy.
- An average of 32 businesses advertise with each station every week, supporting **advertising revenue of £592m in 2015**.
- The value to advertisers provided by radio is also impressive with an estimated **return on investment of £4.6bn** in 2015.

## 2. NEWS, WEATHER AND TRAVEL

- Commercial radio is a trusted source of up-to-the-minute local news and information, **employing more than 350 journalists** across all parts of the UK.
- Each week stations broadcast an average of **6½ hours of news & sport**, as well as **over 2 hours of weather** reports and **nearly 3 hours of travel updates**.
- On average **54% of news bulletins feature local news** in daytime, with each station providing **25 news and sport bulletins every day** as well as **28 weather reports** and **27 travel updates**.

## 3. COMMUNITY AND SOCIAL ACTION

- Commercial stations attend over **10,000 local events** every year. This community engagement and involvement is the lifeblood of commercial radio, with stations also broadcasting an **average of 80 community bulletins each week**.
- Community engagement comes in many forms, from fundraising to raising awareness and supporting future talent. **91% invest in local work experience** and **87% do outreach work with local schools and colleges**.
- UK commercial stations also raised an impressive **£25m directly for charity** in 2015 alone. This was in addition to the **return on investment of £227m** for charities advertising on radio (based on an advertising spend of **£13.6m** in 2015).
- **98% of all stations** and **100% of local stations** engaged with an MP in 2015.

## 4. TECHNOLOGY AND INNOVATION

- New technology presents opportunities and challenges for traditional radio. It enables stations to provide more choice, but also means greater competition (e.g. from digital streaming services). Despite this **live radio remains strong** and accounts for **74% of all audio listening** (and **84% of in car listening**).
- The way commercial radio stations interact with their audience and use technology is also changing with **over 20 million people engaging** with them on social media.
- The multitude of ways in which audiences now contact commercial radio stations – from **Facebook, Twitter and Snapchat to texts, email and phone calls** – means that listeners now interact with stations over **one million times a day**.
- Technology also enables radio stations to provide **up-to-date local news and information** in different ways, combining central news hubs with reporters on the ground.

## 5. MUSIC

- Commercial radio broadcasts an impressive range and volume of music for all tastes and moods – with stations catering for pop, rock, dance, classical, jazz, soul and many other genres. Therefore it is no surprise that **78% of listeners are introduced to new music on their local commercial radio station**.
- Radio stations help drive awareness and desire for music among listeners and support the success of the UK's creative industries. This study found that **90% host live sessions** and **83% feature unknown artists, many of whom have gone on to greater success**.
- As a result commercial radio supported over **£103m to music sales** in 2015, with a further **£50m in music rights payments**.

# COMMERCIAL RADIO BUSINESS

Commercial radio plays an important role in the daily lives of millions of people across the country – not only entertaining and informing listeners, but also providing effective advertising for businesses and supporting the economy.

Commercial radio also provides a huge advertising boost to local economies, with a weekly average of 32 businesses advertising on each station.

Radio advertising works for these businesses, with 96% of stations aware of local advertisers who attribute their business success to radio. Many campaigns are so successful that local stations broadcast regular testimonials highlighting how radio advertising was instrumental to the success of their business. The industry supports this success with 87% of stations investing in their own commercial production, producing advertising or sponsorship messages for clients.

Advertising revenue rose by 2.9% to £592m in 2015, the highest level for eight years. According to econometric analysis of radio advertising campaigns the return on investment (ROI) that this provides is a very significant £7.70 for every £1 invested. Therefore in 2015 return on investment for commercial radio delivered an estimated £4.6bn value to advertisers. Alongside this, value to music sales is estimated at £103m in addition to direct payments of around £50m to artists and songwriters.

**Ineffective Ts&Cs cost our industry an estimated £130m a year in lost advertising revenue**

One aspect of radio advertising that annoys listeners and puts off advertisers is the excessive Terms & Conditions (Ts&Cs) at the end of certain ads. Those lengthy, garbled warnings are meant to protect consumers but sadly they don't achieve that goal. Instead they only succeed in deterring potential advertisers from using radio. This costs our industry (in lost advertising revenues) a conservative estimate of £130m a year.

## KEY FACTS



**12,340 jobs**

Industry supports 12,340 jobs (including 4,410 direct employees)



**£70,200 gross value added**

Productivity is high – each employee generates approximately £70,200 in gross value added



**£4.6bn ROI to advertisers**

Value to advertisers is estimated at £4.6bn



**£592m ad revenue**

Advertising revenue of £592m



**£683m GDP**

Commercial radio's total contribution to UK GDP was £683m



**£210m indirect impact**

Indirect impact (procurement from suppliers) was £210m



**£310m direct impact**

Direct impact (operational expenditure) was £310m



**£163m induced impact**

Induced impact (staff spending their wages) was £163m

### Our people

The people working in commercial radio make it the success it is today. The industry now supports 12,340 jobs across the country. Commercial radio directly employs 4,410 people, which includes those working in presenting, production, engineering, marketing, sales, news and journalism – with over 350 journalists across the UK. The remaining jobs are a result of indirect (supply chain) and induced (wage spending) employment contributions.

While our industry may be relatively small it is highly productive, with each employee generating approximately £70,200 in gross value added to the economy. The future workforce is also an important consideration for commercial radio, which is why significant time and investment is placed upon education for a new generation of broadcasters – with initiatives like the Global Academy and Bauer Academy leading the way.

### Diversity and Social Mobility

The continuing success of our medium relies on attracting the most talented workforce, drawn from all sections of society. Therefore, diversity and social mobility are important issues for us, although more remains to be done. In their 2015 Employment Survey the sector skills body Creative Skillset found that across the whole radio industry 46% of employees are women and BAME employees make up 9% of the industry. This compares to 10.9% BAME employees in the rest of the UK workforce. There is recognition from the commercial radio sector that more could be done to encourage greater diversity within the sector and so Radiocentre is now leading a new diversity and social mobility strategy.

### CREATIVE ACCESS MASTERCLASS



On behalf of the commercial radio industry, Radiocentre works closely with Creative Access which provides opportunities for paid internships in the creative industries for young people from under-represented BAME backgrounds.

Creative Access holds monthly masterclasses for its interns and alumni in order to provide insight into particular sectors within the creative industries. At the beginning of 2016, in conjunction with the BBC, Radiocentre hosted a Radio Masterclass in order to draw attention to the broad range of jobs within radio.

The evening was chaired by Magic presenter Angie Greaves and provided young radio talent from BAME backgrounds with the opportunity to talk about their careers and options available, as well as share tips on getting ahead within the industry.



Panellists included, from right to left: Neev Spencer (Kiss DJ), Jamz Supernova (Radio 1Xtra presenter), Austin Daboh (Music Manager at Radio 1Xtra) as well as Jagruti Dave (Producer at LBC).

### GLOBAL ACADEMY



In September Global opened the Global Academy – a brand new state school designed to prepare students for careers in the broadcast and digital media industries. The Global Academy is a University Technical College, which provides academic and vocational education for 14-19 year olds.

The mainstream curriculum of GCSEs and A Levels are taught in a practical way alongside vocational education, equipping students with the technical skills needed to work in the broadcast and digital media industry. By 2020 the Global Academy will reach its full capacity of 800 students. In 2016, it will take around 200 students across Years 10 and 12.

Global secured £16m funding from the Department of Education to set up the school which is built on the site of EMI's Old Vinyl Factory in Hayes, West London.



### BAUER ACADEMY



The Bauer Academy was designed to fill the void between education, business and media. It combines the expertise of a major media company with specialists in education and learning, in order to provide a range of training. It works with both corporate clients and new talent, providing training for over 5,000 people in recent years.



# NEWS, WEATHER AND TRAVEL

News plays a fundamental role in commercial radio programming. The industry takes its role seriously and invests in over 350 journalists to ensure that listeners get high-quality breaking local and national news throughout the day.

*“Huge audiences...still rely on radio for its range of music, news, information and entertainment.”*

The Rt Hon Matt Hancock MP  
Minister of State for Digital & Culture

The dissemination of news is always evolving and so commercial radio has adapted to changes in the way that news is consumed. Our news now reaches more people than ever – 35 million listeners, over 7 million Twitter followers and more than 13 million people engaging with stations on Facebook.

Stations continue to provide valued public service content with over half of daytime news output (54%) featuring local news. On average, stations provide 25 news and sports bulletins per day, typically lasting 2 minutes. In addition, stations provide around 28 weather reports and 27 travel updates each day.

Trust and accuracy are important, so it is encouraging that independent research conducted by Kantar Media found that 80% of local commercial radio listeners felt that stations provided accurate news coverage. A healthy commercial radio sector is vital to ensure that local communities get the news and information that they need and to support plurality in news, so that there is an independent alternative voice to the BBC.

Local stations across the country often provide a lifeline in times of crisis. 95% of stations broadcast vital emergency information to local communities and 92% of these stations will alter their programming if necessary.

## KEY FACTS



6 ½ hours news & sport

Average of 6½ hours of news and sport each week



25 bulletins per day

Average of 25 news and sport bulletins per day



350+ journalists

Over 350 journalists working in commercial radio



Biggest ever reach

Biggest ever reach for news: 35m listeners and over 20m Facebook and Twitter followers



95% broadcast emergency information

95% stations broadcast vital emergency information to local communities

## 2015 Floods

In 2015, commercial radio exemplified its public value when it provided extraordinary coverage during the winter floods in Northern England. Throughout a period of devastating flooding emergency services needed to be able to communicate with residents immediately. This is where radio – particularly local commercial radio – comes into its own.

Storm Desmond, which hit Northern England and Scotland at the beginning of December 2015 was the start of some of the worst weather ever recorded in the UK. Soldiers were drafted in to help and it was no surprise to learn in the following months that December was the wettest month on record.

The response to the floods was massive and commercial radio reacted immediately with breaking news and information as the storm and devastating consequences unfolded.



On average stations broadcast 28 weather and 27 travel reports per day

THE BAY



The Bay provided unrivalled coverage during the floods. This vital broadcast was rightly recognised by former Prime Minister David Cameron at a 'Flood Heroes' reception in Downing Street as an exceptional asset to the community in its time of need. The Bay also received official recognition in Parliament; from Lancashire Police Constabulary; and an *Arqiva Commercial Radio Award*.

At times The Bay's coverage was the only news source available which meant that national media, including Sky News and the BBC, featured The Bay on live interviews. Underscoring their commitment to bring listeners uninterrupted news, The Bay even continued to broadcast despite their own studio flooding and having to use an emergency generator.

Analysis of The Bay's social media accounts has highlighted that residents clearly took note of their news coverage as they received 6 million impressions through their Facebook and Twitter channels, along with significant peaks in their website traffic, all of which emphasises the importance of new ways of distributing news. In the aftermath of the floods The Bay provided free advertising to 75 businesses affected by the floods and power cuts.



CAPITAL YORKSHIRE



Towards the end of December the River Ouse in York broke its banks. Capital Yorkshire not only provided breaking coverage of events, but a team of staff also volunteered to help in the clear up operation.



CFM



CFM ensured that residents in Carlisle had up-to-the-minute coverage of the floods in their area and also provided some free advertising to affected businesses.

Many listeners are engaged politically, so it is no surprise that stations are too – with all local commercial radio stations surveyed engaging with an MP in 2015.

LBC



LBC became the UK's first commercial news talk radio station when Global introduced it across the country on digital radio in 2014. LBC now reaches 1.7 million people on air. LBC addresses the issues that matter to people across the UK giving listeners unmediated access to the people in power, with regular shows featuring the country's most influential figures.

LBC has pioneered new formats such as giving former Deputy Prime Minister Nick Clegg his own phone-in show with listeners putting questions to him directly on air. Similar shows have featured former SNP leader Alex Salmond MP, London Mayor Sadiq Khan, former London Mayor Boris Johnson and former UKIP leader Nigel Farage. Guests from across the political spectrum regularly take part in special programmes.



The award-winning Global newsroom supports LBC and the other Global brands. With 100 journalists at 21 newsrooms, Global produce more than 4,000 on-air bulletins every week. Their technology means that they can broadcast local news during national programmes and react to breaking news by switching to local programming in an instant.

Sport continues to play an important role with both stations and listeners. Of those stations that broadcast sport 63% of their output is focused on local sport.

NATION RADIO



In keeping with their mission to be 100% Welsh, Nation Radio was at the forefront of Judgement Day coverage, the annual Welsh Rugby Union derby, held at Cardiff's Millennium Stadium. The Nation Radio breakfast team hosted the event live from the pitch, and were watched by the 52,000 avid attendees in the stadium.



KMFM



KMFM provided extensive coverage of the traffic chaos at the beginning of the 2016 summer holidays that led to a 14 hour traffic jam when immigration officials failed to prepare properly for the increased holiday traffic. As well as providing regular updates to drivers on-air, KMFM was active on social media platforms, proving essential updates as well as helping to try and lift the mood of listeners.

*24 Hours in Calais* was a bold news feature by Kent-based commercial radio station, KMFM. It provided listeners with an in-depth analysis of the growing crisis within France's so-called, Calais Jungle, the encampment populated by refugees attempting to reach the UK.

KMFM reporter Graham Stothard spent 24 hours with its beleaguered residents, hearing from those who had fled from their home countries. As well as looking at the situation in France, the special feature also had a local focus, exploring the ways in which Kent was affected.



SILK 106.9



In August 2015 the tight-knit village of Bosley was struck by disaster after a flour mill was destroyed in a huge explosion. The blast rocked the local community, claiming the lives of four people and wounding many. Cheshire's Silk 106.9 responded swiftly to the incident, airing a bulletin within minutes of the explosion and immediately dispatching a local reporter to the scene.

Following the tragedy, Silk helped to bring the community together with its *Pound to Work* appeal, in which £15,000 was raised to help those directly and indirectly affected by the resulting job losses.



## 54% of daytime news output features local news

LBC



2015 was the 10th anniversary of the devastating 7/7 terrorist bombings in London, an occasion that LBC marked with a special documentary feature. The programme, *London Remembers* was the story of the 52 victims who were killed in the attack, and was bravely told by the friends and family who were closest to them. The feature was presented by Dame Tessa Jowell, who was tasked with coordinating the Government's support for the victims.

Weaving together archived audio, previously unheard emergency service calls and first-hand accounts from witnesses and survivors, the documentary captured the raw emotion of the event in an intimate and heartfelt manner.



MORE RADIO



In the summer of 2015, a vintage jet aircraft crashed during a display at the Shoreham Airshow, tragically claiming the lives of 11 people, whilst injuring dozens more. The incident was covered live by local station More Radio (previously Splash FM), which had been broadcasting from the Airshow.

Covering one of the worst aviation disasters in UK history and the biggest emergency operation in Sussex since the Brighton bombing in 1985, the radio station was able to deliver up-to-the-minute reporting and provide helpful information to local residents.

### The average output of public service content on a UK commercial station



Travel  
178 mins



News & sport  
391 mins



Weather  
126 mins

FREE RADIO



In 2015, the Midlands Media Awards recognised the work of Free Radio's Dan Dawson following his special documentary feature that commemorated the 40th anniversary of the 1974 Birmingham Pub Bombings.

The programme was broadcast at 8.17pm, marking the precise moment that the first of the deadly bombs was detonated. Contributors included Stewart Knott, a firefighter who bravely assisted in the aftermath of the attacks.



*“Commercial radio is a fantastic medium that continues to inform, comfort and entertain, which is why I am delighted to continue to support the industry through my role as Chairman of the All-Party Parliamentary Commercial Radio Group.”*

*Local stations like High Peak Radio in my own constituency help highlight the value that commercial radio stations provide to communities around Britain, with a significant public service output throughout the year – particularly during emergencies, such as the flooding at the end of 2015 when many stations in the affected areas went above and beyond to provide listeners with vital local information.”*



Andrew Bingham MP  
Chairman of the All-Party  
Parliamentary Commercial Radio Group

# COMMUNITY AND SOCIAL ACTION

Localness is central to the ongoing success of commercial radio. Community ties are as strong as ever and the case studies in the following pages underscore the value of commercial radio stations to listeners and local communities generally.

Stations across the country continue to provide a huge public service by broadcasting an average of over 80 community and charity bulletins every week – including 24 bulletins on community events, 16 bulletins on charity appeals, 28 bulletins with What's On information and 12 bulletins with information on local music events.

Given the extent of this local output it is understandable that, according to Kantar Media, 70% of local commercial radio listeners feel that their station reflects their community.

Supporting good causes and working closely with charities is second nature to commercial stations which in 2015 directly raised £25m. Charities advertising through radio also benefited from a massive £227m return on investment (based on an annual spend of £13.6m in 2015), according to the former Radio Advertising Bureau ROI multiplier.

The work throughout this section shows commercial radio at its best – providing what listeners want on the issues that affect them, wherever they are. The fact that radio is live and free to listeners makes it a great universal medium that is utilised to great effect by commercial radio stations that have a wide and diverse audience.

## KEY FACTS



Over £25m raised

Over £25m directly raised for charity



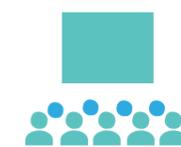
£227m ROI

Return on investment for charity advertisers of £227m



87% youth engagement

87% of stations work locally with young people



70% sponsor events

70% of stations sponsor charity events



10,000+ events

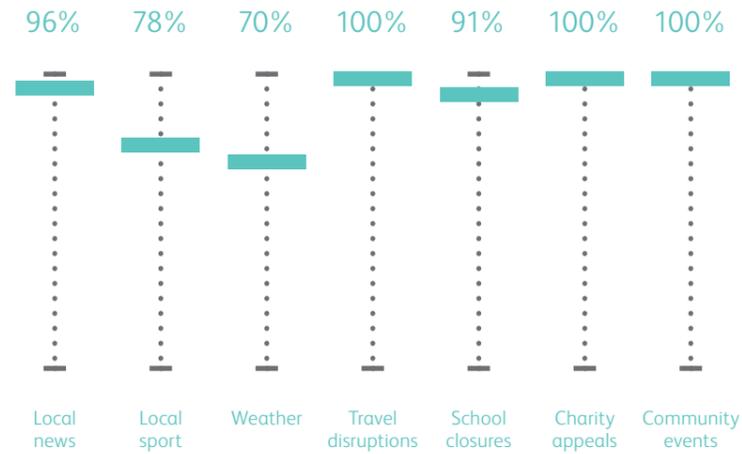
Stations attend over 10,000 local events every year



80 community bulletins

On average stations broadcast 80 community-related bulletins each week

Percentage of stations that are contacted by listeners on the following issues



As well as coverage and promotion on-air, most stations invest financially in supporting future talent, with 91% of stations investing in local work experience. Also, 87% of stations go into schools or colleges to talk to young people or host them at their stations.

Always conscious of providing communities with a voice where it matters, commercial stations are also involved politically, with all stations surveyed engaging with an MP in 2015 – and many doing so on multiple occasions.

CAPITAL XTRA



Global's Capital XTRA's Music Potential is just one example of how commercial radio makes an active difference. The Music Potential programme was created to develop and support young people who are not in employment, education or training. Through this successful initiative, Capital XTRA has harnessed the power of radio and digital platforms to help transform the lives of disenfranchised young people, equipping them with the confidence and skills they need.

Alongside this, Global also runs The Big Music Project, a youth employability skills programme funded by the Big Lottery Fund, which helps young people with routes into the creative industries. The programme was so successful that a further £4m of funding has been granted to continue the programme until 2018.

BAUER



In 2015, Bauer Radio's *Cash for Kids* raised a huge total of £18 million for children in need. Those who were helped included children with severe disabilities and those who were living well below the poverty line. Fundraising events included Ant and Dec's *Breakfast Take Over* on Metro Radio, Key 103's *Superhero Day Reveal* and stunt and CFM's *Mission Christmas Appeal*.



GLOBAL



Global's *Make Some Noise* was founded by Global to create a lasting difference to young lives across the country. Believing that fundraising alone is not enough, Global's *Make Some Noise* uses the platform of radio to literally make some noise, raising awareness for causes, in addition to providing essential grants to small charities.

In 2015, all Global brands worked together, hosting prize competitions and auctions. Commercial teams secured sponsorship from leading brands, one of which matched the listeners' text donations. Artists like One Direction, Little Mix, and Ed Sheeran participated in raising awareness and took part in fundraising events. Overall the initiative has raised over £2m benefiting 38 smaller charities, including teen support services and dedicated children's nurses and therapists.

Global's *Make Some Noise Day* has gone from strength to strength and their 2016 appeal raised an incredible £2.8m in just one day.



## COMMUNITY AND SOCIAL ACTION

### 3FM



As part of the *International Nurses Day* celebrations, 3fm teamed up with a local business in order to pay tribute to the hard work of the Isle of Man nursing community. Nurses across the island were rewarded with chocolates which were hand-delivered by the 3fm team.

### MANX RADIO



2015 proved a big year for Manx Radio. In a unique move, the Isle of Man's parliament voted to endorse Manx Radio as a Public Service Broadcaster, acknowledging its importance and popularity among the island's citizens.

The launch of Manx Radio's new female-focused magazine programme is another highlight. *Women Today* explores life on the island from a woman's perspective and has been produced and presented by three women from different backgrounds of different ages.



### FREE RADIO & GEM



To raise awareness for breast cancer, Free Radio transformed Star City, a huge Birmingham leisure and entertainment complex, into Bra City. The donated bras arrived in their thousands, and were proudly hung up on display within the venue. Money raised from the event was passed on to the local charity, Ladies Fighting Breast Cancer.

Bra City is just one example of Free Radio's work in the local community. Both Free Radio and its sister station, Gem 106, managed to attend over 300 events in 2015, with a combined audience of 1.5 million people.



### ISLE OF WIGHT RADIO



The Isle of Wight Radio once again brought the island's community together, hosting its annual *Local Heroes Awards* at Cowes Yacht Haven. The ceremony celebrated the outstanding achievements and courage of residents across the Isle of Wight, and included awards like *Emergency Service Person of the Year* and the *Inspirational Young Person Award*.

### KEY 103



Throughout 2015, Key 103 undertook a new initiative with the careers service provider Positive Steps in order to engage with young people across Greater Manchester. The project consisted of over 70 Media Bus days with local schools, where one-to-one sessions were held with over 5,000 people. The aim of these sessions was to provide information, advice and guidance about apprenticeships, and to encourage young people to participate in them in order to build their career prospects.

All this work is part of the Bauer Academy, which seeks to join up media, education and business. The Academy offers young people a range of opportunities, including *#findingtalent* courses which are free and don't require any previous experience in radio or media.

### TOUCH FM



With obesity becoming an increasing problem in the UK, Touch FM decided to help a group of listeners lose weight, tone up and improve their lifestyle in their new *Elephant in the Room* campaign. Promoting community support and healthy living, the aim of the campaign was to bring 6 people together and help them to collectively lose around 200lbs – the weight of a baby elephant. Over 12 weeks, Touch FM tracked the progress of the 6 participants, recording their highs and lows on social media and on-air.



### HIGH PEAK RADIO



In April this year, High Peak Radio ran a charity auction live on-air. The auction raised £7,242 in just 12 hours with the proceeds going to *#ChallengeDerbyshire* on behalf of three local charities that support patients with any serious or life-limiting illness across North Derbyshire.

## COMMUNITY AND SOCIAL ACTION

### ORIGINAL 106



On the eve of the annual Police Scotland National Festive Drink/Drug Driving Initiative, Original 106 took the opportunity to highlight the dangers of drink-driving with a bold and entertaining experiment. The drivetime show was broadcast live from a hi-tech simulator, where DJ Craig McDonald was tasked with manning the controls, after drinking increasing amounts of alcohol.

The programme was supported by Absafe, a local road-safety charity, as well as Police Scotland. After consuming just two drinks, Craig crashed the car simulator and failed a resulting breathalyser test. In the spirit of simulating real-world events, Craig was arrested and handcuffed.



### ABSOLUTE RADIO



*Who's Calling Christian?* was a hugely entertaining competition which engaged Absolute Radio listeners and mobilised them into providing support for various charities. Listeners prompted celebrities to call into Christian O'Connell's breakfast show, where he would then carry out an impromptu interview with them. The public were then asked to vote on which celebrity had the best interview, with a chance to win £20,000 for good causes. From Christopher Biggins to Benedict Cumberbatch, more than 70 celebrities took part in the brief two week feature.



### RADIO ESSEX



Radio Essex regularly broadcasts a special community feature called the Essex Charity Update. The free 40 second adverts are written and produced by Radio Essex on behalf of local charities and appeals, with no commercial benefit for the station. Previous examples include an appeal for coats for dogs in winter, Age UK befriending, Essex Air Ambulance and Havens Hospices.

### PREMIER CHRISTIAN RADIO



With their campaign *Christmas Alone*, Premier Christian Radio sought to address the fact that every year thousands of Britons spend Christmas alone. Premier asked a range of organisations to come forward and contact them with details of any local Christmas Day events. In the end the station promoted the 289 venues that signed up on-air and online so that listeners could identify events that they might like to attend.

### RUGBY FM



Rugby FM is a strong advocate of all things 'Rugby', from the sport to the town. Their initiative *Song for Rugby* galvanised the local community, promoting the Rugby World Cup and Rugby Festival, whilst celebrating the local relevance of the game. Local artists and musicians came together to help produce a new single. Hundreds of children across the region featured on the song, which reached number 14 on the iTunes song writer's chart. The campaign raised over £1000 for a local charity which supports children with sport-related injuries.

### BOB FM



In 2015, the BOB fm breakfast team helped Gary Payne and his pregnant wife, Tracy, get to hospital after she had gone into labour. Gary was driving Tracy to hospital, when they found an accident had closed off a major road. Not knowing where to turn, Gary called the BOB fm breakfast show where listeners were quick to respond with advice on how he could best avoid the traffic, while presenters kept friends and family up to date on air. Thanks to BOB fm and local callers, the couple arrived at the hospital a healthy baby, Melody, was born.

### Every week stations broadcast on average



24 bulletins on community events



16 bulletins on charity appeals



28 bulletins with What's On information



12 bulletins with information on local music events

## Commercial radio stations attend over 10,000 local events every year

 RADIO CITY



Bauer Academy created a heart-warming programme in which groups of local dementia patients were invited to the Radio City Tower, which overlooks much of Liverpool. The panoramic views of the city helped the visitors to recall memorable and poignant stories from their past, which were shared in a series of podcasts. The *Down Memory Lane* podcast had a profound effect on both listeners and the dementia patients who had been involved. Some participants remarked that they were once again able to tap into memories that they thought had been lost forever.



Direct support for charities – £25m

Return on investment for charity advertisers – £227m

 CELADOR RADIO



Celador Radio has introduced a new annual accolade, the *Ashley Doyle Above And Beyond Award*, in memory of 27-year-old Celador team member and imaging producer, Ashley Doyle, who was tragically killed in a car crash in 2015. In further commemoration, the Celador team joined forces with Ashley's friends to raise £5,500 for a local bird sanctuary which needed to raise funds for an intensive care unit for sick birds, a cause that had been close to Ashley's heart.



 PLANET ROCK



Planet Rock was determined to champion mental health in a bold campaign that deeply resonated with listeners. With male-suicide significantly impacting Planet Rock's target demographic, the station made CALM (Campaign Against Living Miserably), an official partner of Planet Rock's three-day music festival, *Planet Rockstock*.

Daytime Planet Rock presenter Wyatt Wendels was so moved by the cause that he decided to complete a sponsored bike-ride between the studio in London's Soho and *Planet Rockstock* in Wales. Wyatt covered an impressive 200 miles, raising over £40,000 for CALM.



 WAVES RADIO



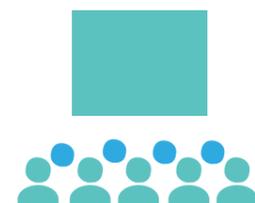
Waves Radio is a staunch supporter of Cancer Research, holding an annual *Wavettes & Relay Committee 4 Ball Better Ball Golf Tournament* at Peterhead Golf Course. Participants are able to sponsor holes, with all proceeds going to the Cancer Research UK Relay for Life. Waves has raised an impressive £100,000 for Cancer Research since it began fundraising for the charity.

## In addition to news, stations on average broadcast 80 community-related bulletins each week

**PANJAB RADIO**

**PANJAB RADIO**

Panjab Radio has been serving the Panjabi community for over 15 years, providing a mix of entertainment for listeners. In 2015 Panjab accomplished one of the biggest goals they have ever set out to achieve. In conjunction with the Sikh Relief charity, Panjab Radio raised a staggering £69,821 in just 16 hours.



70% of stations sponsor charity events

**FUN KIDS**



As the UK's only dedicated children's commercial radio station, Fun Kids has a fantastic opportunity to provide kids across the country with engaging, entertaining and informative content. Highlights from Fun Kids in 2015 include a number of innovative documentary and education series.

*Life in the Armed Forces* was an audio and video series that ran on-air and online to help children better understand about what life is like in military families to help breakdown social barriers in communities around military bases. Fun Kids also interviewed children whose parents serve in the armed forces about what it's like to have parents working abroad for long periods of time.

Professor Hallux, a cartoon doctor, returned with a three-part series in 2015. Having already introduced children to the what, how and why of the human body, Hallux explored how to be Heart Smart and what's involved in Pathology and Radiology, working with Heart Research UK, the Royal College of Pathologists and the Royal College of Radiologists respectively.

**RUTLAND RADIO**



In 2015, Rutland Radio led media coverage at the *Burghley Horse Trials* in Lincolnshire. The station's local popularity was recognised by organisers of the event, who granted Rutland Radio a premium spot at the edge of the arena from which to broadcast. From their highly-coveted vantage point Rutland Radio was able to provide unrivalled coverage of the prestigious three day event.



**KINGDOM FM**



Kingdom FM puts Fife on the map with its annual gala award ceremony, celebrating the achievements of its 'Local Heroes'. Kingdom FM's star presenters host the event, presenting accolades to individuals, organisations and local schools that have had a positive impact in the community.

# TECHNOLOGY AND INNOVATION

Commercial radio continues to adapt to changes in audio consumption and engage with listeners in different ways. While live radio is still incredibly popular and accounts for 74% of all audio listening (as well as 84% of in-car listening) radio stations have evolved to meet the needs of listeners and engage with them in different ways.

Digital listening (online and DAB) continues to grow in importance and now accounts for 45.3% of all radio listening. The launch of 21 new national DAB stations in 2016 will help drive this further, as it provided an unprecedented expansion in choice and diversity of national radio content with stations offering a range of music, news, sport, religious and ethnically targeted services. We also saw for the first time in the UK four DAB+ stations – Jazz FM, Fun Kids, Magic Chilled and Union Jack – launch using the new technology with improved sound quality.

The immediacy and reliability of the signal provided by live broadcast radio – especially vital during emergencies – cannot be matched by any other media. It became clear to The Bay during the 2015 winter floods in Northern England that the local community were relying on the emergency information that they were providing.



Reach is stronger than ever with over 35 million listeners and over 20 million people engaging with commercial radio on social media

## KEY FACTS



460 UK stations on Radioplayer

460 UK radio stations available through Radioplayer



7m+ followers

Commercial radio stations have a combined Twitter following of over 7 million people



13m+ Likes

More than 13m Facebook 'likes'



250k hits

Over 250,000 website hits for each station brand every month

### Delivering local news and information to listeners

Developments in technology make it easier than ever for stations to deliver high-quality, locally relevant content directly to listeners from studios anywhere in the country. Networked stations now have the capability to provide nationally popular output across the day but also have reporters on the ground to provide relevant local news, weather and travel information to specific local areas.

Research commissioned by Ofcom in 2015 suggests that where programmes are made is of less concern to listeners than their quality and local relevance. Moreover, the research highlighted that when presented with a potential trade-off between local news and information against presenters that happen to be based in a local studio there is an overwhelming preference for the provision of local news and information.

The provision of local news for multiple stations from one location allows stations to produce well-resourced popular content across the network, while at the same time providing tailored local output and links between the music that are targeted only at a particular local area. The current legislation prioritises place of production over local content and should be amended.

*“Our research suggests where programmes are made is of less concern to listeners than quality and local relevance.”*

Sharon White  
Chief Executive, Ofcom



### GLOBAL CONNECT

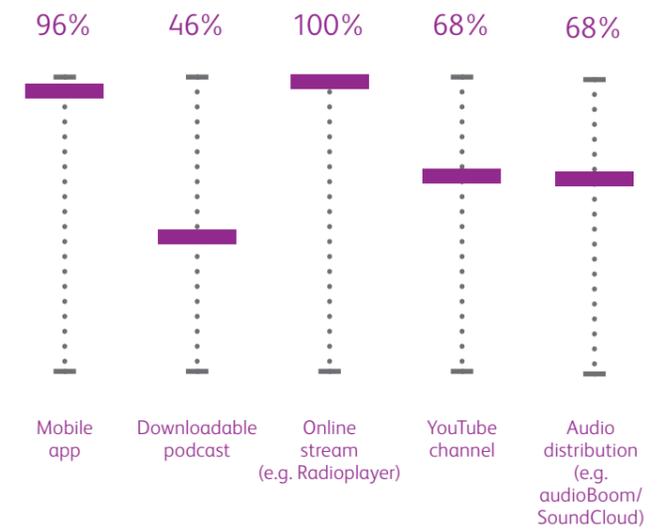


Global’s newsroom produces 5,000 news bulletins every week, 4,000 of which are local. It powers all of Global stations including Capital, Heart and Smooth which reach 25 million listeners every week, and is the news engine behind LBC, the UK’s first and only national commercial news talk radio station.

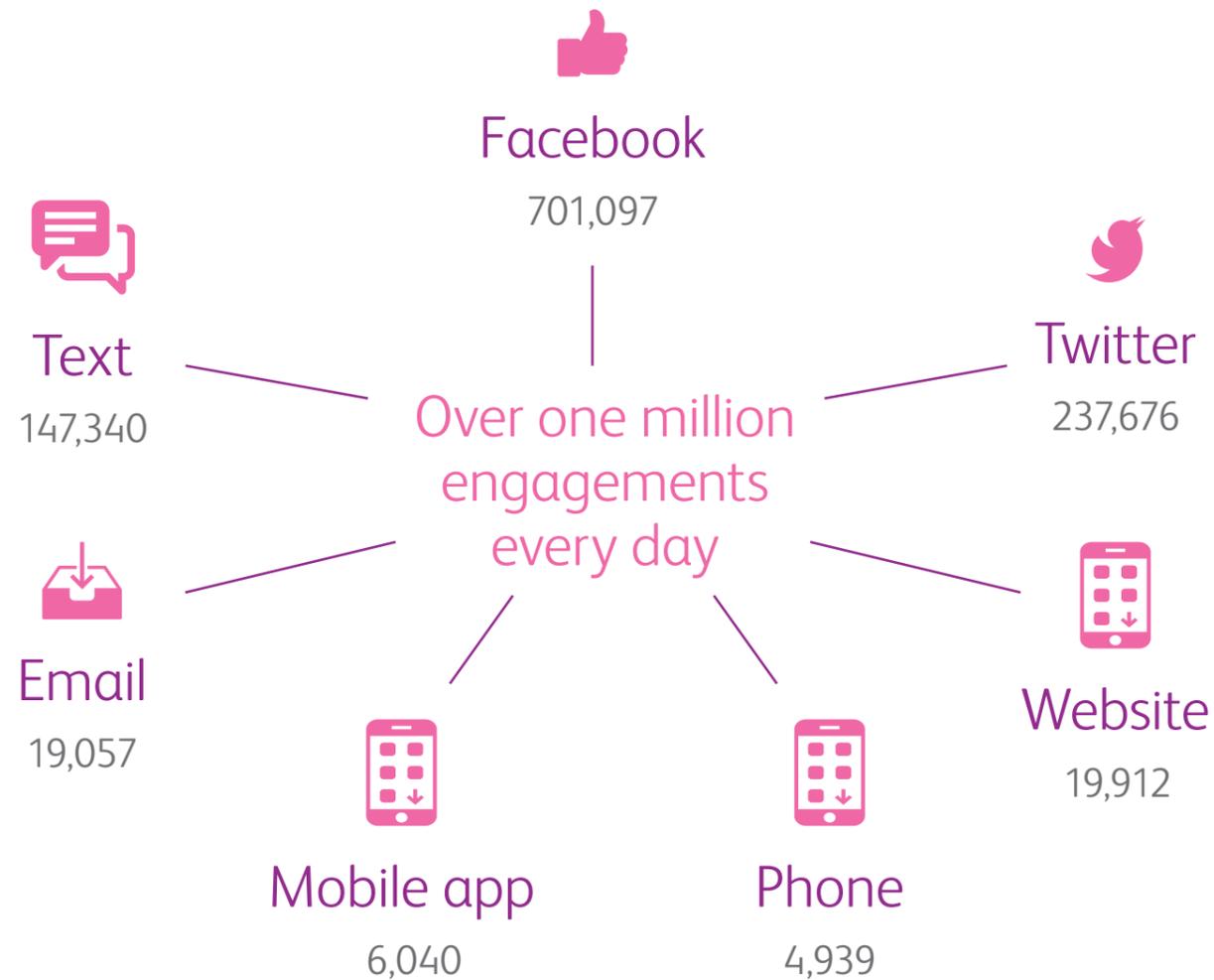
To enhance their news offering, Global has developed an innovative new app – *Global Connect* – which gives parliamentarians and opinion formers an easy and immediate way to submit news stories to Global’s newsrooms across the country. It also provides a broadcast quality line into LBC and their local stations.



### Percentage of commercial radio stations providing online content



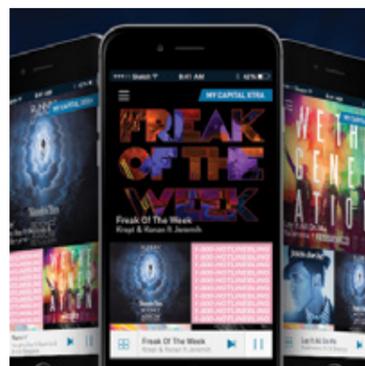
Total daily contact with listeners



GLOBAL – MY CAPITAL XTRA



My Capital XTRA is the groundbreaking new app created by Global, which offers a completely new listening experience. The product takes the best elements of the radio brand, in this case Capital XTRA, including the high production values and content from the station's DJs discussing tracks, artists and the latest music news and gossip, and combines it with the ability for the user to control what music they hear, either as a normal radio, or by swiping the song now playing to move onto the next one.



Users can see the next eight records playing and remove them before they even play, and there is no limit to the number of times a user can skip. In a world first for radio, some of the speech content is also interactive – with presenters inviting listeners to tap the screen during links to view the content being discussed, providing a whole new interaction and dimension to listening to, and discovering new music.

DAX – DIGITAL AUDIO EXCHANGE



DAX gives advertisers a single buying point across 180 digital audio platforms including SoundCloud and audioBoom and radio brands including Global's Capital and Radio X and Bauer's Kiss. Global created DAX because there was no easy way for advertisers to reach the growing number of people listening to audio on digital devices. In the UK every week 21.7 million people stream digital audio and this figure is growing. DAX reaches 15 million of these listeners every week.

BAUER – INSTREAM/INSTREAM+



Bauer's *Instream* platform allows users of the Absolute Radio app to hear fewer but more targeted adverts, compared to listening through a normal radio. The *Instream* technology ensures users get more songs and allows advertisers streamline their ads, tailoring them to suit the age, gender and location of listeners.

Following the success of *Instream* at the beginning of 2016, Bauer launched *Instream+*, which is now available on their Kiss, Kerrang!, Heat and Planet Rock brands.

KMFM – CLEANFEED



Always keen to deliver high-quality professional output, KMFM was the first station in the UK to utilise *Cleanfeed*. The software frees on-the-ground reporters from relying on bulky equipment, providing them with easy-to-use and broadcast-quality audio links instead. This has enabled local journalists to get to the centre of the story quicker than ever before.

JAZZ FM – DAB POP-UP



For the past two years Jazz FM has collaborated with BBC Music on a DAB pop-up station to coincide with the *London Jazz Festival*. The station broadcast nationally for 24 hours a day over five days and featured content provided by Jazz FM and the BBC.

This digital pop-up is the first partnership of its kind, with the commercial radio sector and the BBC working together in order to provide listeners with a unique digital service.

RADIOPLAYER



Radioplayer is a non-profit collaboration between commercial radio and the BBC. It was launched in 2011 to help simplify radio listening on connected devices (mostly laptops and PCs at the time), now using apps for smartphones and other devices.

The core Radioplayer platform supports 460 UK stations (commercial, BBC and community stations) and around 7 million unique users a month. They benefit from a world-class web player, complete with the latest commercial capabilities, plus a pan-industry search and recommendation engine for live and on-demand audio.

The UK's Radioplayer technology is licensed in Germany, Austria, Norway, Belgium, Ireland and Canada – with dozens more countries also interested in launching an industry-owned platform for radio.

Radio in Smartphones

Radioplayer is increasingly playing an important 'R&D' role for European radio, and this paid off recently when LG announced the world's first smartphone equipped with a DAB digital radio receiver. The team quickly prototyped and developed a hybrid version of the Radioplayer app, convincing LG to launch in the UK with Radioplayer pre-installed. Work is now continuing to convince other smartphone manufacturers to build broadcast radio receivers into their devices.

The team quickly prototyped and developed a hybrid version of the Radioplayer app, which is able to jump between broadcast and internet reception. The team also convinced LG to launch in the UK with Radioplayer pre-installed. Work is now continuing to convince other smartphone manufacturers to build broadcast radio receivers into their devices.

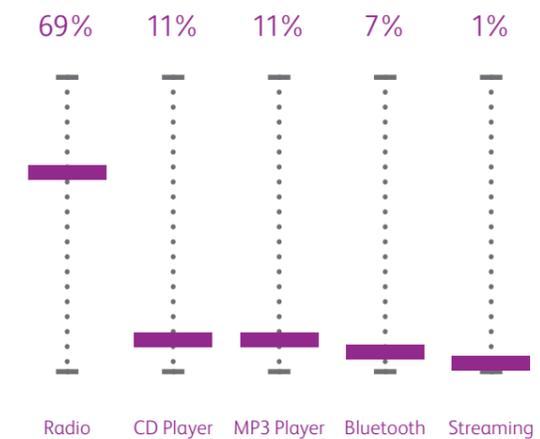


Radio listening in cars

Radio listening in the car remains extremely popular, representing almost 23% of total radio listening hours. The growth in connected cars and music streaming capability appears to pose a potential threat to radio.

However research conducted by Radioplayer with new car owners from UK, France and Germany found that 82% felt that a car must have a radio. 84% said that they 'always' or 'mostly' listen to radio on every journey.

When drivers were asked to choose just one entertainment source that they'd keep above all others, 69% picked radio



In recent years, the team have added apps for mobiles and tablets, integrations with smart-watches, car systems (Apple CarPlay, Android Auto), and home devices (Bluetooth, AirPlay, Chromecast and Amazon Echo).

Radioplayer is helping car companies understand the importance of radio to drivers through research, prototyping, and partnerships. They're also championing a 'hybrid' approach to multiplatform radio, which combines the best aspects of broadcast radio (DAB, FM) with the best characteristics of app radio (simplicity, personalisation). A hybrid aftermarket audio upgrade product – Radioplayer Car – is launching in the UK shortly.



# MUSIC

Music is the heart and soul of commercial radio. 24 hours a day, 365 days a year, hundreds of stations provide listeners with a curated playlist of mood enhancing music. It is therefore no surprise that radio's function of providing music discovery is highly valued by listeners, with 78% of local commercial radio listeners stating that they are introduced to new music.

Live music plays an important role in our industry, which is why stations love to get artists to perform in their studios. 90% of stations hosted an in-studio session in 2015.

As well as playing music throughout the day, stations get up close and personal, attending over 10,000 local events each year. Almost half (48%) of all stations have invested either financially or with time on promoting local gigs and, on average, dedicate 12 bulletins a week to local music events.

Not content with simply entertaining listeners in their homes, in their cars, at work or on the go, commercial radio stations put on live music events across the country, regularly filling out concert venues from huge stadiums and arenas to more intimate gigs.

## 86% of listeners to national commercial radio feel that it lifts their mood

### KEY FACTS



90% host sessions

90% of stations hosted an in-studio session



83% feature up-&-coming

83% of stations have featured an unknown artist



68% help raise profile

68% of stations that featured an unknown artist reported them going on to gain greater success



78% discover new music

78% of local commercial radio listeners say they are introduced to new music



£50m paid to artists

Around £50m paid directly to artists and songwriters



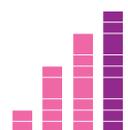
£103m sales boost

Commercial radio promotes an estimated £103m in music sales

The range and volume of music played on commercial radio is unrivalled, with thousands of different songs broadcast each week to millions of listeners. This helps drive awareness and desire for music and supports the success of the UK's creative industries.

This ability to create hit songs is supplemented by a broad mix of specialist stations and genres, making commercial radio a powerful means of promoting both new and existing music. As a result commercial radio supported over £103m to music sales in 2015, with a further £50m in music rights payments being paid directly to artists and other rights holders.

Value to UK music



Commercial radio is estimated to help drive around £103m in UK music sales



Music rights payments total around £50m to UK music value



Supporting the success of the UK music industry is worth £1.06bn



Specialist music stations play a bigger role than ever in making available an unprecedented volume and breadth of tracks, with a wide choice from Classic FM and Jazz FM to dedicated Asian stations like Sunrise and Panjab Radio to London Greek Radio, Fun Kids Radio, Planet Rock and even Chris Country which features non-stop country music.

Commercial radio also plays a big role in fostering new talent. 83% of stations have featured an unknown artist and 68% of stations that featured an unknown artist reported them going on to gain greater success.

Commercial stations are at the forefront of live music. More than half of all stations (52%) have broadcast from a music festival, 38% of stations have broadcast directly from a live gig and 28% have organised a music festival. In terms of music development, 24% of stations have featured a gig for unsigned acts, with similar numbers of stations featuring a 'battle of the bands' style event.

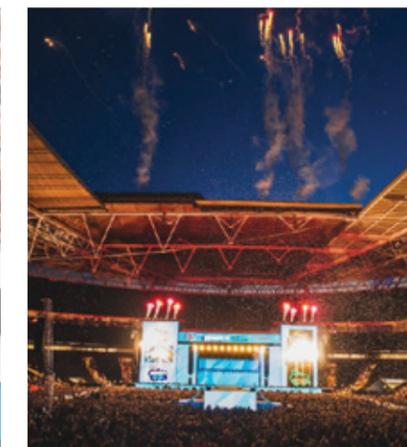
GLOBAL



CLASSIC fm

Global brings people together at more than 100 of its own live events throughout the year. Twice a year they hold the largest hit music events in the UK – Capital's *Summertime Ball* and Capital's *Jingle Bell Ball* – and the biggest names in music fly in to London to perform for their listeners.

Classic FM also hosts some of the country's most spectacular music events including *Classic FM Live* which takes place at the world famous Royal Albert Hall.



KISS



The KISS *Haunted House Party* returned to the legendary Wembley Arena in 2015, and proved bigger and better than ever before. Over 11,000 party-goers attended the event, which was completely sold out in the space of a few weeks. The line-up included Jess Glynne, Rita Ora, Jason Derulo, Little Mix, Rudimental, Blonde, Years & Years, Krept & Konan and Sigma.



## MUSIC

### JACK FM & JACK 2



In November 2015, 25,000 people descended on South Park in Oxford for the annual Oxford Round Table Fireworks Display, hosted by JACKfm and JACK 2 Oxfordshire. In addition to the impressive fireworks extravaganza, audiences were treated to 2 hours of live entertainment on the music stage. The annual event raises around £50,000 for local good causes.



### RADIO PLYMOUTH



Radio Plymouth has been engaging with local young people by offering students the exciting opportunity to create their own music documentaries. Each year the station holds a lecture for City College Plymouth media students and sets them the task of researching, writing and presenting their own documentary on any area of music. The documentaries are then broadcast on Radio Plymouth. Overall the experience provides the next generation of media broadcasters with a unique hands-on opportunity.

### LINCS FM



Over the years, Lincs FM has hosted a series of popular *Up Close* gigs. In 2015, the station bagged its biggest name yet, welcoming Noel Gallagher, the former Oasis frontman, to Lincoln in an exclusive, intimate gig. The session also reunited Gallagher with one-time Oasis bandmate, Gem Archer, marking the first time they had played on stage together in 5 years.



### JAZZ FM



Jazz FM's *Love Supreme Jazz Festival* entertained 20,000 festival goers in 2015, with its third and most successful festival to date. With over 50 acts, across 4 stages, over 3 days, the UK's largest greenfield jazz festival brings live music to the rolling hills of Glynde Place in East Sussex. With headline performances from Sir Van Morrison, Chaka Khan, Hugh Masekela and Rebecca Ferguson the multi-generational festival has become a key date in the UK festival calendar.



### ABSOLUTE RADIO



Absolute Radio prides itself on providing a huge number of diverse live music experiences. From intimate sessions with artists like Brandon Flowers and Noel Gallagher, to huge festivals, live music is central to the station's Real Music Matters strategy. The team at Absolute have developed a true 360 degree experience for its listeners, giving them the opportunity to win a place on the guest list each night (2,000+ tickets given away across 2015), ask questions via social media and to hear the live sessions on-air, or watch on-demand – with almost 2 million YouTube views in 2015.



### GEM 106



Last summer, Gem 106 partnered with Nottingham City Council to help promote and organise *Splendour Festival*, one of the biggest summer events in the Midlands. Huge crowds of all ages flocked to the scenic Wollaton Park where the festival was held. Headline acts included The Specials, Bananarama, James, Lawson and Roots Manuva.

### MORE RADIO



More Radio (formerly Splash FM) hosts a popular concert of live music in Worthing every year. The concert showcases both established and emerging talent in a fantastic party, attended by over 5,000 local residents.

# MUSIC

83% of stations offer a platform for unknown artist by featuring them on the radio

Following this exposure 68% of stations reported that these artists went on to achieve greater success

## Supporting new music

A few artists that started out small but have gone on to global fame thanks to commercial radio include:

- 🎤 James Bay
- 🎤 Hozier
- 🎤 Kygo
- 🎤 Jamie Lawson
- 🎤 Years & Years
- 🎤 Emily Middlemas

New music is central to success of commercial radio and this year the Arqiva Music Champion Award went to John Kennedy of Radio X, one of the sharpest, most respected and quietly influential broadcasters in Britain.

*“Commercial radio support is so valuable to new and independent artists, and John is very much leading the charge, providing a vital platform for artists to be heard.”*

Lara Baker  
Head of Marketing  
Association of Independent Music



## Commercial Radio Awards

The Arqiva Commercial Radio Awards are a celebration of the extraordinary talent in the industry. The 2016 awards were held in May at the Roundhouse in Camden, North London, in what was a spectacular showcase of the best commercial radio has to offer.

The star-studded event was hosted by popular radio personality Jon Holmes and included performances by Fleur East, BB Diamond and Jack Savoretti, whose careers have been boosted by their exposure on commercial radio.



## ABOUT RADIOCENTRE



Radiocentre is the industry body for commercial radio. We work on behalf of stakeholders who represent 90% of commercial radio in terms of listening and revenue.

We perform three main functions on behalf of our members:

- drive industry revenue by promoting the benefits of radio to advertisers and agencies through a combination of marketing activity (e.g. events, advertising, PR, and direct mail), research, and training
- provide UK commercial radio with a collective voice on issues that affect the way that radio stations operate, working with government, politicians, policy makers and regulators to secure the best environment for growth and development of the medium
- ensure advertising messages on commercial radio stations comply with the necessary content rules and standards laid out in the BCAP Code of Broadcast Advertising and the Ofcom Broadcasting Code.

[www.radiocentre.org](http://www.radiocentre.org)





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Sound, commercial, sense