

 **markettiers4DC**

# BITESIZE BROADCAST

QUARTER 2 | 2009



A quarterly digest of the latest happenings  
in the world of broadcast media

# RADIO



## RAJAR LISTENING FIGURES REACH RECORD HIGH OF 45.8 MILLION

Rajar released its radio industry listening figures for Quarter 1, 2009, this month – following one of the most transitional periods the industry has ever seen. It revealed that a huge 90.2% of the UK population (15+) listen to the radio, with an increase by 251,000 listeners per week\*. This is also the highest weekly reach ever recorded since Rajar research first began back in 1999.

*\*This weekly reach figure constitutes the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*

## BOOST FOR DIGITAL RADIO

Digital listening hours for the first quarter of 2009 have broken the 200 million mark to reach 206 million hours per week. This is an increase of 20 million hours a week from 186 million hours in the final quarter of 2008. Digital listening has grown by 12% year on year, now delivering a 20.1% share and reaching 33.8% of all listeners per week. Nearly a third of people now claim to have a DAB set in the home. The rise in listening figures for digital radio could also make way for a fixed date for a switchover from analogue. 34% of people now switch on a DAB set at least once a week – up from 31% in 2008.

## COMMERCIAL RADIO

Commercial radio's market share dipped slightly to 41.6 % against the BBC's 56.3 % during the last quarter, but its position was better than its 41% share in the first quarter of 2008. The UK's largest commercial radio group is Global Radio reaching over 18.5 million every week, while Global Radio's network of Heart stations (due to be completed in June), has a projected reach of 7.2 million adults. The final nine stations joining the Heart network include Ocean FM, Southern FM, Invicta, Essex FM, 2CR, Mariner Sound, Coast 96.3, Buzz 97.1 and Champion 103. This will bring the total number of Heart-branded radio stations in the UK to 33.

At the moment there are 24 Heart-branded UK radio stations, with 6.9 million listeners per week according to Global. 12 stations in Bath, Wiltshire, Bristol, Reading, Oxford, Plymouth, South Hams, North Devon, Exeter, Torbay, Somerset and Gloucester were relaunched under the Heart brand last month. Before that, Global relaunched nine stations across Anglia in January to add to the three original Heart stations in London, the West Midlands and East Midlands.

Andrew Harrison, Chief Executive of RadioCentre, the industry body for Commercial radio said: "It is very encouraging to see that Commercial radio continues to attract more and more listeners and local Commercial radio in particular, has had another healthy quarter."

## LOCAL LISTENERS LISTEN LONGER

A number of local radio stations have recorded a large increase in listening hours in the latest Rajar results. The station with the biggest increase in average hours per listener is Gold Crawley on 18.6, up from just 3.2 last quarter, followed by The Bee's regular large record of 17.20. Both are higher than all of the BBC's average hours combined.

## MOBILE PHONE LISTENING

Another increase for radio listening via mobile phone, growing to 13% from 11% the previous year (15+). The 15 to 24-year-old demographic also shows a similar increase of 14 % year on year, with 30.6 % of those in this age group saying they have listened to the radio in this way. Mobile phone radio listening has also grown among adults, increasing from 11.6 % in the first quarter of 2008 to 13 % in the first quarter of 2009.

## RAJAR RADIO ROUND UP

- BBC still has biggest share of listening at 56.3%
- More than one third of people now listen to digital radio
- Over 31 million people are now listening to commercial radio for an average of 13.5 hours each per week
- Digital listening hours up 12% year on year to reach 206 million per week
- DAB ownership up 19% year on year

## 27TH SONY ACADEMY RADIO AWARDS

The 27th Sony Academy Radio Awards took place this month, which saw Radio 3 – Sony Station of the Year – and the BBC walk off with 22 of the 35 Awards. Inside-only listening station Brixton prison radio even got 2 awards. The evening hosted by Radio 2's Chris Evans, included winners Beacon Radio who won Station of the Year: Under 300,000, and Kerrang 105.2 as station of the Year: 1 million plus. Disappointment however, for Radio 4 – who despite celebrating a record share of BBC audience with almost 10 million listeners in the first three months of this year, failed to win a single gold award in any big news category (posing the question from the Guardian – 'did the judges get it wrong, or have Today and Radio 4 news programmes gone off the boil?')

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# RADIO



## THE CHANGING FACE OF RADIO - HARNESS THE POWER OF HUBBING

The last few months has seen some of the most dramatic changes in the radio industry with the introduction of hubbing. The changes the broadcast industry is undergoing has thrown up new coverage opportunities including:

- Interviews now have the potential to reach larger audiences
- One interview can go out between two to five stations
- Hubbed stations guarantee playout

Consolidation in commercial radio has led to this news sharing as well as groups merging. IRN and Sky recently merged meaning Independent Radio News (IRN) the ITN owned syndicator of radio news, no longer exists. The 30 year old service has merged with Sky News Radio so now just one organisation provides news content to over 300 stations on the commercial radio network. This means fewer and shorter bulletins but keeping specialist desks across News, Business, Sport and Entertainment. IRN supplied news to nearly every commercial radio broadcaster. The few stations that did not subscribe to ITN include former Chrysalis stations Heart and Galaxy - now part of Global Radio - were already users of Sky News.

## OFCOM BACK LOCAL RADIO CONTENT

Last month two commercial radio stations were warned by Ofcom for lack of local content – Bath FM and Swindon based Brunel FM (both owned by independent broadcaster South West Radio), were admonished and told to resolve this. Ofcom monitored the stations, reporting that the vast majority of Bath FM's output was made up of music on loop and repetitive commercials, and its news bulletins were all national provided by an external supplier leaving out all local stories.

## BBC OFFER RESOURCES TO NEWS SERVICES IN A BID TO SAVE REGIONAL NEWS

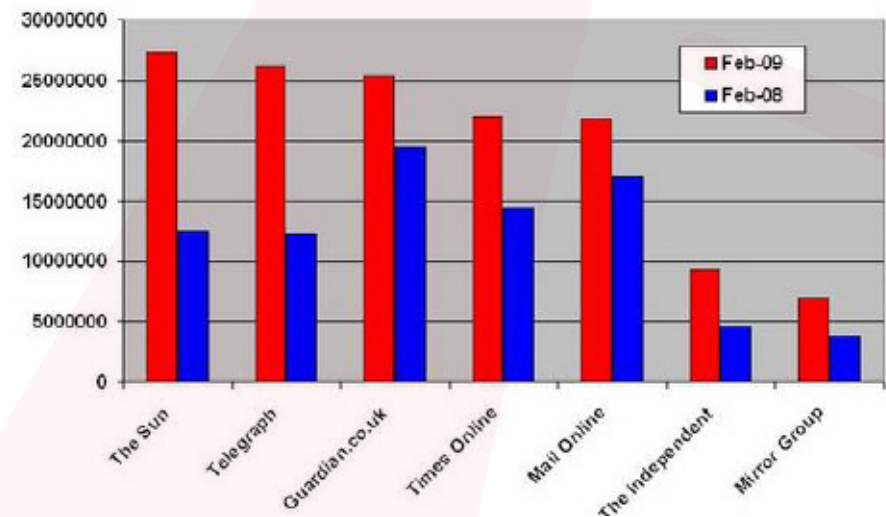
The BBC is set to share its resources with TV, newspapers and radio stations for the first time to help regional news organisations. The BBC is looking to share its studio and production facilities and provide content for local newspapers, plus free access and training to its school of journalism, sharing audio content with community and local radio reporters, and use of BBC iPlayer technology. A senior BBC source said: "The industry needs to pull together to weather the financial storm. While the BBC is also facing significant economic challenges it can play a valuable role in underpinning public service broadcasting and in helping to ensure wider choice and diversity at a time when the industry is grappling with huge strategic challenges."

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## SWITCH ON TO 'SUN TALK'

The Sun has launched its own online radio station 'Sun Talk', from its new million pound multimedia studios – a first for The Sun and UK newspapers. Publishers such as the Telegraph Media Group have invested in launching Telegraph TV, and Guardian News and Guardian Media also produce well-received podcasts and video. However, to date, no newspaper has launched an audio-only, online radio station, which aims to reach 150,000 listeners in year one, so we'll wait and see whether The Sun's three million readers tune in. According to ABCe the sunonline.co.uk reached 27.3 million unique users to its site (February 2009).

National newspaper ABCe web traffic - Feb 09



Source: February ABCe: Sun takes top position with 27.3m users, hitwise, Searchenginewatch.com

## RADIO BODY

The BBC hopes to soon form a new 'UK Radio Council' with the commercial radio sector. The intention is 'to present a single voice for the UK's radio broadcasters' and create an online digital radio player to provide live radio streaming from the BBC and commercial and community operators.

# TELEVISION



## BBC NEWS TO CUT NEARLY 90 JOBS

The BBC has announced a further 90 job cuts by April 2010 as part of the corporation's five-year saving plan, with the majority coming from newsgathering. This represents the third year of a programme of BBC News cuts which in the last two years saw the merging of TV, radio and online journalists into the multimedia newsroom and the creation of a single news programmes department. The corporation said: "The proposals are designed to strengthen BBC News in the long term and preserve the quality of our journalism, as well as meeting the financial challenges the BBC faces." Cuts have also been made to their Brussels and Moscow bureaux, with the role of Paris correspondent going as well as a further 16 posts cut from the business team, including jobs going from Working Lunch, and BBC Breakfast no longer broadcasting live reports from the London Stock Exchange. 13 journalists and producers will also be relocated to the corporation's new northern headquarters in Salford as part of a restructure of its newsroom.

## BBC IPLAYER PROMPTS RETHINK OF TV LICENCE

New ways in which people are accessing television content such as the BBC iPlayer, could force a rethink in how the TV licence fee is paid according to the BBC's independent regulator, BBC Trust. A review last month, said issues created by recent changes in the way people access television content must be taken into account. The report said: "Legislative change is likely to be required in order to reflect technology changes in the licence fee regulations." People who only watch television via the BBC's online on-demand TV service iPlayer are not legally obliged to pay for a TV licence.

## CHANNEL 4 MAKES BUDGET CUTS

Channel 4 executives have ordered a review of news operations to cut budgets by 10%, with several shows under threat including More4 News and News at Noon, and the future of Lunchtime bulletins also uncertain. Andy Duncan, Channel 4's Chief Executive, said earlier this month that a 10% cut of its £600m a year programming budget this year was likely, following the slump in advertising. Channel 4's new annual report earlier this month, said that advertising was likely to fall by 18% in the first half of 2009. A Channel 4 spokesman said: "No decisions have been taken. Given our economic circumstances we are talking to all our producers about the need to reduce budgets while trying to maintain programme quality." Since last summer, Channel 4 has cut its workforce by about a third. At the end of last year, Channel 4 employed 705 staff, after making around 200 redundancies. Duncan has also been asking for a public subsidy (like the BBC) to plug a projected funding gap of about £100m as competition affects profit.

## EXETER PREPARES FOR DIGITAL SWITCHOVER

Exeter has become the first UK city to begin the switchover from analogue to digital TV. The Stockland Hill transmitter and its 24 relays - which serve Exeter, parts of Devon, Somerset and Dorset - began the switch in earlier this month (6 May). In this first stage BBC 2 will switch to digital and some new digital channels will become available.

## CNN MOST POPULAR NEWS SOURCE FOR FINANCE PROFESSIONALS

According to new research from Global Capital Markets Survey (GCMS), CNN beats the BBC as the preferred channel for News for finance professionals. The research claims that 73% of financial management professionals tune into CNN each month, ahead of CNBC (53%), Bloomberg (45%) and the BBC (45%). GCMS surveyed executives across Europe, Middle East, Africa, Asia-Pacific, Latin America and North America, and among the senior management of banks and financial institutions, CNN comes top, with 72% tuning in on a monthly basis, beating Bloomberg (55%), CNBC (53%) and the BBC (53%). However, online, Bloomberg.com was more popular than CNN.com and CNNMoney.com combined (24%), Reuters.com (23%), FT.com (22%) and WSJ.com (20%).

## PRESS ASSOCIATION IN TALKS ABOUT ITV LOCAL NEWS

The Press Association and regional newspaper groups are in talks about supplying video for potential TV local news consortia. Guardian Media Group is working with PA to establish a regional TV news pilot in the north of England, as a trial of Ofcom's proposal to replace ITV's regional news programmes with ones produced by independently funded local consortia of media businesses.

## STV TO PILOT REGIONAL LOCAL NEWS CONSORTIUM SCHEME

A groundbreaking new scheme is also set to be piloted by Scottish broadcaster, STV. The project could see a consortium of local media companies partner up in the provision of its local TV news service. Bobby Hain, STV broadcast services and Regulatory Affairs Director, told Broadcastnow - the ITV franchise holder was ready to lead the rest of the Channel 3 licensees to have the cost of its PSB commitments outweighed by the potential benefits - a problem which urgently needed to be addressed. Hain said: "The question we and all Channel 3 licences have is how we can all bridge the gap between the news services we have now and the system where these independent news consortiums can come in and help relieve those pressures." Hain added that STV was ideal to test the scheme, thanks to its high quality regional news service, plus the ever growing increasing appetite for local stories.

# ONLINE



## **MURDOCH TO CHARGE FOR ONLINE NEWS**

The world's most powerful media mogul, Rupert Murdoch has declared News Corporation will soon charge for newspaper websites. Murdoch expects to start charging for access within a year because according to him: "having free newspaper websites is a 'flawed' business model". The concept stems from the success of News Corp's Wall Street Journal charging for its business news, which persuaded him that "it is possible to charge for content". All UK titles under the News Corp group including The Times, The Sunday Times, The Sun and the News of the World will also be involved in the online payment shift discussions, said to be: "within the next 12 months," with Murdoch adding: "The current days of the internet will soon be over."

Murdoch has always been a pioneer within the press and media industry but it is interesting to see that his predictions that the worst of the recession is over actually contradicts Sky Business Guru, Jeff Randal (from his own organisation), who also stated this month in his Sky News TV trailer: "Things are going to get worse this year. Anyone who says otherwise is in denial."

## **SKY NEWS FIRST TO APPOINT TWITTER CORRESPONDENT**

Twitter is still flavour of the month on the social media scene and the appointment (in March) of Online Producer, Ruth Bennett received mixed reviews. Sky released statements to clarify it is not a role to solely report on Twitter but instead to 'scour' the microblog for breaking news.

## **LORD STEPHEN CARTER ADMITS DIGITAL BRITAIN REPORT OVERLOOKED CONSUMER ISSUES**

Lord Stephen Carter acknowledged a lack of content about consumer issues such as privacy, internet neutrality and behavioural targeting in the latest Digital Britain report (January). Speaking at a recent Digital Britain Summit, Lord Carter, author of the report, accepted the Interim report leaned heavily towards infrastructure and capability, saying: "It's a fair criticism of the report that it spent longer on the supply side than the demand side".

## **FACEBOOK FOUNDER ASKS USERS TO VOTE ON FUTURE OF SITE**

Facebook founder Mark Zuckerberg has encouraged users to vote on how they want the site run. Facebook members have been able to install an application allowing them to vote on documents to govern how the social network is run. Zuckerberg first outlined the move in February this year, after users were outraged by a change in how Facebook handled their data. At least 30% of active Facebook users will have to take part in the vote to make it binding.

## **GOOGLE SEARCHES ARE MORE OPTIMISTIC**

Google has seen a rise in its searches of expensive items – including luxury goods, foreign holidays and other expensive items, suggesting people are now looking past the recession. Foreign holidays rose by 7% and spa treatments also saw an 8% increase, even Champagne was up by 6%. Searches for "Mercedes Benz" and "Aston Martin" have risen by almost a third and 10% respectively since January, whereas the number of searches for bargains have dropped greatly. Searches on "second income", "marriage guidance" and "swap shops" have fallen by almost a third since January. Richard Snook, a senior economist at the Centre for Economics and Business Research (CEBR), said the figures showed people were becoming more optimistic about the future. "In January and February, many people feared we were facing a prolonged recession," he said. "Now they seem to feel we are facing a more run-of-the-mill recession." He added: "While it seems many people did flirt with the budget brands, now they are starting to migrate back to the luxuries."

## **NEW SYSTEM TO MEASURE ONLINE VIDEO VIEWS ON ITS WAY**

The Broadband Measurement Working Group (BMWG), is designing a standard methodology to measure online video content views, and is set to begin testing data collection for its metric next month (June). The group includes representatives from Channel 4, Five, BBC, BT Vision, ITV, Sky and Virgin Media, plus ABCE, BARB, and the IPA, who have found a means of capturing and processing Vod data which will be tested very soon. Chair of BMWG, Ron Coomber, said the first results could be ready for processing as early as next month.

# ONLINE



## THE PERFECT VIRAL

Newly released UK magazine Wired recently spoke to Matt Smith of The Viral Factory on 'How to have a viral video hit', giving tips on the best approach. Wired advises to first of all come up with a killer idea – “Songs are big” where as be cautious when it comes to humour. A lot of funny TV ads don't actually go viral. Next the key is to have some respect and “don't waste people's time”. 1 minute is good, 1.30 minutes maximum. Smith further recommends maintaining detail and effort when it comes to filming, and “do not dump the artistry of film-making.” After this, release and seed it wisely and include key underground sites such as contraband.co.uk, somethingawful.com and stumbleupon. Finally, “Ride the curve” and watch as your viral reaches mainstream – if it is good, this should be within 2 weeks. “If it hits aggregators such as Digg or Reddit hard enough, it'll soon go supernova.” If you get a sudden, huge spike in website hits in 24 hours and over 2 million views – you've got a viral hit!

## TED CONFERENCE HELPS SPREAD IDEAS FOR ALL

California's infamous TED conference, an event which attracts leading media names – is bringing its annual spin-off – TEDGlobal, to the UK, Oxford on 21 July. The Technology, Entertainment, Design invitation-only (at \$6,000 for 4 days) conference, has seen some of the great public speakers including Bill Gates, Bill Clinton, Richard Branson, Stephen Hawking, Al Gore, Bono and more, giving the 'talk of their lives' over the years. This year's Oxford line up will include author Ian McEwan, sculptor Anish Kapoor and Kerry Fowler, founder if the Doomsday Seed Vault.

For those who cannot attend you can club together \$1,000 to watch it live online, or alternatively videos will slowly be made available at ted.com for free. Chris Anderson who is running the event says that posting the material offers a unique educational experience: “For the first time, no ambitious student will have their potential limited by not having a great mentor in their village. They can go face to face with the most inspiring teachers in the world. It's not a conference anymore – it's ideas worth spreading.” The TED is part of a wider movement to open up educational resources. You can also visit sites such as Steeple.org.uk which podcasts from British institutions like Oxford and Cambridge, encouraging education to spread via new media (even within the most traditional institutions).

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## FACEBOOK IN CONTROVERSIAL AD PLACEMENT ROW

Facebook have been asked to tighten up on their placement of ads, to avoid careless placement next to inappropriate, controversial content. Media agencies want Facebook to do more to reassure brands they will appear alongside appropriate and targeted pages. The news follows revelations by New Media Age this month, that Tesco has pulled its advertising with Facebook groups after its ads were featured alongside groups supporting holocaust denial. Facebook's Commercial Director, Blake Chandlee, and spokesperson, was not prepared to reassure advertisers via New Media Age, that they were taking steps to protect their brands. This same issue was also raised two years ago when brands including the AA, COI and Vodafone stopped advertising with Facebook after they too were positioned inappropriately, in this case with far-right political party the BNP and its groups. Facebook have since introduced an opt-out option for advertising on actual group pages, but industry experts say further measures should be introduced. Head of Trading at MediaCom, Damian Hodge, backed up the feeling that it was Facebook's responsibility saying: “It's about tightening up the processes to ensure that the ads never appear there in the first place and the pages are taken down”.

## NEW RIVAL FOR GOOGLE

A ground-breaking new search engine that computes answers as opposed to directing to websites, has recently been launched – and is said to be Google's largest rival.

The new search engine WolframAlpha, named after Stephen Wolfram (British-born computer scientist and inventor behind the project), the new technology 'takes a query and uses computational power to crunch through huge databases.' The new service has the ability to work out the distance between two cities, compute a country's population at a specific date, and even the position of the Space Shuttle at a given moment. The user will not have to search through links provided by the engine; response is instant, and where appropriate, accompanied by charts/graphs. Unlike Google, it offers answers to questions that have not been answered already. However, despite industry speculation that this could mean the death of Google, Dr Wolfram says his brainchild is not a traditional search engine but a “computational knowledge engine”.



## **markettiers4dc VISITS NO.10 DOWNING STREET TO LAUNCH NEW GOVERNMENT SCHEME**

markettiers4dc cameras were in No.10 Downing Street recently to film Prime Minister Gordon Brown and Housing Minister, Margaret Beckett MP, announce and explain the new Homeowners Mortgage Support (HMS) scheme, a government drive introduced to help struggling home owners. To promote the launch markettiers4dc shot a video news feature with Margaret Beckett. We also captured the Prime Minister, Gordon Brown discussing the new scheme with cabinet members, an impressive location first for markettiers4dc.

## **markettiers4dc NOMINATED FOR THREE CIPR GONGS**

markettiers4dc have been shortlisted for three CIPR Excellence Awards this year, including two in the Broadcast category, in a year which saw a record level of entries. The nominations included our recent 'Discovery of HMS Victory' campaign, a warship with one of the most famous names in English history for which markettiers4dc were on hand and on location to share the announcement with the world. The other nomination is for our 'NHS Organ Donor Register Passes 16 Million People Mark' campaign, with markettiers4dc boosting national organ donor numbers significantly via TV, radio and online coverage – doubling the donor target in a short space of time. The NHS campaign has also been shortlisted in the Public Sector category.

## **markettiers4dc PRODUCE BUDGET SPECIAL WEBTV PROGRAM**

Smallbusinessadvice.tv broadcast a live Budget Special WebTV show the day after red letter day, to help explain what the budget means for small businesses. Ian Collins, talkSPORT Radio host and regular contributor on Sky News and the BBC, joined the markettiers4dc roster of Webchats. tv presenters to host the show, as well as Shadow Business Minister, Mark Prisk MP, and British Chambers of Commerce Director General, David Frost, to assess the budget and economic recovery.

## **markettiers4dc CELEBRATES 15 YEARS ON AIR**

This month, markettiers4dc celebrates '15 years on Air'. With 2 *PRWeek* Awards under our belt in the past two years, The Sunday Times 'One to watch' two years running, and 5,700 pieces of coverage across radio, TV and online this year alone, we've already had a few reasons to celebrate. We look forward to the next fifteen.

## **FIRST CONFERENCE FOR markettiers4dc**

With 15 years at the forefront of broadcast PR, we are perfectly placed to host our first ever industry conference. Getting the Best from Broadcast PR, held at the Sadler's Wells Theatre on 2 June, will tackle head-on some of the key broadcast media challenges facing PR professionals today.

A great speaker line up including: Jimmy Leach, The Independent; Simon Bucks & Ursula Errington, Sky News; Andrew Bloch, Frank PR; Simon Thompson, Heart; Prof Adrian Monck, Head of Communications, World Economic Forum; Robin Britten, former editor BBC Radio 5 Live and more.

Topics include: 'The Regional View', 'Tuning in to online media', 'Who do we get to front this campaign', 'Broadcast means Business', and 'What's the future for broadcast media?'

Contact [conference@markettiers4dc.com](mailto:conference@markettiers4dc.com) or call 020 7253 888 for more information Tuesday 2 June, Sadler's Wells, London. Visit [www.markettiers4dc.com/broadcastpr](http://www.markettiers4dc.com/broadcastpr)