



## **LOCAL STATIONS CONTINUE TO HIT THE RIGHT NOTE**

Expect more empty champagne bottles stacked up outside the studios of the area's local radio stations – as The Beach, Norwich 99.9 and North Norfolk Radio celebrate the latest audience figures.

Lowestoft and Great Yarmouth's "The Beach", remains the most listened to station in the area, now with an increased audience.

55,500 adults tune in each week, 20% more than the nearest commercial rival. The average listener tunes in for around 10.9 hours per week.

Norwich 99.9 continues to grow, reporting a year on year increase. 53,000 adults tune in to the city's only local commercial station each week...

And North Norfolk Radio continues to perform with more listeners than this time a year ago. 21,300 adults listen each week.

Programme Director Tom Kay is delighted:

*"At a time when the industry is changing, our stations have stayed true to what we're good at – Locally focused radio delivered by personality presenters who really know their patch".*

The good news follows success in the Radio Academy East Anglia awards, in which The Beach was named station of the year for its commitment to the local area.

The Beach broadcasts on 103.4, 97.4FM and DAB Digital Radio, Norwich 99.9 broadcasts on 99.9FM and North Norfolk Radio on 96.2 and 103.2FM.

ENDS---EMBARGOED UNTIL 00:01 THURSDAY 3<sup>rd</sup> FEB 2011---  
DATA SOURCE : RAJAR/IPSOS Q4 2010