



Under Embargo until 0.01am 25th October 2012

Absolute Radio Network Reports 103,000 Year on Year Increase in Audience

- **The Absolute Radio Network has seen an increase in listeners to 2.944 million (2.944) Yr on Yr, up (+3.6%) but down Qtr on Qtr (-7.3%).**
- **Absolute Radio 60s, Absolute Radio 70s, Absolute Radio 90s and Absolute Radio 00s all posted record high audiences this quarter.**
- **Absolute Radio continues to lead the way in digital listening with 78% now on digital, which is a new record, compared to an industry average of just 31%.**
- **Following last quarters significant increase - the highest audience in four years - the Absolute Radio station now has 1.5 million listeners (1,544), down (-3.7%) Yr on Yr, and Qtr on Qtr (-12.4%).**

The Absolute Radio Network has grown its audience year on year by 103,000 (+3.6%) taking it to 2,944m. During the summer quarter, the station saw a dip of -7.3% in reach.

The Absolute Radio station, which again posted its highest figures in four years last quarter – now has 1.544m listeners (-3.7%) year on year and decline on the quarter (-12.4%).

Within the station's family of digital brands, Absolute Radio 90s enjoyed double digit growth - up (+18.9%) year on year and up (+5.1%) on the quarter to a record 435,000 listeners. Absolute Radio 00s showed a similar record high performance, with 143, 000 listeners up (+17.2%) on the quarter and (+19.2%) year on year.

Absolute Radio 60s and Absolute Radio 70s also posted record high audiences, with Absolute Radio 60s up (+5.6%) on the quarter to 189,000, Absolute Radio 70s to 172,000, up (+1.8%) on the quarter.

Absolute Radio Chief Operating Officer, Clive Dickens commented, "Last quarter saw the Absolute Radio Network post its highest RAJAR figures in twelve years, with the Absolute Radio station also at a four year high - that was always going to be hard to beat. This summer quarter has been impacted by an unprecedented summer of BBC dominated sport. Our priority is long-term growth, and the Absolute Radio Network is up, once again, year on year."



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

-Ends -

Notes to Editors:

About Absolute Radio

Absolute Radio is a national, innovative entertainment and music brand, developing groundbreaking digital innovations and broadcasting award-winning programming, and creating and publishing original and on-demand content across multiple platforms from One Golden Square.

Absolute Radio is committed to real music, comedy and football, and leads the industry as a digital innovator developing applications for the web and new and emerging platforms, including mobile, and next-generation Digital Radio.

Absolute Radio also runs a network of brands; digital stations; Absolute Radio 60s, Absolute Radio 70s, Absolute 80s, Absolute Radio 90s, Absolute Radio 00s, Absolute Classic Rock and Absolute Radio.

For Further Press Information, please contact:

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