

News Release
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POWER HIT RADIO INCREASES ITS AUDIENCE THE MOST AND IS NOW STOCKHOLM'S THIRD LARGEST COMMERCIAL RADIO STATION

POWER Hit Radio increased its audience the most out of all commercial radio stations based on the number of listeners in the latest RUAB survey (98:4, P4 area).

The Monday to Sunday audience increased by 19,000 in Stockholm and 16,000 in Gothenburg.

POWER Hit Radio in Stockholm thereby passed MIX Megapol in terms of audience figures and is now positioned as the third largest commercial radio station in the capital city. The figures for audience figures on a weekly and quarterly basis also increased for both stations.

"It feels good that the increase in the previous survey is continuing and the trend is still upward. We also believe that "THE POWER MORNING SHOW" with ROB'nRAZ will contribute to further growth", says Niklas Ehrling, programme manager at POWER Hit Radio.

RIX Sveriges Puls, the other of MTG's radio channels, increased strongly in the latest RUAB survey (98:4) and passed NRJ in quarterly audience figures.

The channel has thereby the highest quarterly audience among the commercial network throughout the country; 107,000 listeners per average quarter (Monday to Friday, daytime) which amounts to an increase of 8 % compared with the previous period. The daily audience increased by 7 % to 599,000 (Monday to Friday).

RIX also increased the commercial listening time share among the networks and thereby has the greatest share; 22.6 %. The channel still has the highest weekly listening figures among the commercial network with 2,177,000 listeners per week.

RIX also increased its weekly listening figures and Monday - Friday day listening in the Stockholm, Gothenburg and Malmö P4 areas.

RIX is the station in Stockholm that increased its audience the most in terms of percentage in this survey: + 42 % Monday to Friday.

According to the latest RUAB survey, RIX MorronZoo is Sweden's biggest commercial radio morning show. This is one of the reasons for the success.

The latest RUAB survey shows that RIX MorronZoo has the highest audience figures and quarterly listening among the commercial network between 06.00 - 09.00 in the morning.

"The change in format during the spring has shown its effect in this survey. We have a strong product and this survey is proof that it is also working with the listeners. Trends among our listeners also indicate continued growth in the future",

comments Anders Nilsson, MD for MTG Radio.

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