



## **DREAM 100 HITS THE RIGHT NOTE WITH LISTENERS**

Expect more empty champagne bottles stacked up outside the Dream 100 studios as the area's number one commercial radio station celebrates further audience gains!

The latest industry-standard survey shows time spent listening to Dream 100 has nearly doubled over the past twelve months – a 96% increase in listening hours.

48,600 adults tune in to Dream every week, listening for an average of 15 hours - making Dream 100 one of the top three best performing commercial stations in Britain.

Programme Director Tom Kay is delighted with the results:

*“At a time of great change for the radio industry, we’ve continued to do what we’re best at. Locally focused radio driven by personality presenters who really know their patch”.*

*“We’ve just finished our biggest ever community campaign, distributing free reflective stickers to thousands of children across North Essex to keep them safe on our roads. Involvement in our community is what Dream 100 is all about”.*

Dream 100 broadcasts to Tendring and North Essex on 100.2FM and online at [www.dream100.com](http://www.dream100.com)

ENDS---EMBARGOED UNTIL 00:01 THURSDAY 3<sup>rd</sup> FEB 2011---  
DATA SOURCE : RAJAR/IPSOS Q4 2010  
DREAM 100 IS PART OF THE TINDLE RADIO GROUP.