



FOR IMMEDIATE RELEASE

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## **RIX FM STRENGTHENS HOLD ON RADIO LISTENERS**

**Modern Times Group MTG AB, the international media group, today announced that RIX FM has increased its number of listeners, securing its position as Sweden's largest commercial radio network. This position was confirmed today when Radioundersökningar AB (RUAB) announced the results of its audience survey, which also reported a decline in listener numbers for RIX FM's main competitor, NRJ.**

In the latest audience survey RIX FM's number of listeners was shown to have increased by 7% in Sweden, from 674,000 to 722,000 listeners per day, Monday through to Sunday. Sweden's second largest commercial radio network, NRJ, saw a decline in its number of listeners in the same period from 622,000 to 618,000.

RIX FM's 'RIX MorronZoo' hosted by Roger, Titti and Gert Fylking, is by far Sweden's most popular morning show among the commercial radio networks and continues to attract a growing number of listeners.

"We continue to take an increased share of the advertising market based on our increasing share of listeners. This is based on our national position, our creative content and innovative sales. I am particularly pleased that RIX MorronZoo continues to be so popular with the public," says Christer Modig, head of programming at RIX FM.

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

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