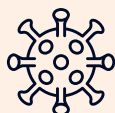


RESEARCH

A wealth of brand new findings not just related to the pandemic but also proving radio's value to brands and listeners



Four pandemic studies showing

Sustained increases in listening, **34%** of commercial radio listeners tuning in for longer than pre-lockdown

Changing purchasing habits, **30%** of commercial radio listeners have tried a new brand, **25%** higher than non-listeners



Building Shelf Awareness

Quantified a **33%** increase in FMCG purchase due to exposure to radio ads heard on the car journey to the supermarket

Presented to **2,000** people across launch phase and subsequent virtual agency tour
Report downloaded **500** times

Took home **Bronze** in Best Trade Body Research category of Media Week Awards



Commercial Radio: A Force for Good

Showed the public value provided by stations during the pandemic

Revealed that local commercial radio has delivered **25%** more and **28%** longer news bulletins on average

Read **400** times on the Radiocentre website



Re-Evaluating Media for Recovery

Helping advertisers understand which media are most valuable for brand growth during a recession by exploring advertiser perceptions vs evidence



Beyond the Bubble

Commercial radio's unique ability to connect with news consumers that other media struggle to reach

INITIATIVES

Supporting both listeners and the next generation of radio talent



Mental Health Minute returned for a third year

Simulcasting across **500** radio stations, reaching **20** million listeners



60 Second Support

Offering advice and expertise on coping with the pandemic from **10** mental health charities

20 episodes airing across **100** radio stations



Young Audio Awards

Second year of awards went digital, handing out wins in **13** categories

Over **4,000** radio enthusiasts tuned in



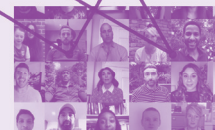
Young Audio and Creative Access masterclasses

For young people looking to break into radio and media

Watched by a diverse group of **hundreds** of young audio enthusiasts



CREATIVE ACCESS



TUNING IN



8 events, over **5,000** attendees from ad agencies, brands and broadcasters

100% approval rating from brands, agencies and audio professionals



POLICY



DCMS

Stations that also broadcast on DAB will continue to have the ability to rollover their broadcast licences in the coming years. Avoiding the cost and disruption of a full licence renewal process



Ofcom

Reviewing BBC Sounds position and market impact following launch of Radio 1 Dance



Parliament

New Chair for the All-Party Parliamentary Group for Commercial Radio, Andy Carter MP

CLEARANCE



31,649 ad scripts cleared

1,552 digital audio scripts since service launched (May 2019)

Ts&Cs

FCA Confirmed Industry Guidance published in January

Five workshops run with major motors advertisers and agencies

TRAINING



New mobile app pilot scheme with **85** people from **9** different stations taking part

The aim is to boost local sales teams' knowledge

AD CAMPAIGNS



Two ad campaigns

Welcome to radio campaign ran on the radio, social media and trade press

Tech launch video viewed 27,000 times

Coronavirus campaign to communicate with advertisers the flexibility and immediacy of radio at a crucial time

CORONAVIRUS



The Coronavirus Hub, offering information and updates

5,000 unique users accessed this online research



Ofcom regulatory forbearance relaxed

First to the end of the year

Now until June 2021



Supported with reduction or deferral of fixed costs

Arqiva transmission fees

Music licensing fees

Ofcom fees



Ensured key worker definition included radio staff



Rescue Remedy

Kept radio front of mind for media agencies

Debuted at Mediatel Future of Audio webinar