

DIGITAL RADIO UK PRESS RELEASE

LONDON LEADS THE WORLD IN DIGITAL RADIO!



LBC's Nick Ferrari, Mayor of London Boris Johnson and Minister Ed Vaizey switch on new digital radio stations.

London leads the world in digital radio with over 60 digital radio stations, the most of any major city in the world, it was announced today by the Mayor of London Boris Johnson [[see list below](#)]. After broadcasting his regular LBC radio show 'Ask Boris', the Mayor joined forces with Ed Vaizey, Minister for Culture and the Digital Economy, at the Global studios in London's Leicester Square, to celebrate the diversity of London digital stations and to announce the launch of 3 new London stations and a new national station.

Londoners can receive up to 65 stations on DAB digital radio ranging from national stations such as Classic FM, LBC, BBC Radio 6 Music, Kiss and Absolute Radio, to local stations including language stations like Polish Radio London, Voice of Russia, French Radio London, Sunrise and Panjab, as well as specialist music and speech stations including Fun Kids, BFBS, Jazz FM and Gaydio, among many others. Much of London can also receive local DAB stations from the Home Counties.

Yesterday (Monday) Global announced that it is launching two digital stations – Smooth Christmas on 15 November, and the brand new Smooth Extra on 27 December (replacing Smooth Christmas).



The new London digital stations announced were financial station Share Radio which launched this week, and new extensions of Kiss Radio, Kisstory and Kiss Fresh which launch in January on London DAB. Bauer Radio CEO Paul Keenan also announced that London station Magic would launch as a national station on DAB in January.

Digital radio is very popular in London with over 63% of radio listeners listening on a digital platform each week, and fewer than 30% of Londoners now listening to only analogue radio (FM/AM). In London homes, the share of digital listening now exceeds the share of analogue listening. 54% of Londoners now have a DAB digital radio (Rajar Q3 2014).

Following a boost to the London digital radio signal in London, at the time of the London 2012 Olympics and Paralympics, DAB coverage reaches almost 100% of the population and all roads. Additionally, there is now 4G coverage across the whole of Greater London and 150 London Underground tube stations have Wifi which means that commuters can also listen to radio on smartphones whilst on the move.

BFBS (The British Forces Broadcasting Service) announced at the London event that they were broadcasting from the Royal British Legion "Silence in the Square" event in Trafalgar Square to commemorate Armistice Day.

The Mayor of London, Boris Johnson, says: *"As a world beating city bursting with creativity and diversity, it is fitting that London can claim the most digital radio stations on DAB. With increasing connectivity across the city, Londoners have a wealth of listening choices whether at home or on the move."*

Ed Vaizey, Minister for Culture and the Digital Economy, says: *"London loves radio. Digital radio has allowed more radio stations to launch and our capital has embraced this extra choice. The UK has an extremely vibrant media industry with radio as an integral part. The sheer number of radio stations available in the capital is testament to the strength of the UK radio industry."*



Ford Ennals, CEO of Digital Radio UK, says: *"Londoners benefit from great digital coverage and a choice of over 60 stations on DAB which is why over 60% of listeners are already listening to digital radio at home, at work and on the move."*

Stephen Miron, Group CEO of Global, says: *"We are delighted to host today's celebration of London digital radio. At Global, we are continuing to invest and innovate in digital radio and introducing two new stations, Smooth Christmas and Smooth Extra in the next few weeks, alongside our existing national digital stations, Classic, Capital Xtra and LBC."*

Paul Keenan, CEO of Bauer Media, says: *"The growth of digital means more great radio for the growing London audience. Digital stations Kiss Fresh and Kisstory will be a great success in London. London-born Magic looks forward to a new, national future – again enabled by DAB. With more than 52% of listening on digital platforms, Bauer's future is digital."*

Gavin Oldham of Share Radio says: *"We're delighted to be launching Share Radio on DAB in London. Personal finance is a vital topic and we're pleased to be part of such a vibrant radio community in London."*

BBC London Editor, David Robey, says: *"London has such a diverse range of radio stations and BBC London plays an important role providing news, sport, information and entertainment for London listeners."*

London Digital Radio Facts (source: RAJAR Q3 2014)

- In London 63% of radio listeners listen to a digital platform (digital reach), vs the UK average of 57%.
- In London, in home there is a greater share of listening to digital (47%) than listening to analogue (43%).
- 54% of Londoners have a DAB radio at home vs UK average of 48.7%.

-ENDS-

About Digital Radio UK

Digital Radio UK works with Government, broadcasters, manufacturers, retailers, and a wide range of stakeholders to make digital radio the natural choice at home, in car and on the move, and to help secure UK radio's digital future. Digital Radio UK's Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media, Communicorp, together with techUK and the Society of Motor Manufacturers and Traders.

For further information

Jane Ostler, Communications Director, Digital Radio UK
Jane.ostler@digitalradiouk.com 07817 411240

LONDON DIGITAL STATIONS ON DAB

NEWS/SPOKEN WORD

BBC Radio London
 BBC Radio 4
 BBC Radio 4 Extra
 BBC Radio 5 Live
 BBC World Service
 LBC UK
 LBC News
 Share Radio

LANGUAGE/DIVERSE CONTENT

BBC Asian Network
 French Radio London
 IBC Tamil
Lyca Radio 1458
Lyca Dilse 1035
Panjab Radio
 Polish Radio London
Sout Al Khaleej
 Spectrum
 Sunrise
 Voice of Russia

SPORT

BBC Radio 5 Live
 Sports Extra
talkSPORT

POP/CHART

BBC Radio 1
 BBC Radio 2
 Capital
 Heart
 Heat
 The Hits
 Magic

ROCK

Absolute Classic Rock
 The Arrow
 Planet Rock
Kerrang!
 Team Rock

SPECIALIST/OTHER

BFBS
 Fun Kids
 Premier Christian Radio
 Premier Gospel
UCB Inspirational
UCB UK

CLASSICAL

BBC Radio 3
 Classic FM

ALTERNATIVE

Absolute Radio
 Amazing Radio
 BBC Radio 6 Music
XF

JAZZ/EASY

Chill
JazzFM
 Smooth
 Smooth Christmas/
 Smooth Extra

NOSTALGIA/OLDIES

Absolute Radio 60s
 Absolute Radio 70s
 Absolute 80s
 Absolute Radio 90s
 Absolute Radio 00s
 Gold
 The Wireless

YOUTH/DANCE

BBC Radio 1 Xtra
 Capital Xtra
Gaydio
 Kiss
Kisstory (from Jan)
Kiss Fresh (from Jan)

Plus a range of local DAB stations from the Home Counties. For example in much of South London you can also get Eagle, Eagle 3, Redstone FM, Trash Can Radio and BBC Surrey on DAB.