

DIGITAL RADIO UK PRESS RELEASE

DIGITAL RADIO IN A BRAND NEW CAR PROMOTION



A digital radio promotion between Absolute Radio Network and Peugeot starts on Monday. The prize is a brand new Peugeot 308, European Car of the year 2014, which has digital radio as standard. Bauer Media and Absolute Radio are keen to drive digital in-car listening, as 50% of their listening is now via a digital platform (Q1 2014 Rajar).

Pre-promotional activity will run on air and online from Monday 16 June, with the promotion running from Monday 23 June-Friday 27 June across all dayparts. Christian O'Connell will give away the Peugeot 308 live on air to the lucky winner on his breakfast show.

Steve Parkinson, Managing Director, London Radio, says: "With half of our group listening now to digital platforms, we want our listeners to understand that you can now get it in car, so it's great to be giving away a Peugeot 308 with digital radio as standard to one of our listeners."

"Drivers don't need to miss a thing this summer and we're delighted that the summer of music and sport is kicking off with this promotion, which will raise awareness of the fact that more than half of all new car registrations now come with digital radio as standard", says Jane Ostler, Director of Communications at Digital Radio UK.

About Digital Radio UK

Digital Radio UK works with Government, broadcasters, manufacturers, retailers, and a wide range of stakeholders to accelerate digital listening, to enable the expansion of the digital radio platform, and to ensure that industry meets the consumer-led criteria to be achieved for a proposed radio switchover. Digital Radio UK's Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media and Communicorp, together with techUK and the Society of Motor Manufacturers and Traders.

For further information

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