

# BAUER AUDIO WEEKLY REPORT

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03 – 09 AUGUST 2020



MEDIA GROUP





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# BAUER AUDIO HIGHLIGHTS

## 03 – 09 AUGUST 2020

### STREAMING REACH AND HOURS REMAIN HIGHER THAN PRE LOCKDOWN

- The latest week is +13% above the level before the UK lockdown for streaming reach and +19% for streaming hours.
- Week-on-week streaming reach and hours are both up by +1%, with weekends driving this (+8% reach, +6% hours).

### SIMILAR PATTERN THIS WEEK TO THE PAST FEW WEEKS, WITH THE FRIDAY PEAK BEING EMPHASISED DUE TO THE HOT WEATHER...

- The pattern of listening is similar to the past few weeks, showing a peak on the Friday. This is a similar pattern of listening to before the UK lockdown.

### GREATEST HITS NETWORK STILL SHOWS THE HIGHEST GROWTH

- Stations from the Greatest Hits Network have overall shown the highest growth in both streaming reach and hours compared to before the UK lockdown.

### ELEVENSES WITH DANIELLE PERRY MAKES AN ENTRY INTO TOP 10 BAUER PODCASTS

- New podcast Elevenses with Danielle Perry, which released its first episode on Mon 03 Aug with Karl Pilkington, makes an entry into the top 10 Bauer podcasts in the latest week.





# BAUER RADIO STREAMING



## STREAMING REACH

**+13%**

### BEFORE UK LOCKDOWN VS LATEST WEEK

LATEST STREAMING REACH ABOVE THE LEVEL BEFORE THE UK LOCKDOWN AND RECORD DAILY REACH ON FRI 08 MAY (VE DAY)

#### WEEK-ON-WEEK

OVERALL  
**+1%**

WEEKDAYS  
**-1%**

WEEKEND  
**+8%**



## STREAMING HOURS

**+19%**

### BEFORE UK LOCKDOWN VS LATEST WEEK

LATEST STREAMING HOURS ABOVE THE LEVEL BEFORE THE UK LOCKDOWN AND RECORD DAILY HOURS ON FRI 29 MAY

#### WEEK-ON-WEEK

OVERALL  
**+1%**

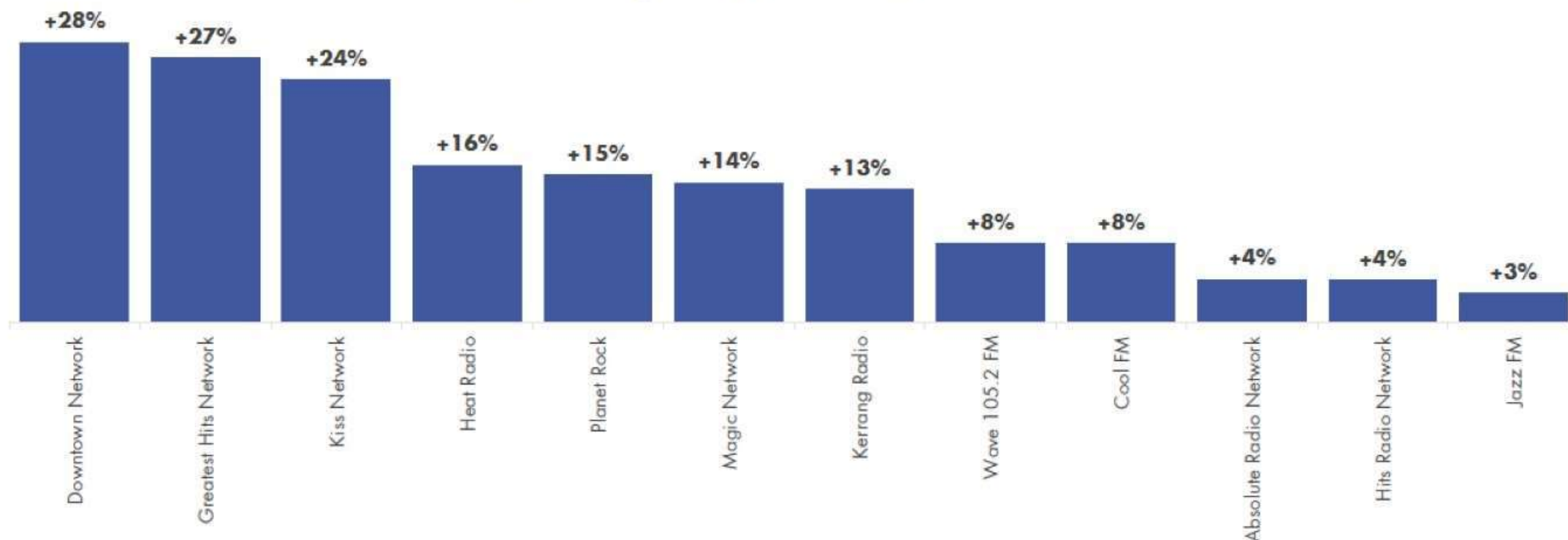
WEEKDAYS  
**-1%**

WEEKEND  
**+6%**

# BAUER RADIO STREAMING REACH BY BRAND: BEFORE VS DURING

Most brands and networks show an increase in average daily reach in the latest week compared to before the UK lockdown. The Downtown Network and Greatest Hits Network shows the highest % level increases than before the UK lockdown.

## BEFORE UK LOCKDOWN VS LATEST WEEK BRAND/NETWORK CHANGES %

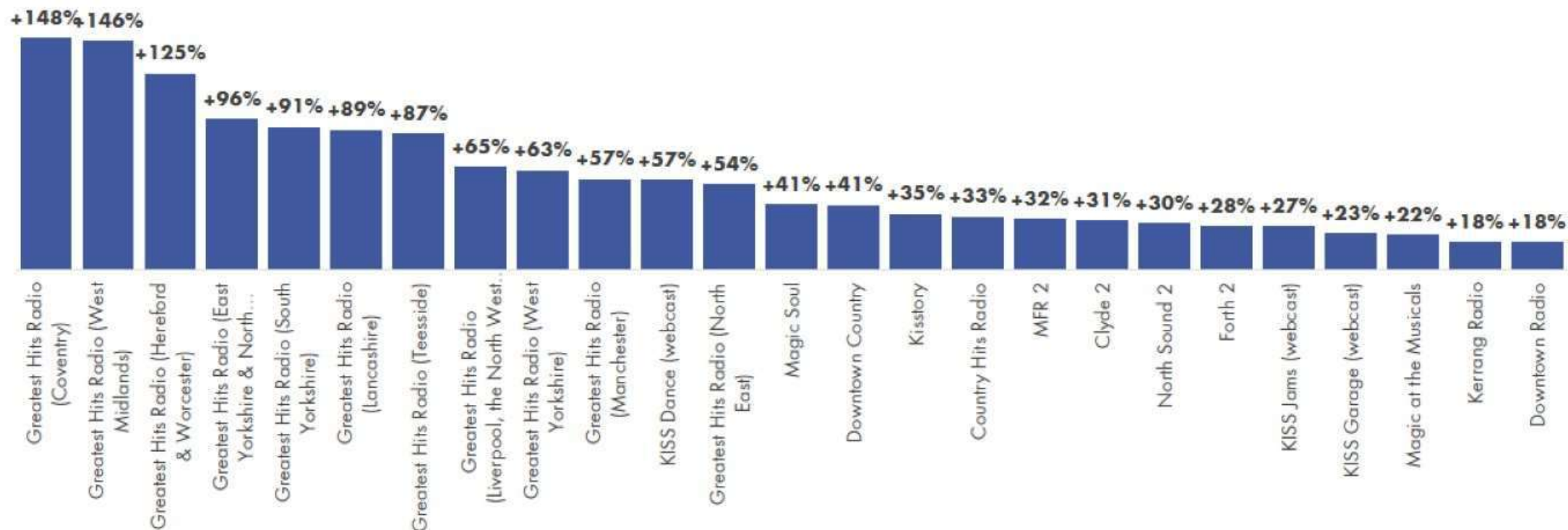


Source: Audiometrix/Looker (03 - 09 August 2020). Note: Before Lockdown = daily avg. 02-22 Mar, Latest Week = daily avg. 03-09 Aug

# BAUER RADIO STREAMING REACH BY STATION: BEFORE VS DURING

The majority of Bauer stations show an increase in average daily reach in the latest week compared to before the UK lockdown. Stations from the Greatest Hits Network show the highest level of growth.

## BEFORE UK LOCKDOWN VS LATEST WEEK STATION CHANGES % TOP 25



Source: Audiometrix/Looker (03 - 09 August 2020). Note: Before Lockdown = daily avg. 02-22 Mar, Latest Week = daily avg. 03-09 Aug

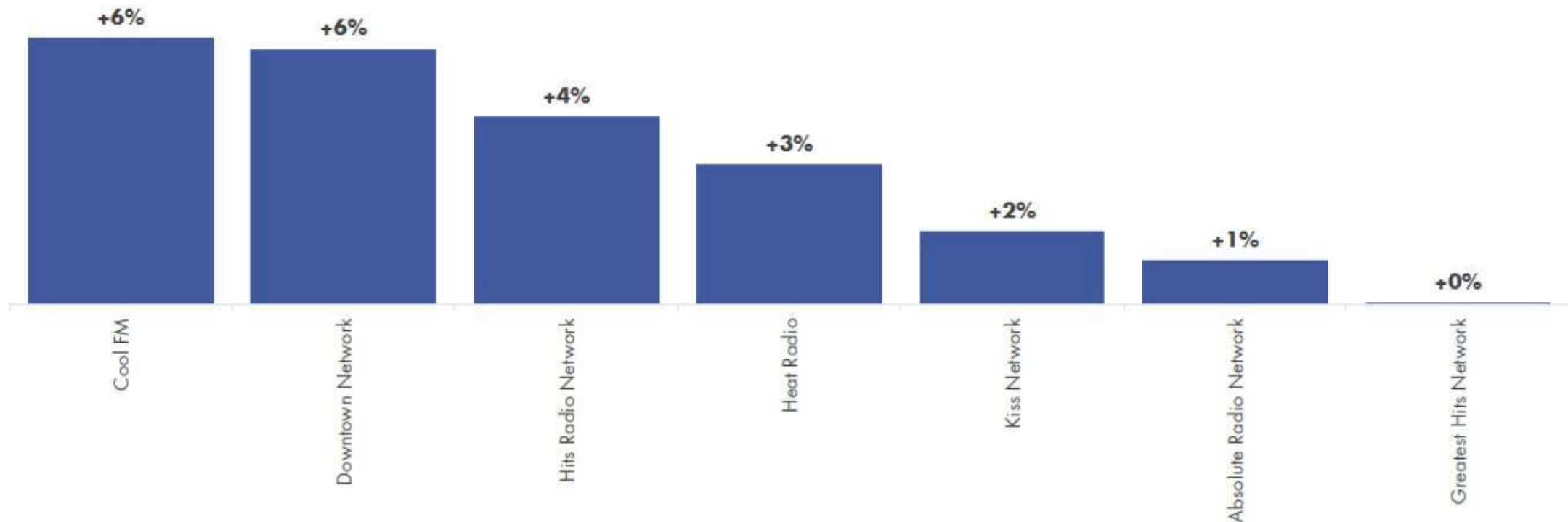


# BAUER RADIO STREAMING REACH BY BRAND: WEEK-ON-WEEK

Cool FM and Downtown Network show the greatest uplift in average daily streaming reach week-on-week, followed by Hits Radio Network and Heat Radio.

## WEEK-ON-WEEK: BRAND/NETWORK CHANGES %

27 JULY – 02 AUGUST VS. 03 – 09 AUGUST

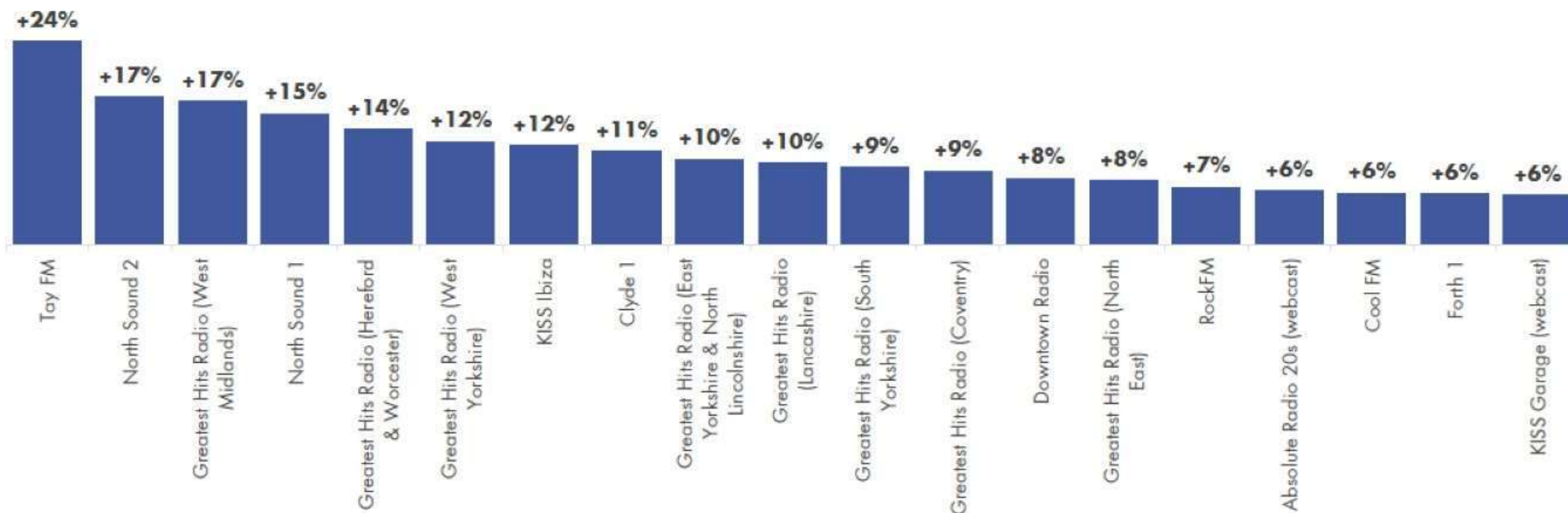


# BAUER RADIO STREAMING REACH BY STATION: WEEK-ON-WEEK

The station which saw the highest increase in average daily streaming reach week-on-week was Tay FM, followed by stations from the Greatest Hits and Hits Radio Network.

## WEEK-ON-WEEK: STATION CHANGES % (TOP 20)

27 JULY – 02 AUGUST VS. 03 – 09 AUGUST

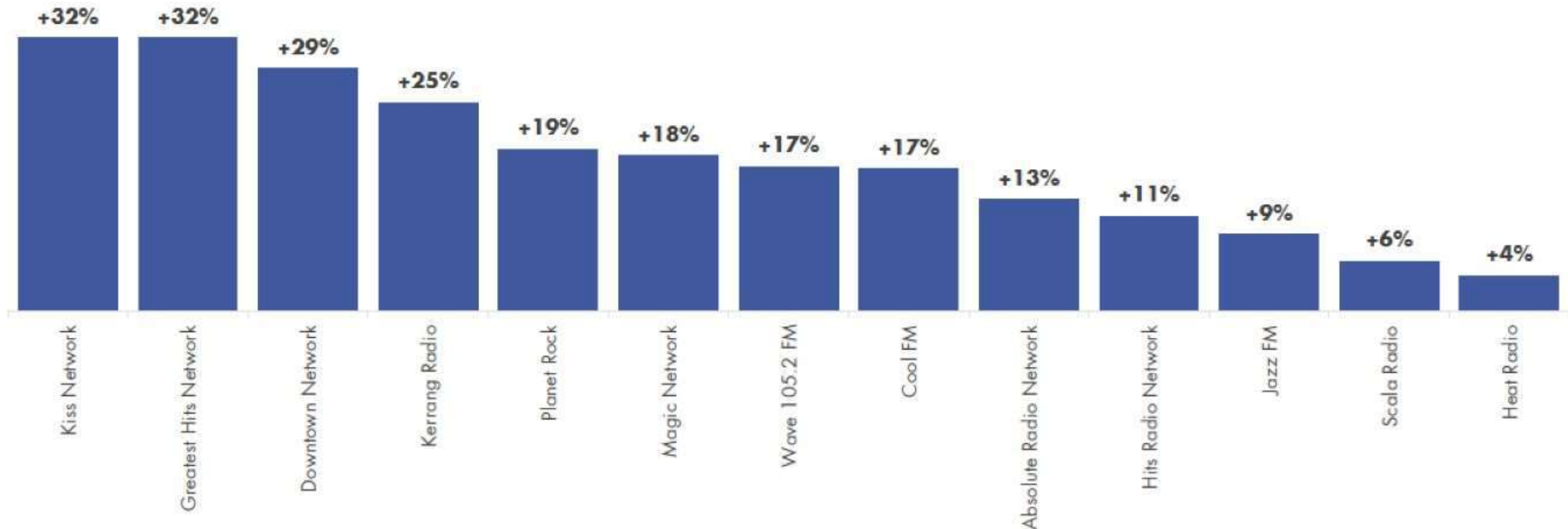




# BAUER RADIO STREAMING HOURS BY BRAND: BEFORE VS DURING

All brands and networks show an increase in average daily hours in the latest week compared to before the UK lockdown. The KISS Network and Greatest Hits Network shows the highest % level increases than before the UK lockdown.

## BEFORE UK LOCKDOWN VS LATEST WEEK BRAND/NETWORK CHANGES %

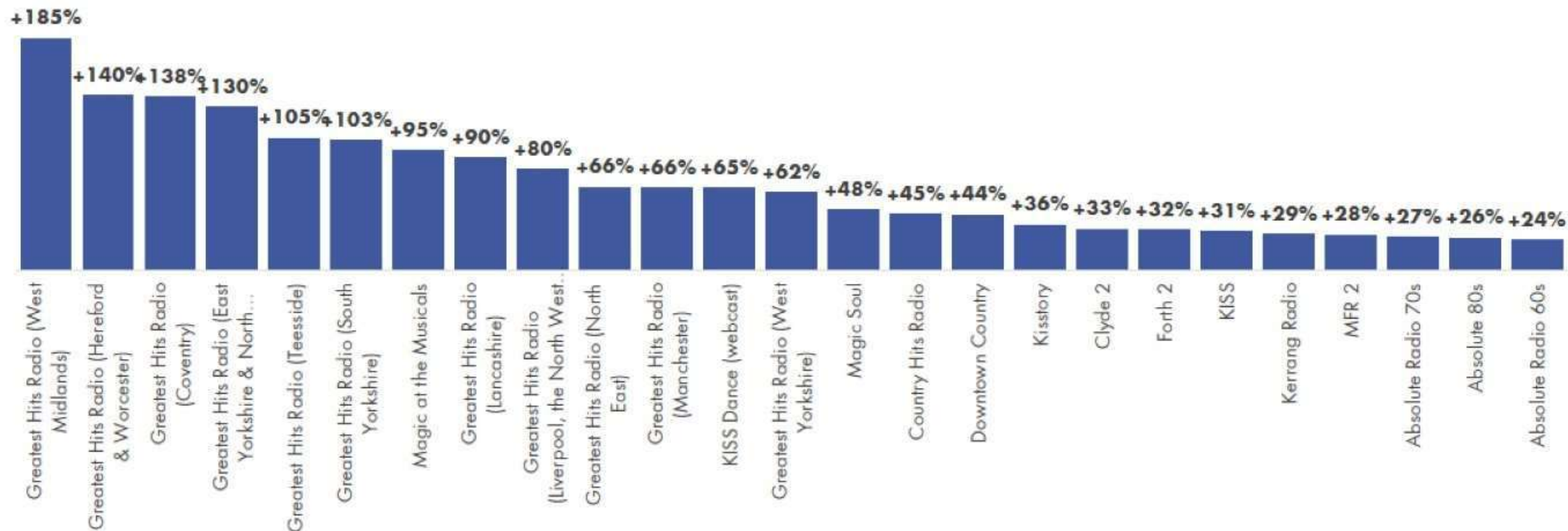


Source: Audiometrix/Looker (03 - 09 August 2020). Note: Before Lockdown = daily avg. 02-22 Mar, Latest Week = daily avg. 03-09 Aug

# BAUER RADIO STREAMING HOURS BY STATION: BEFORE VS DURING

The majority of Bauer stations show an increase in average daily hours in the latest week compared to before the UK lockdown. Stations from the Greatest Hits Network show the highest level of growth.

## BEFORE UK LOCKDOWN VS LATEST WEEK STATION CHANGES % TOP 25



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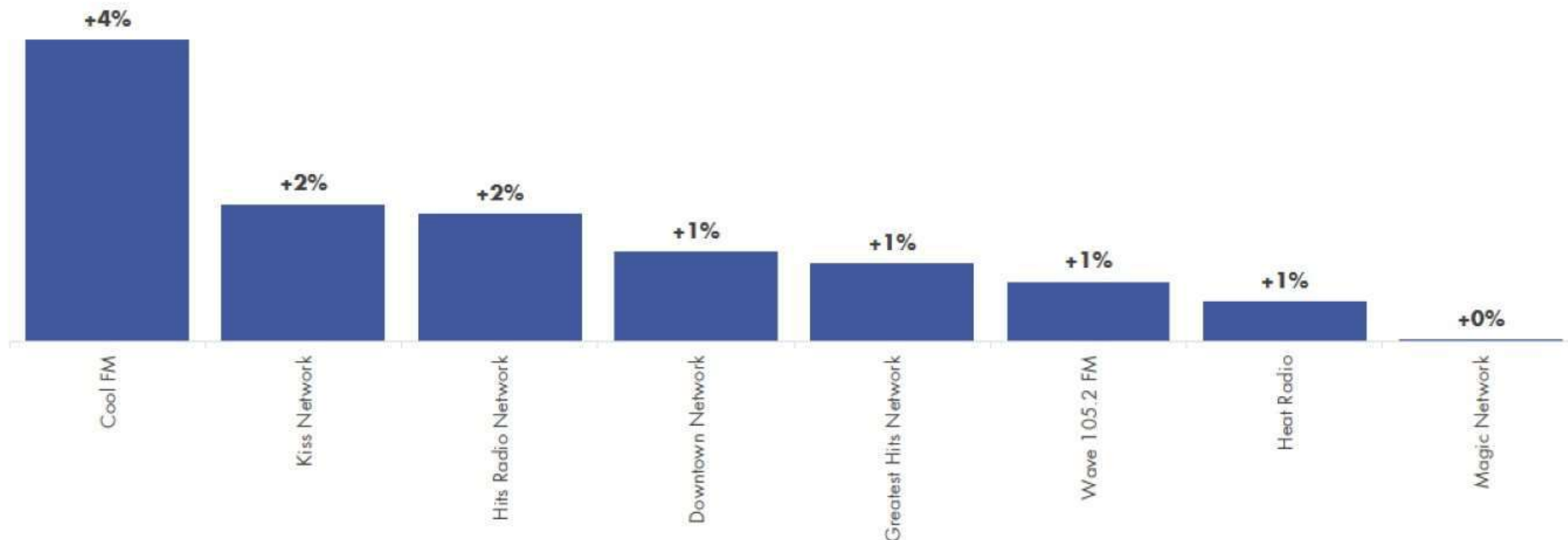


# BAUER RADIO STREAMING HOURS BY BRAND: WEEK-ON-WEEK

Cool FM saw the greatest uplift in average daily streaming hours week-on-week.

## WEEK-ON-WEEK: BRAND/NETWORK CHANGES %

27 JULY – 02 AUGUST VS. 03 – 09 AUGUST

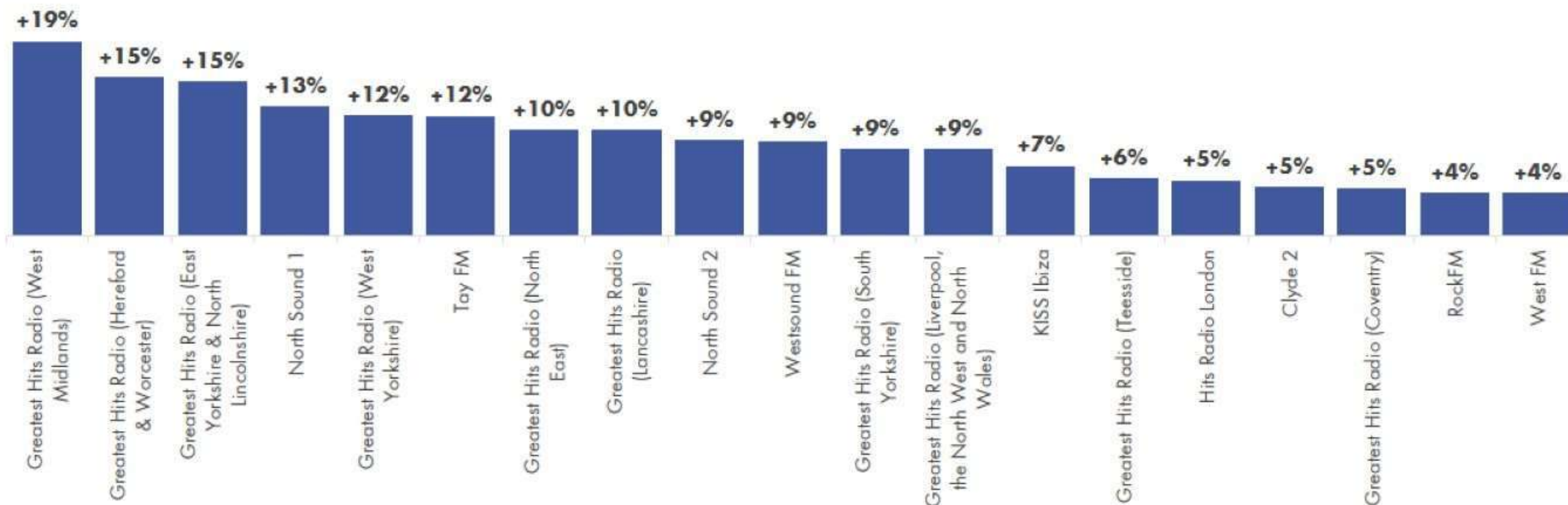


# BAUER RADIO STREAMING HOURS BY STATION: WEEK-ON-WEEK

The stations which saw the highest increase in average daily streaming hours week-on-week from the Greatest Hits Network.

## WEEK-ON-WEEK: STATION CHANGES % (TOP 20)

27 JULY – 02 AUGUST VS. 03 – 09 AUGUST





# BAUER RADIO STREAMING HOURS BY PLATFORM



## BAUER MOBILE APP

**+21%**

WEEKLY AVG. BEFORE UK  
LOCKDOWN VS LATEST WEEK



## BAUER SMART SPEAKER

**+29%**

WEEKLY AVG. BEFORE UK  
LOCKDOWN VS LATEST WEEK



## BAUER WEB

**-13%**

WEEKLY AVG. BEFORE UK  
LOCKDOWN VS LATEST WEEK

## TUNEIN

**+34%**

WEEKLY AVG. BEFORE UK  
LOCKDOWN VS LATEST WEEK

## UK RADIOPLAYER

**+9%**

WEEKLY AVG. BEFORE UK  
LOCKDOWN VS LATEST WEEK

Note: Before Lockdown = weekly avg. 02-22 Mar, Latest Week = 20-26 Jul  
Source: Audiometrix/Looker (20 - 26 July 2020). Note: Weekly data by platform is running two weeks behind.

# BAUER PODCASTS

Podcasts which saw the greatest increases in reach week-on-week include Superscoreboard (+8%) and The Dave Berry Breakfast Show (+6%). New podcast Elevenses with Danielle Perry, which released its first episode on Mon 03 Aug with Karl Pilkington, makes an entry into the top 10 Bauer podcasts.

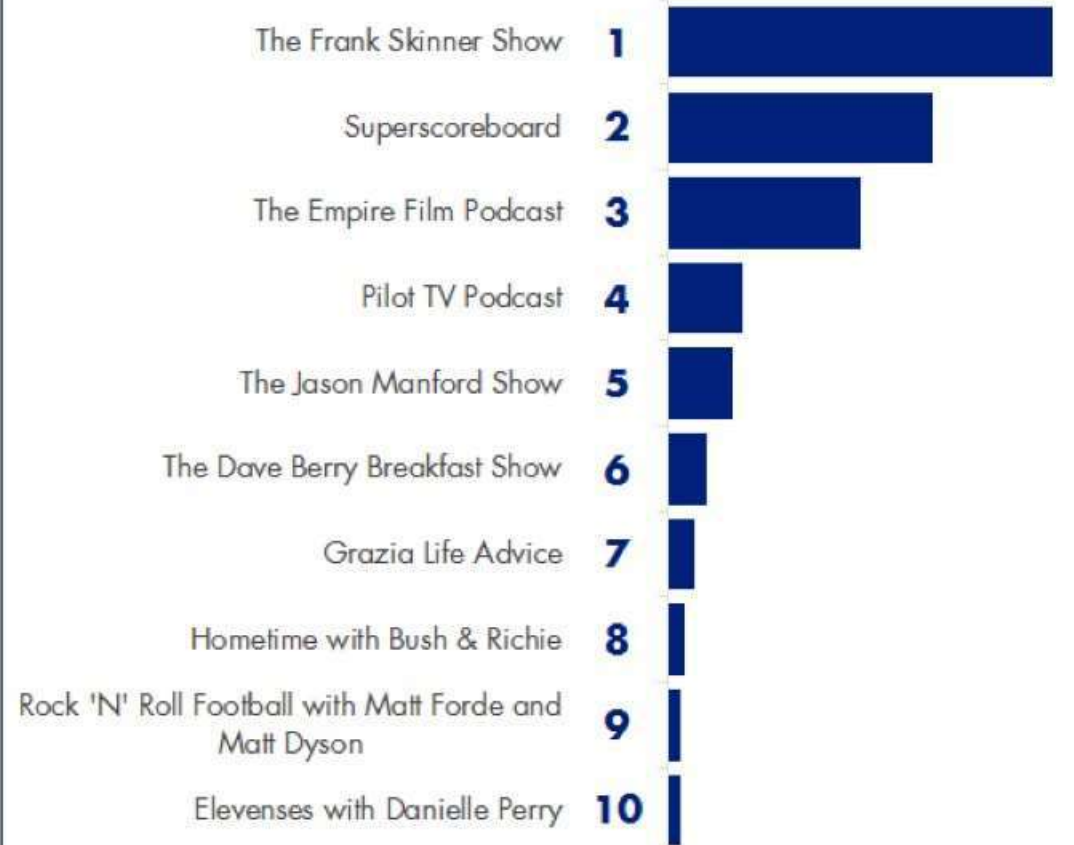


**PODCAST REACH**  
**141,000**



**PODCAST LISTENS**  
**388,000**

## TOP 10 PODCASTS BY HIGHEST REACH LAST WEEK





# ONLINE ARTICLES OF INTEREST



Jazz FM to play The Music That Made Me



Radiocentre launches new app for sales staff



Opinion: Radio's Doom, Gloom and Boom!



Why Haagen-Dazs didn't bring marketing 'to a standstill' during lockdown



UK Broadcasters lose ground to streaming services during lockdown



For Microsoft, TikTok fills a gap



KISS to host special livestream show on TikTok



Use of streaming services and TV soared during lockdown peak, according to Ofcom



Three post-pandemic Gen Z behaviour trends to watch



Britons watched TV for 40% of waking hours during Covid lockdown



'Baking playlists are clear favourites': Spotify on how consumers have changed during Covid-19



Radio Academy Chair demands action on diversity