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- Year-on-Year growth for Smooth Radio UK and Real Radio brand
- Almost 5.6 million adults tune into a GMG Radio station each week – an extra 376,000 (YoY)
- Smooth Radio's digital audience approaches 1 million adults each week

GMG Radio's Smooth Radio and Real Radio brands have recorded impressive year-on-year growth, according to the latest audience research out today (Thursday). 5.6 million adults now tune into one of the group's stations each week - 376,000 more than a year ago.

Smooth Radio UK's weekly reach now stands at over 3.3 million adult listeners a week, up 231,000 on the same time last year. The audience also likes what they hear, with total hours listened to the station now standing at 25.75 million - almost two million (1.88m) more than a year ago – making it the UK's second most listened to national commercial radio station.

Simon Bates at Breakfast is celebrating his first year on Smooth Radio and has grown the breakfast audience by 69,000 to almost 1.4 million a week (YoY).

For the group's **Real Radio** brand the audience growth trend is also upwards. The stations, which broadcast on FM in Wales, Scotland, the North East and North West of England and Yorkshire and digitally across the UK, have added a total of 164,000 new adult listeners in the last year to give them a new weekly reach of just over 2.5 million adults. The addition of two smaller Real Radio XS stations boosts the overall Real Radio UK audience to 2.66 million.

Listening via a **digital** platform remains healthy with Smooth's digital audience now nudging a million at 999,000 adults a week, an increase of 166,000 (YoY), while over a fifth of Real Radio's audience (524,000) now tune in via DAB, digital TV or the internet – up from 455,000 a year ago. Overall digital listening to GMG Radio's stations has grown in the last year to almost 1.5 million listeners – an increase of 218,000 on the year.

GMG Radio Chief Executive Stuart Taylor said: “To grow our listener number by 7.2% year on year in a competitive and volatile environment, is a fantastic result, confirming not only the appetite for Smooth Radio's unique sound but also the strength of the Real Radio brand. I am so proud of our talented teams and really pleased the hard work of the last year is bearing fruit. Simon Bates on Smooth Breakfast is proving a huge success and our multi-platform approach has delivered a significant 17% growth in digital listening.”

REGIONAL HIGHLIGHTS

Scotland

GMG Radio Scotland's Real Radio and Smooth Radio brands are celebrating with Real Radio Scotland retaining its crown as the country's biggest commercial radio station. It attracts 652,000 adult listeners each week, up 30,000 Year on Year and 26,000 Quarter on Quarter. Its total weekly hours now sit at 5.8 million, with listeners tuning in for an average of 8.9 hours each week.

Smooth Radio is reporting a record weekly reach of 277,000 adults and total hours of almost 2.6 million a week. Each adult listener to the station now listens for an average of 9.3 hours each week.

851,000 adults now tune into a GMG Radio station in Scotland each week – up 31,000 on the same period last year – for a total of 8.65 million hours – up almost half a million hours (YoY).

North East

Smooth Radio in the North East has reported its second consecutive highest ever reach and has added 19,000 adult listeners per week to last quarter's record reach of 418,000. The station now attracts 437,000 adults each week – an increase of 62,000 (YoY).

Real Radio has also enjoyed steady YoY growth. The station now attracts 317,000 adult listeners to the station each week – an increase of 15,000 on the year. The station has also seen an increase in the commercially sought after female audience with 19% more women tuning in than a year ago.

Across the North East 660,000 listeners now tune into Real and Smooth Radio each week, up from 591,000 this time last year.

North West

Smooth Radio remains the North West's commercial market leader on all measures, attracting 822,000 listeners each week, with each listener tuning in for an average of 7.8 hours per week. An impressive 1.33 million adult listeners now tune into GMG Radio North West's stable of three stations each week – 57,000 more than a year ago.

Real Radio in the North West has reported an increase of 80,000 listeners (YoY), with 531,000 adult listeners now tuning into the station each week.

Wales

Real Radio Wales now attracts 455,000 listeners to the station each week maintaining its position as the nation's biggest commercial radio station, with each listener tuning in for an average of 9.5 hours each week, up from 9 hours last quarter. The South of the region has also reported listeners tuning for longer with total listening hours up 68,000 on the year to 4.04 million each week.

Yorkshire

Real Radio Yorkshire now attracts 368,000 adults a week – 51,000 more than a year ago. Listeners continue to enjoy what they hear with 3.55 million hours of Real Radio consumed each week – almost 400,000 more than a year ago.

East & West Midlands

Smooth Radio in the East Midlands has reported an increase (YoY) of 27,000 listeners to the station, with the brand now attracting 362,000 listeners each week. Total listening hours for the period have also increased from 2.94 million to 3.38 million, with each listener tuning in for an average of 9.3 hours per week – half an hour more than a year ago.

Smooth Radio in the West Midlands has also recorded an increase of 46,000 adult listeners (YoY) to give it a new weekly reach of 378,000.

Across the Midlands Smooth Radio attracts a weekly adult audience of 736,000 – up 72,000 on the same period last year.

Ends

Source: RAJAR/Ipsos-MORI/RSMB, period ending December 2011, all stations and groups results are reported on their specified reporting period and TSA