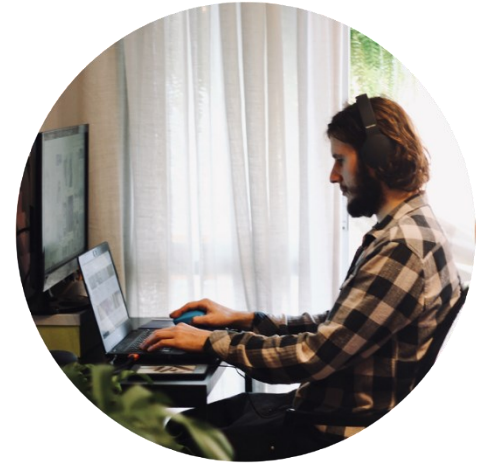




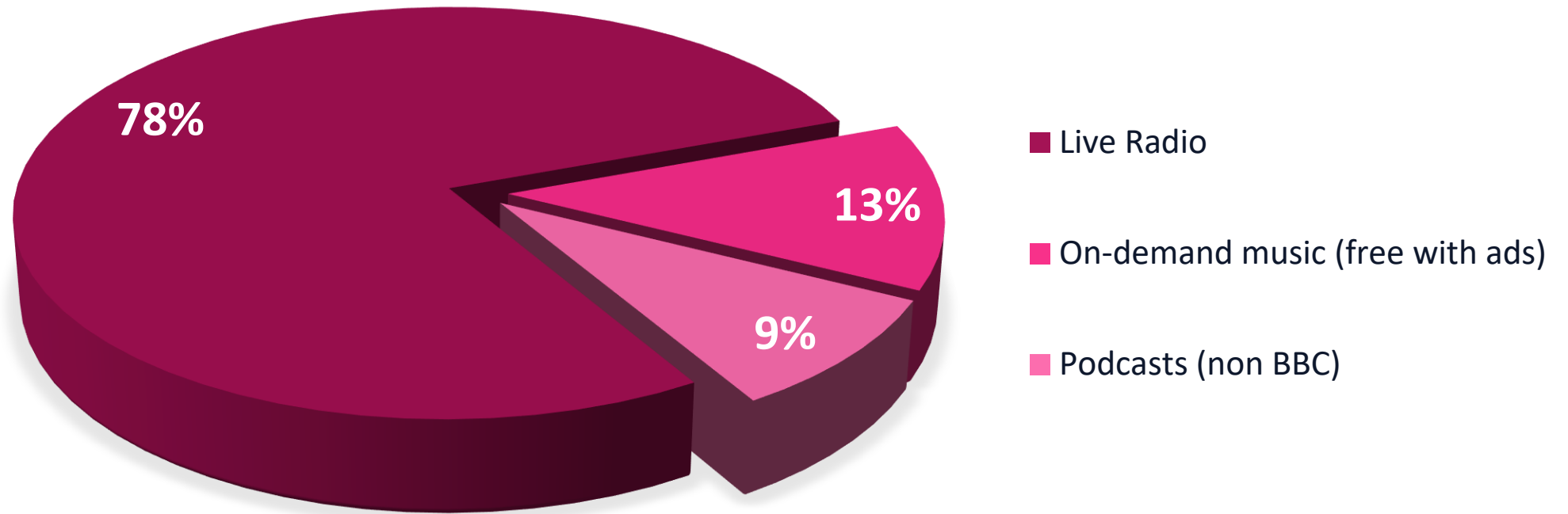
# *Powering the Sonic Boom*

Matt Payton, CEO, Radiocentre





# Share of Commercial Audio



# BRAND EXTENSIONS

Absolute Radio  80s

Absolute Radio  90s

 CAPITAL  
DANCE

 Magic  
SOUL

 KISSTORY

 Smooth  
Chill  
MUSIC TO CHILL TO

heart<sup>80s</sup>

heart  
dance

# BRAND EXTENSIONS

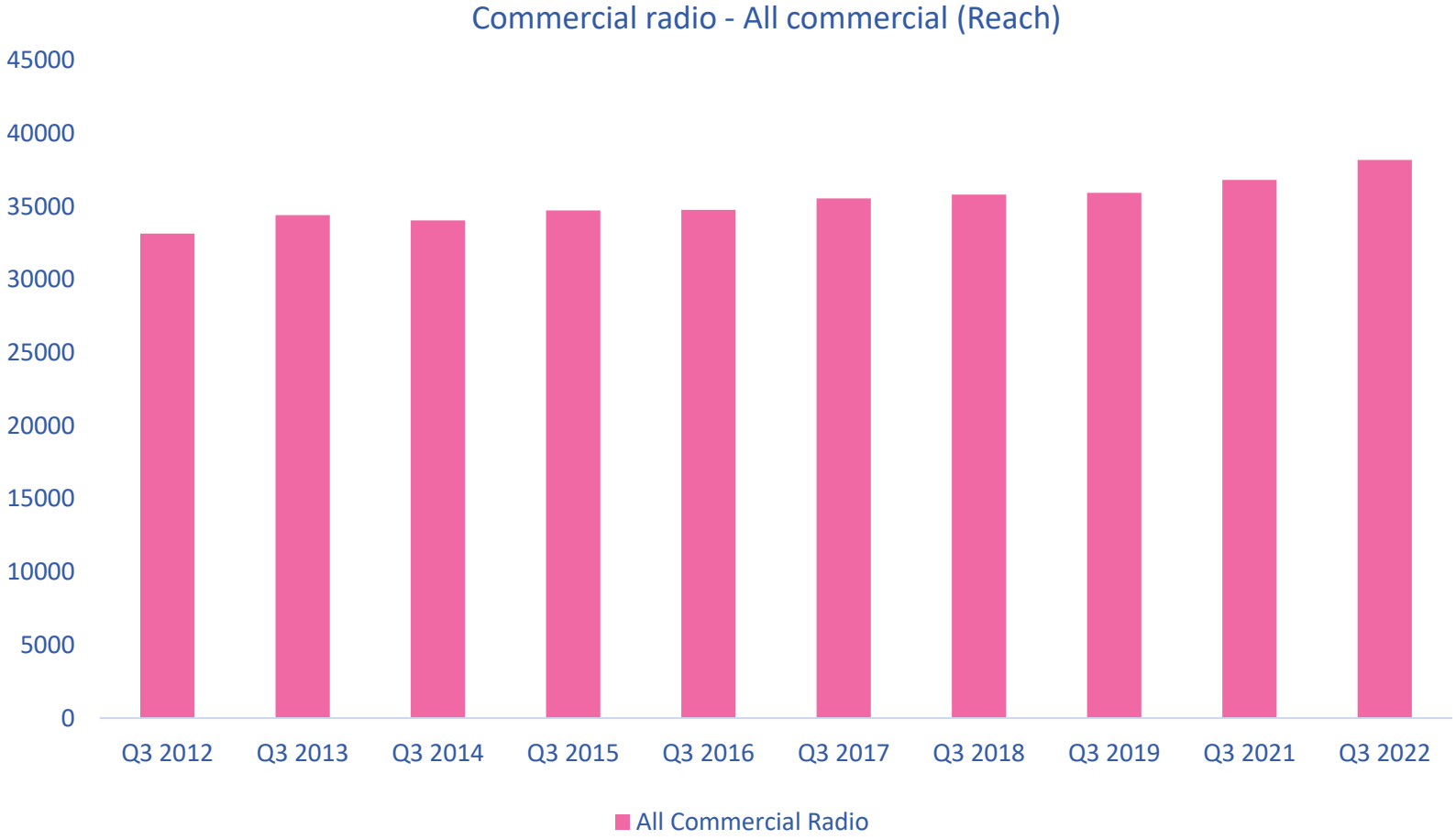
>>>>

# DIGITAL ONLY



# Total commercial radio reach has grown

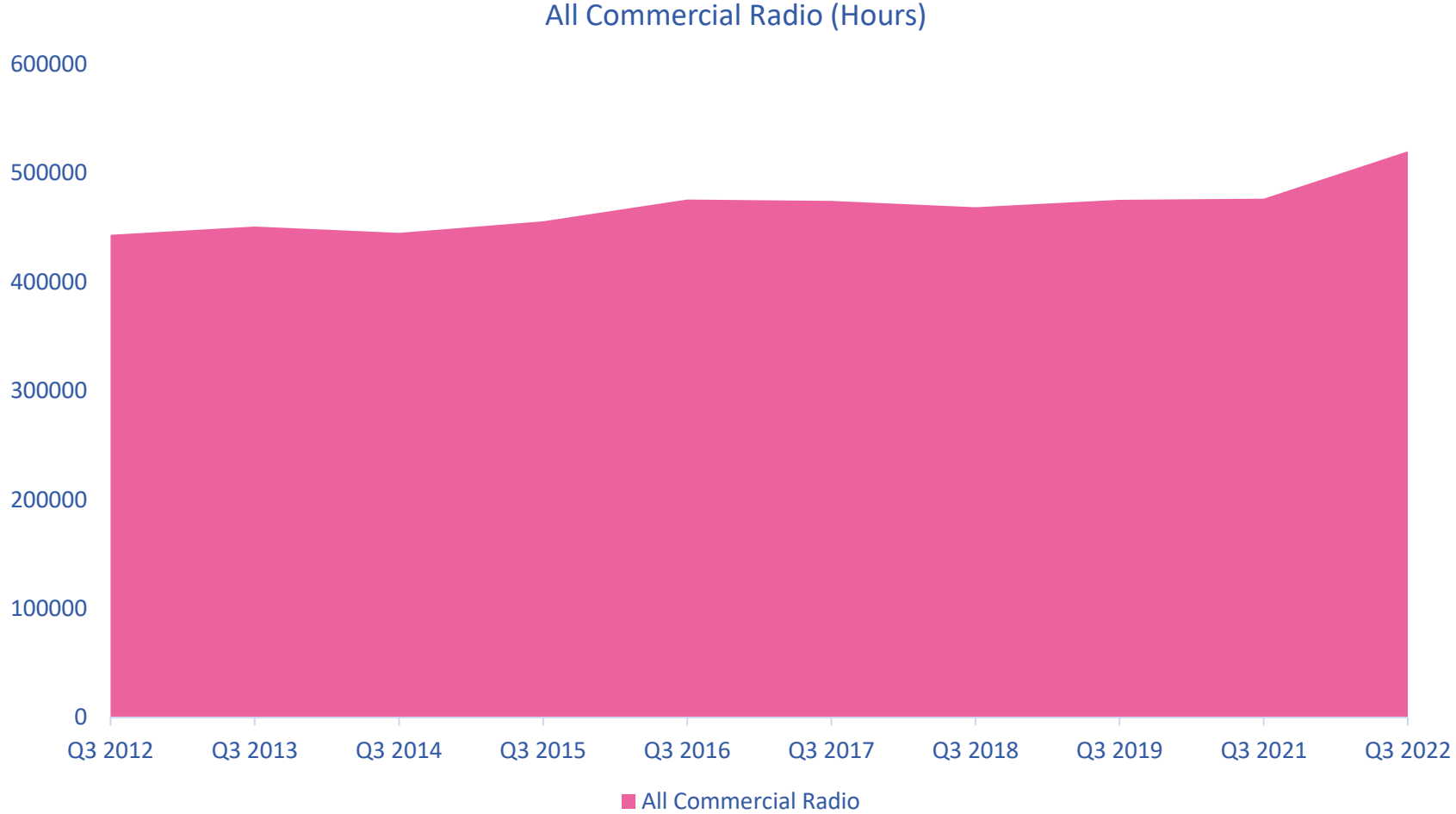
*Commercial radio has added 5m listeners (+15%) since 2012 – and now reaches 38.2m listeners each week*



Source: RAJAR

# Total commercial radio hours have grown

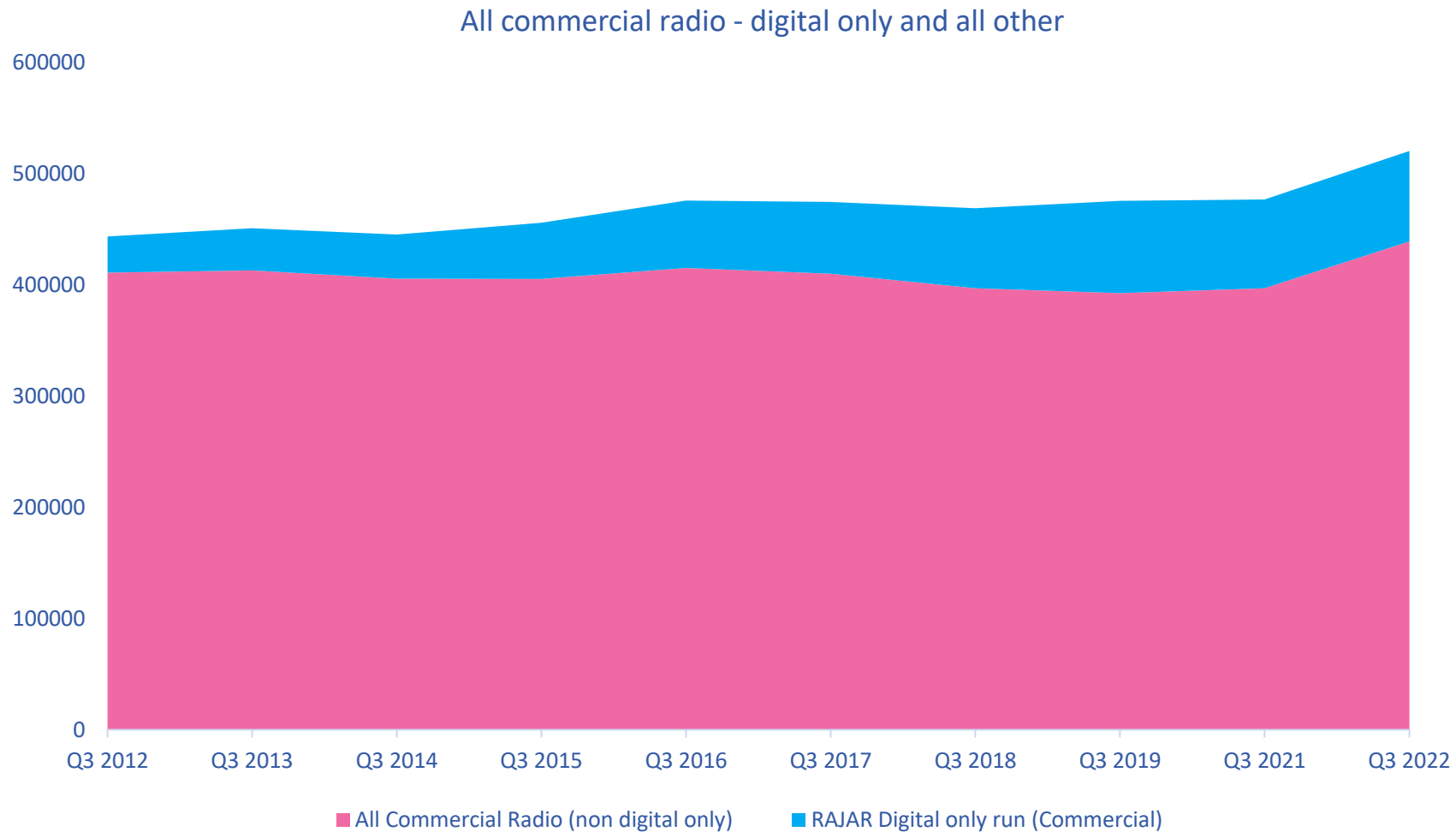
*Total listening hours for commercial radio have grown 17% since 2012*



Source: RAJAR

# Digital only stations have helped grow hours

*Listening to digital only stations more than doubled since 2012 (+150%) – now accounting for 17% of hours*





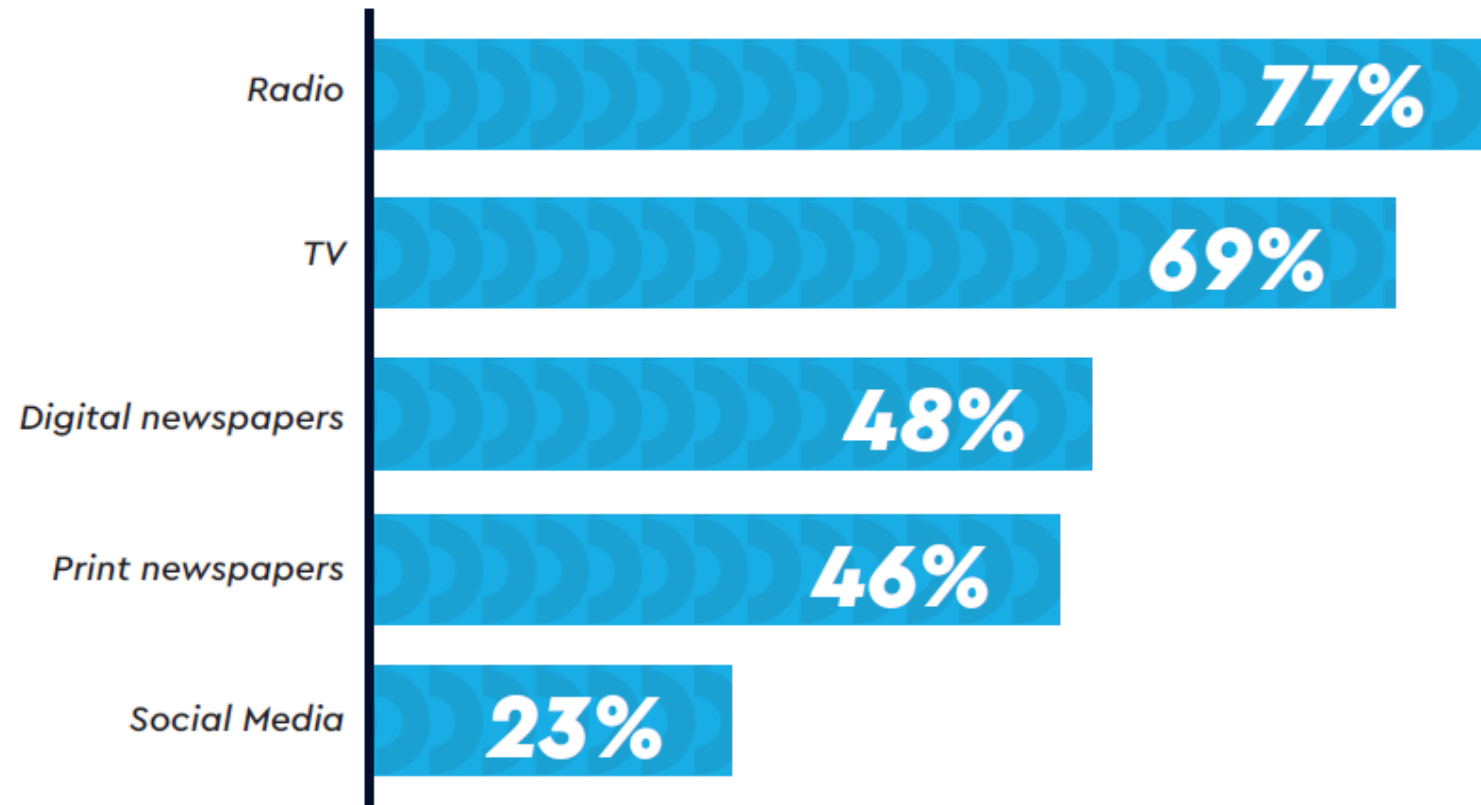


*THE*

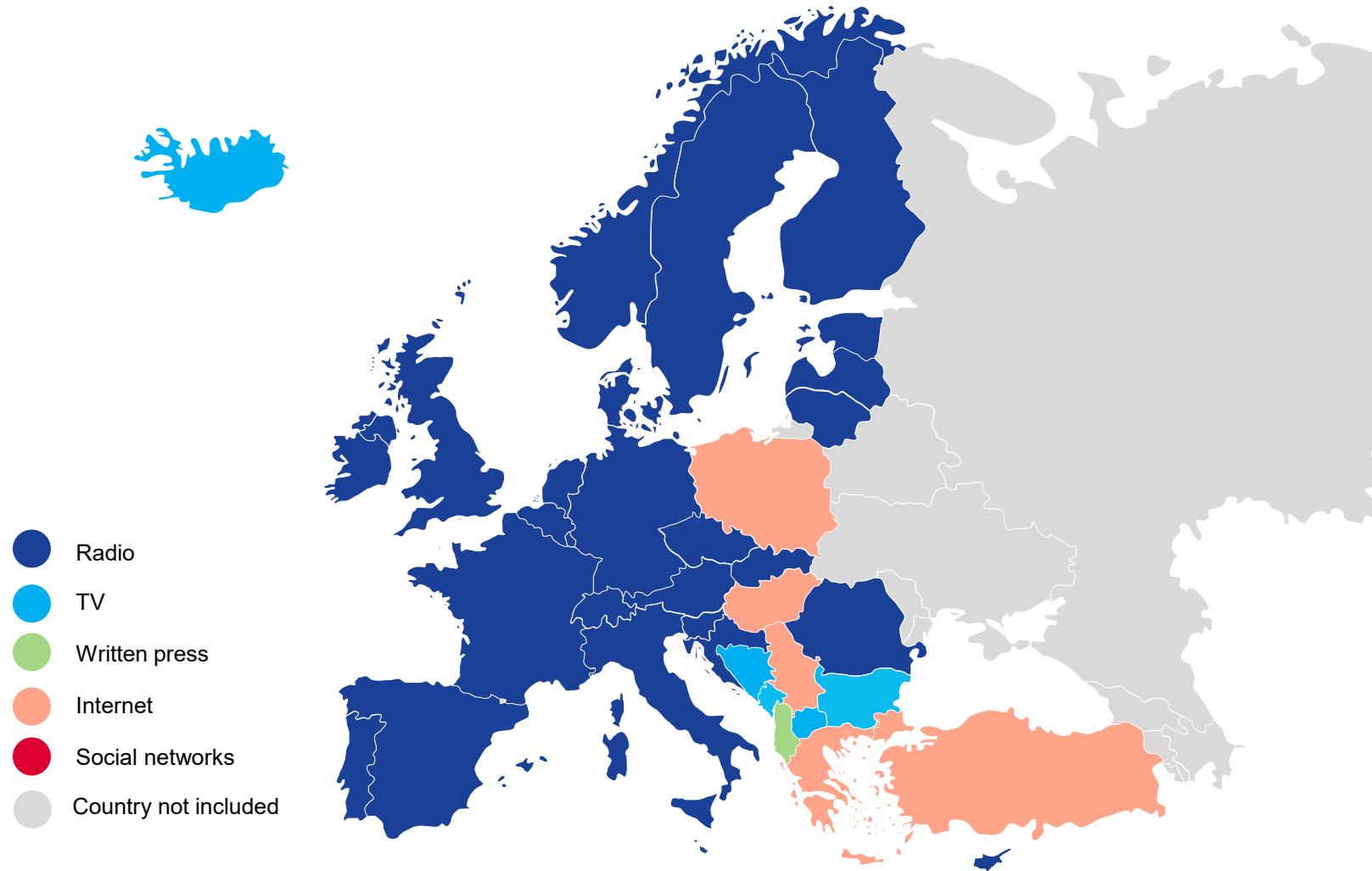
**NEWS**

**AGENTS**

# Radio is the most trusted source of news



# *Radio is the most trusted medium in Europe*









# *Powering the Sonic Boom*

Matt Payton, CEO, Radiocentre





*Thank you*

**Matt Payton, CEO, Radiocentre**

@matt\_payton

