

BAUER AUDIO WEEKLY REPORT

08 – 14 JUNE 2020



MEDIA GROUP



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BAUER AUDIO HIGHLIGHTS

08 – 14 JUNE

STREAMING REACH AND HOURS REMAIN HIGHER THAN PRE LOCKDOWN

- The latest week is +17% above the level before the UK lockdown for both streaming reach and hours.
- There is little change to average daily reach and hours week-on-week. The slight increase in weekends and decrease on weekdays balances out the daily average.

HIGHEST UPLIFT FOR ABSOLUTE RADIO NETWORK

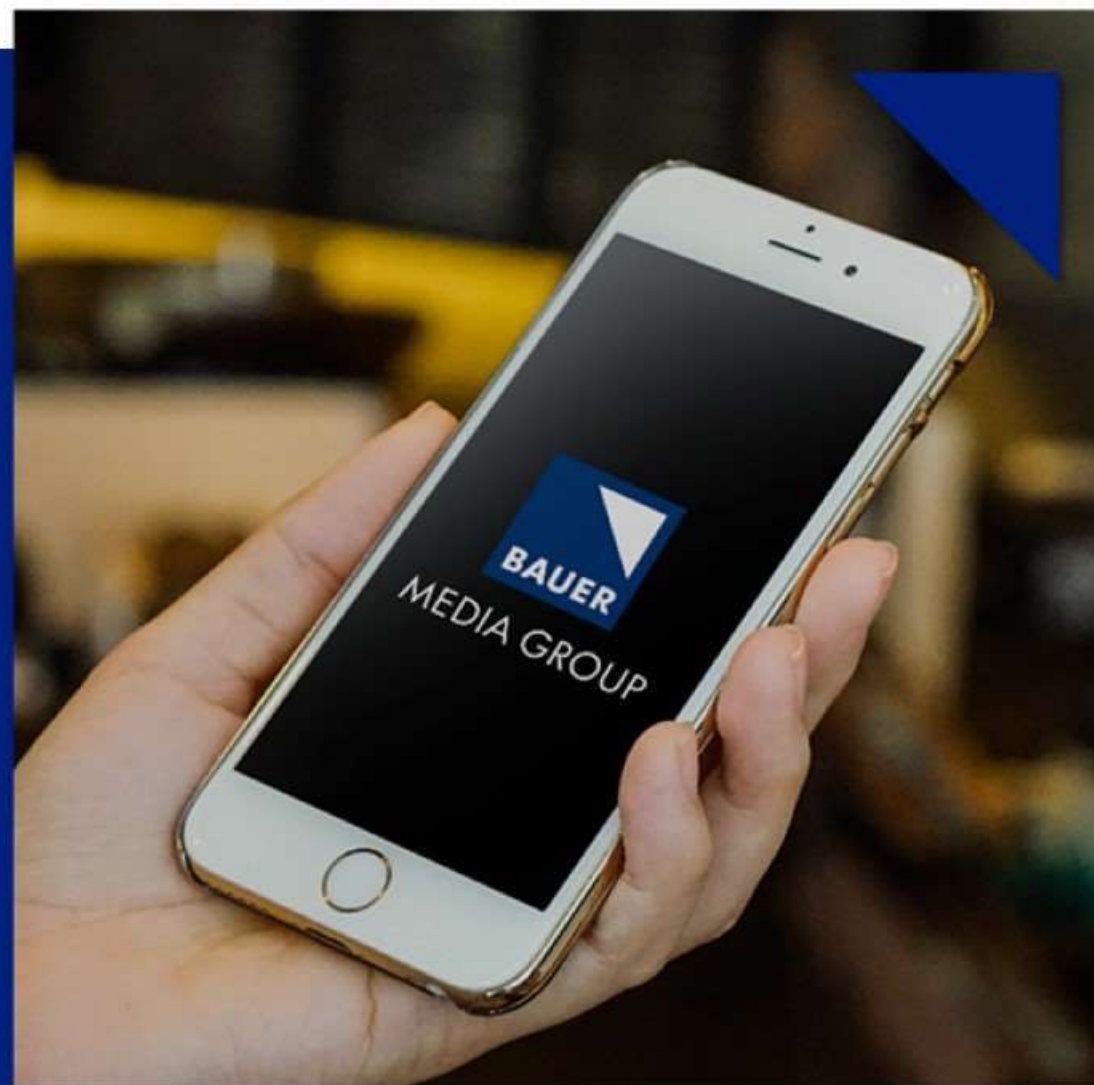
- The Absolute Radio Network shows the greatest uplift in reach and hours week-on-week due to the Isle of Wight Front Room Festival airing on Absolute Radio from 12 – 14 June.

CONTINUED GROWTH IN SMART SPEAKER LISTENING

- Our radio stations continue to have the highest connected listening via Bauer Smart Speaker, with this platform being +29% higher in the latest reported week compared to before the UK lockdown.

PEAK LISTENING TIMES REMAIN STEADY

- The peak times for active sessions are most steady across the week, from 10am to 12pm Monday to Saturday and slightly later on Sunday (11am to 1pm).



Note: Before Lockdown = daily avg. 02-22 Mar, Latest Week = daily avg. 08-14 June

BAUER RADIO STREAMING



STREAMING REACH

+17%

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
0%

WEEKDAYS
-4%

WEEKEND
+12%



STREAMING HOURS

+17%

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
0%

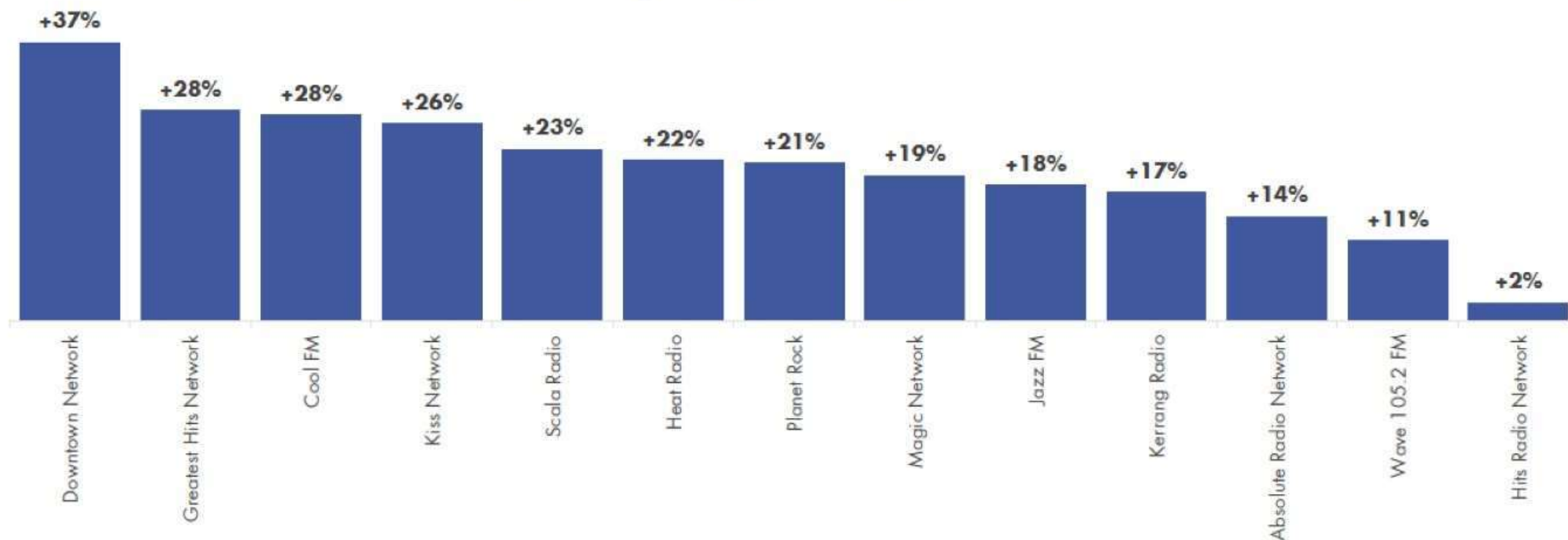
WEEKDAYS
-4%

WEEKEND
+13%

BAUER RADIO STREAMING REACH BY BRAND: BEFORE VS DURING

All brands and networks show an increase in average daily reach in the latest week compared to before the UK lockdown. The Downtown Network in Northern Ireland shows the highest % level increase than before the UK lockdown.

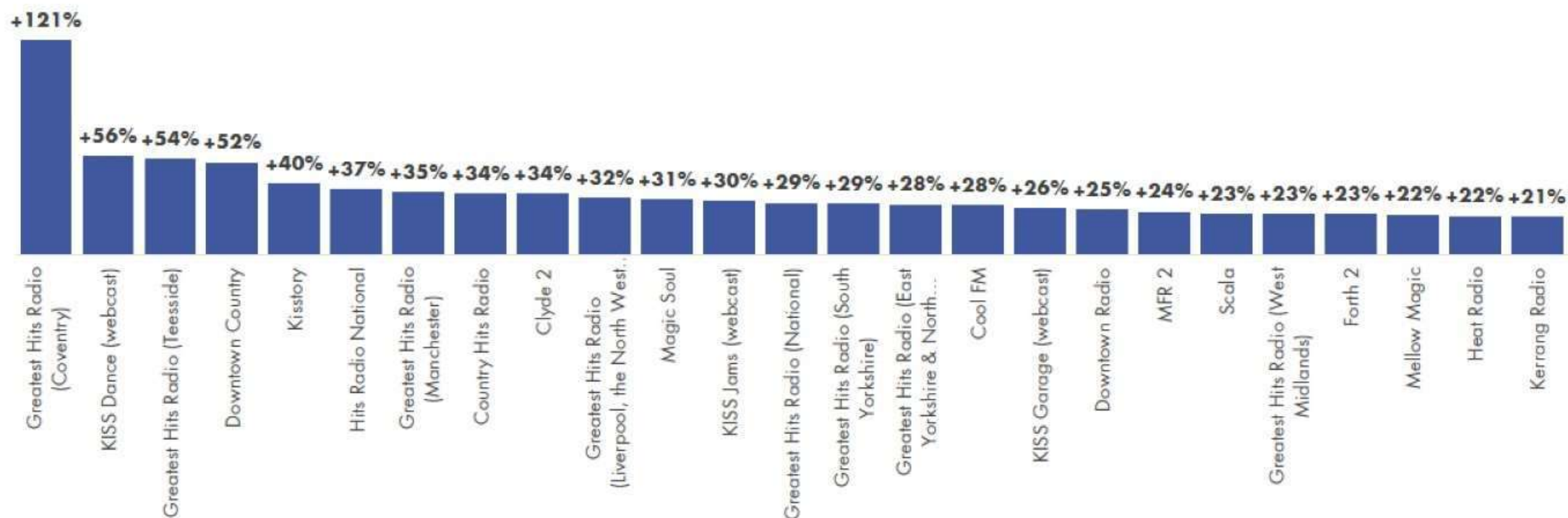
BEFORE UK LOCKDOWN VS LATEST WEEK BRAND/NETWORK CHANGES %



BAUER RADIO STREAMING REACH BY STATION: BEFORE VS DURING

All stations show an increase in average daily reach in the latest week compared to before the UK lockdown. Stations from the Greatest Hits Network, KISS Network, and country music stations have the highest growth.

BEFORE UK LOCKDOWN VS LATEST WEEK STATION CHANGES % TOP 25

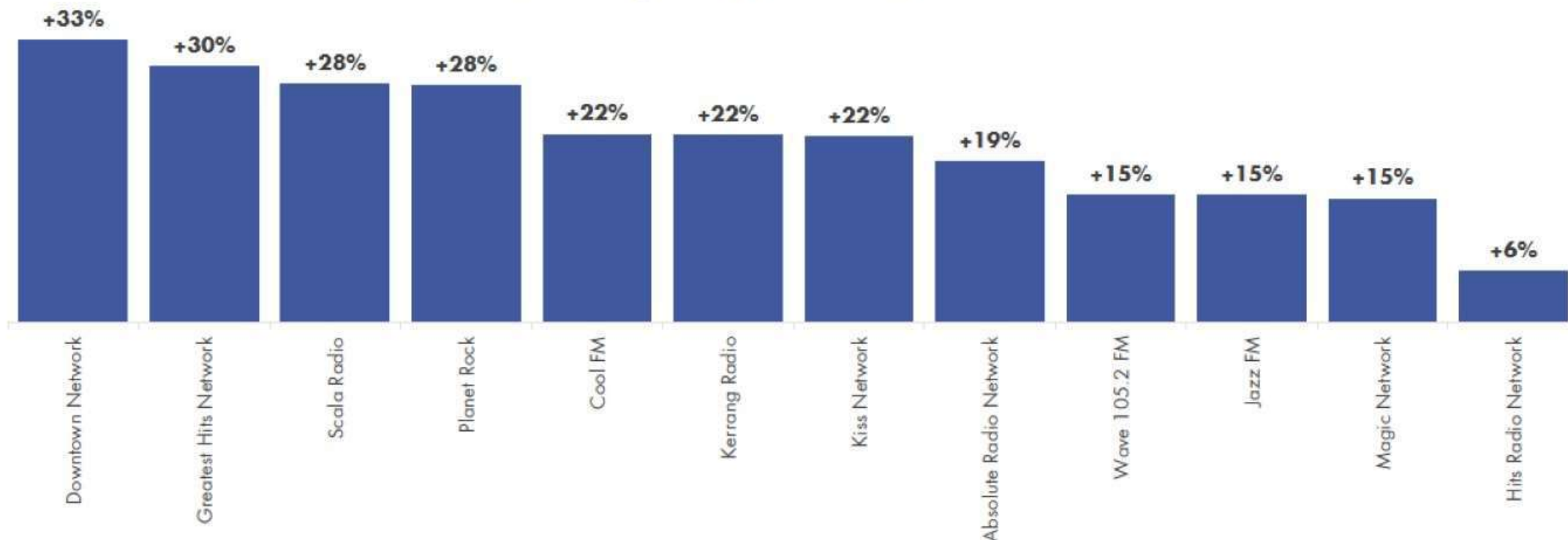


Source: Audiometrix/Looker (08 - 14 June 2020). Note: Before Lockdown = daily avg. 02-22 Mar, Latest Week = daily avg. 08-14 June

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 Downtown Network in Northern Ireland shows the highest % level increase than before the UK lockdown.

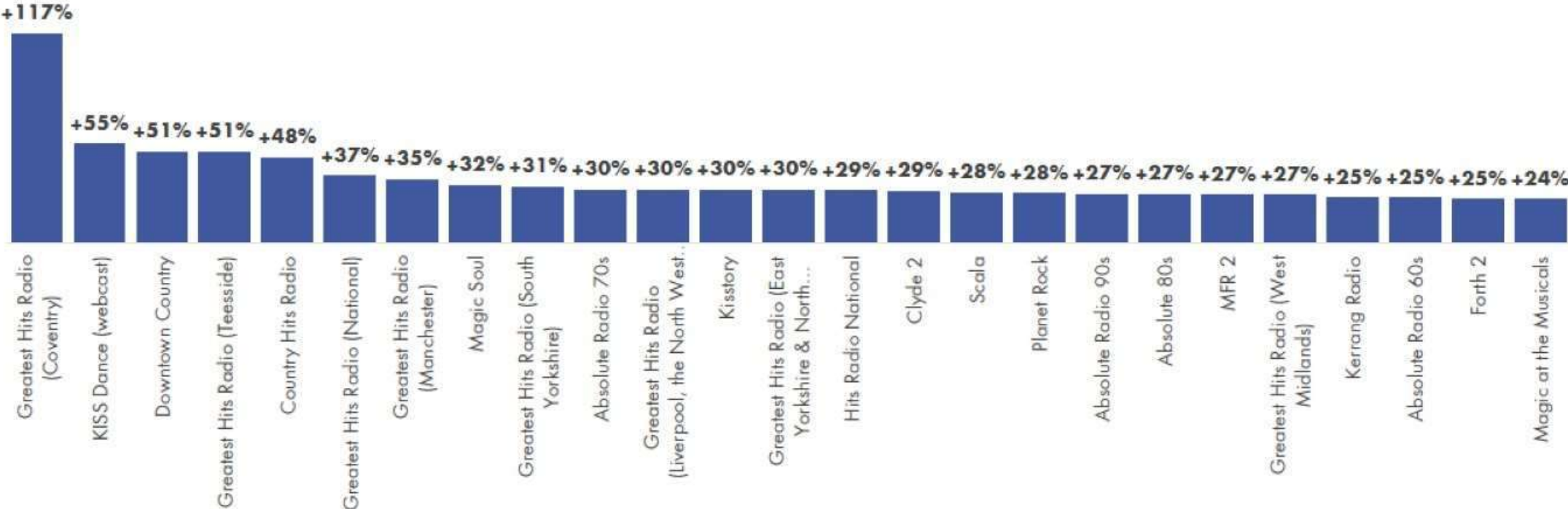
BEFORE UK LOCKDOWN VS LATEST WEEK BRAND/NETWORK CHANGES %



BAUER RADIO STREAMING HOURS BY STATION: BEFORE VS DURING

All stations show an increase in average daily hours in the latest week compared to before the UK lockdown. Stations from the Greatest Hits Network, KISS Network, and country music stations show the greatest growth.

BEFORE UK LOCKDOWN VS LATEST WEEK STATION CHANGES % TOP 25



Source: Audiometrix/Looker (08 - 14 June 2020). Note: Before Lockdown = daily avg. 02-22 Mar, Latest Week = daily avg. 08-14 June

BAUER RADIO STREAMING HOURS BY PLATFORM



BAUER MOBILE APP

+27%

WEEKLY AVG. BEFORE UK
LOCKDOWN VS LATEST WEEK



BAUER SMART SPEAKER

+29%

WEEKLY AVG. BEFORE UK
LOCKDOWN VS LATEST WEEK



BAUER WEB

-21%

WEEKLY AVG. BEFORE UK
LOCKDOWN VS LATEST WEEK

TUNEIN

+42%

WEEKLY AVG. BEFORE UK
LOCKDOWN VS LATEST WEEK

UK RADIOPLAYER

+6%

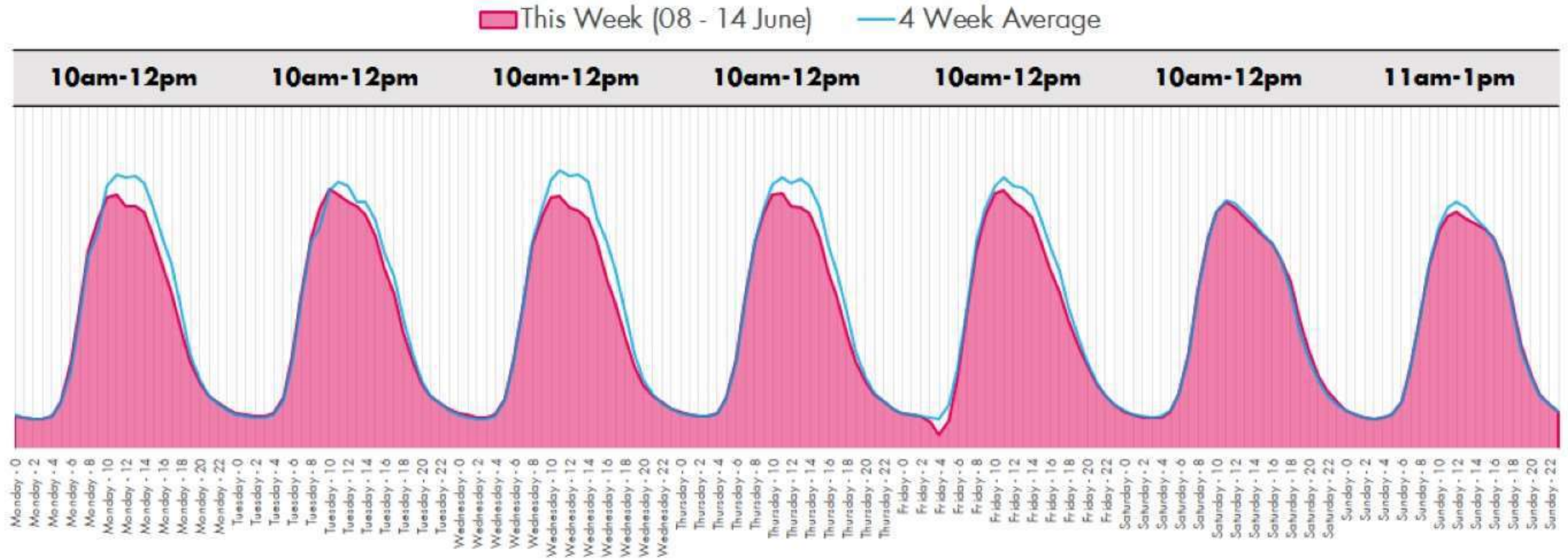
WEEKLY AVG. BEFORE UK
LOCKDOWN VS LATEST WEEK

Note: Before Lockdown = weekly avg. 02-22 Mar, Latest Week = 01-07 Jun
Source: Audiometrix/Looker (01 - 07 June 2020). Note: Weekly data by platform runs one week behind.

BAUER RADIO DAYPARTS: HOURLY ACTIVE SESSIONS

The peak times are most steady across the week, from 10am to 12pm and slightly later on Sunday.

PEAK TIMES



Active sessions = Average number of sessions each hour which have listened to for at least one minute

Source: Audiometrix/Looker (08 - 14 June 2020). Note: The Audiometrix Realtime API sometimes fails and will give us either some or no data.

BAUER PODCASTS

Podcasts which saw the greatest increases in reach week-on-week include The Empire Film Podcast, The Dave Berry Breakfast Show, Boogie in the Morning, Hometime with Bush & Richie, Beethoven: The Basics with Andy Bush, and Cash Register.

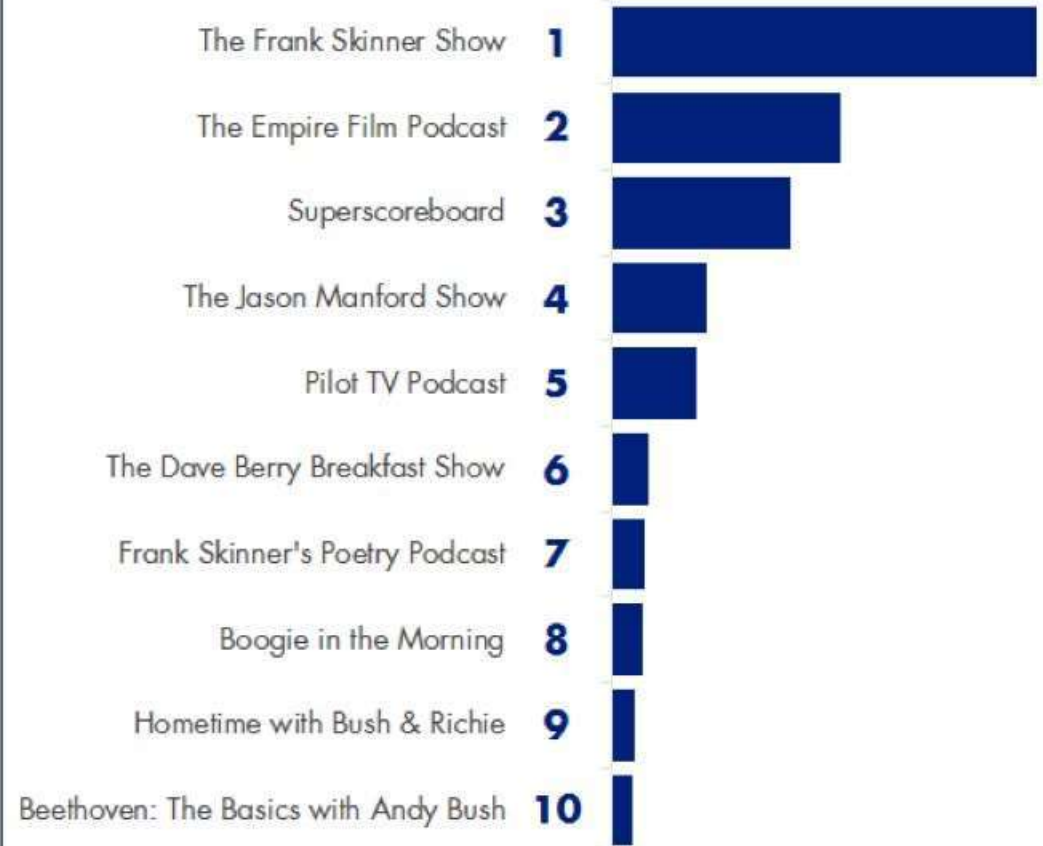


PODCAST REACH
134,000

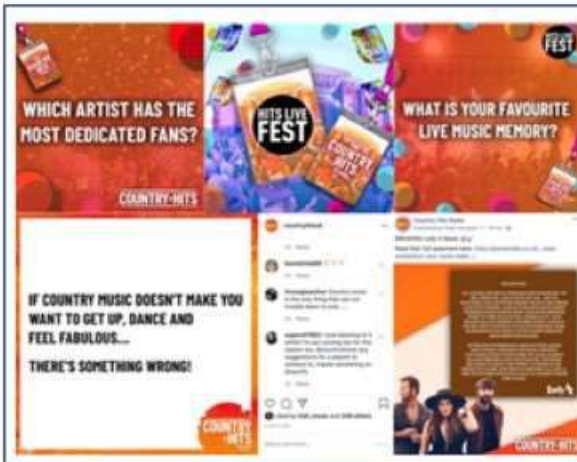


PODCAST LISTENS
364,000

TOP 10 PODCASTS BY HIGHEST REACH LAST WEEK



BAUER RADIO SOCIAL HIGHLIGHTS



Country – We started getting listeners excited for Hits Live Fest. After the announcement we've been asking listeners who they'd like to her perform, their favourite live music memories and the best concerts they've been to get them excited for the event. We've also had a great response to memes that really evoke the feeling of what country music gives you. Something that's still very important for us to get across for people who still don't understand what country music is.

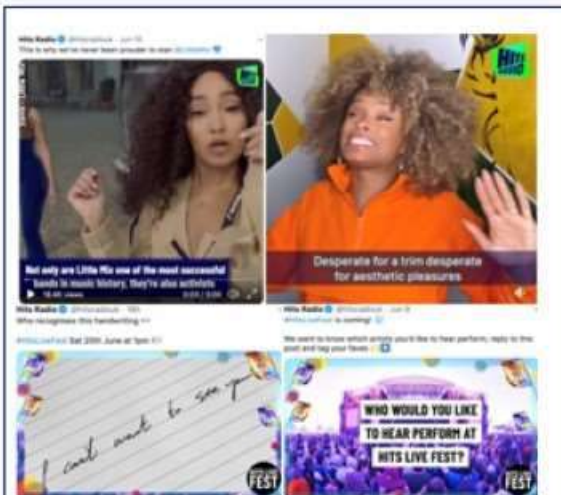
We had a great response to us sharing the news that one of the biggest bands in Country Music; Lady Antebellum have changed their name to Lady 'A'. The word Antebellum has connotations with the civil war and slave trade in America and is a step not just for the band, but for the genre and the movement as a whole.



A whopping 253 replies to this comment generator on Twitter! Goes to show that throughout everything we post, the **Magic** fans still love to engage when asked about the music they love. The best performer on Instagram this week was this nostalgic gem from friends!



All roads lead to the Isle of Wight Front Room Festival for **Absolute Radio**.



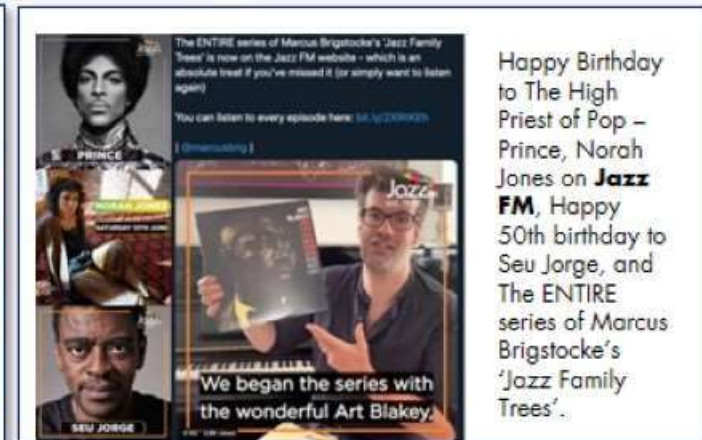
Hits - Lovely piece from Ents Hub about Little Mix being activists - helping us to continue conversations around Black Lives Matter and open conversations around LGBTQ+ issues. Building hype for Hits Live Fest and a strong start for Fleur's Rap about missing your hairdresser right now.



Scala - Continuing partnership with London Mozart Players - the latest blog post from members of the band still unable to play. Joyous photography and unusual copy. Reflecting a moment in the orchestral world post-lockdown - the return to the recording studio. This is part of an ongoing editorial strategy to reflect the challenges orchestras are facing coming out of the COVID crisis.



Big up to 'Grime Gran' **KISS Breakfast's** virtual graduation special guest speaker! She gave advice to those graduating...



Happy Birthday to The High Priest of Pop – Prince, Norah Jones on **Jazz FM**, Happy 50th birthday to Seu Jorge, and The ENTIRE series of Marcus Brigstocke's 'Jazz Family Trees'.



Planet Rock - We're trying to give the socials some TLC with comment generators and this one about the most famous person from your hometown (turns out our audience love to brag about themselves - who knew?) achieved over 2k comments which is a huge number on Facebook, and this did really well on Twitter too.



Kerrang had a really positive response to this clip announcing a Within Temptation takeover - lots of people commenting how much they love Sharon. 3k views on Twitter and really high engagement.

BAUER RADIO WEB HIGHLIGHTS



Remember all the Big Brother winners? Here's what they're doing now



Emmerdale's Natalie J Robb and Jonny McPherson confirm they are dating



TV stars who are related in real life



How to view the Strawberry Moon Eclipse on Friday evening



Channel 4 issue apology to Eamonn Holmes after 'cruel edit' complaint on Celebrity Gogglebox



JLS' Aston Merrygold and fiancée Sarah Richards welcome second son into the world



EastEnders set to be 'off air' until September



The Masked Singer US is airing on ITV



Conor McGregor set for I'm A Celebrity following shock retirement



Line of Duty: Everything you need to know about season 6



Rare new photo released of Prince Philip and the Queen as he turns 99



Bill & Ted 3: Watch the excellent trailer for Face The Music



Bristol Colston Hall to be renamed in the autumn



Every Isle of Wight Festival headliner from 1968 to 2019



KISS presenters raise their voices on #BlackLives Matter



Stormzy pledges £10 million over 10 years to black organisations in UK



Fleur's Rap Black Lives Matter article



Award-winning saxophonist and broadcast Yolanda Brown joins Jazz FM



Classical Music In and After Lockdown: How COVID19 inspired a community of classical music musicians



ONLINE ARTICLES OF INTEREST



[Nigel Farage to leave radio station LBC 'with immediate effect'](#)



[If you want to talk about race, try turning on the radio](#)



[Creatives share email template challenging CEOs on diversity disparity](#)



[Four in 10 SMEs not using digital advertising at all](#)



[Audio Content Fund releases first annual report](#)



[Virtually perfect: will lockdown lead to an explosion in agencies without an office?](#)



[We don't need average Joe any more](#)



[Capital Xtra presenters criticise firm's response to Black Lives Matter](#)



[Original content podcast: Netflix's 'Space Force' has a rough launch](#)



['It needs to be sustainable, not reactive': WeTransfer on doing more for black creatives](#)



[Media agencies are changing fast to make advertising work better](#)



[You're not going to get it all right': IBM CMO Michelle Peluso on managing through a crisis](#)