



PRESS RELEASE

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## **MTG RADIO CONSOLIDATES LEADING POSITION**

**RIX FM and Power Hit Radio are consolidating their positions as the most listened to commercial radio stations in Sweden and Stockholm, respectively. This was confirmed by the most recent listener survey performed by Radiundersökningar AB (RUAB).**

RIX FM raised its nationwide cumulative audience, from 10.2% to 10.3%, as well as its regular audience (GK), from 132,000 to 133,000. The network thus broke its record for listening audience. RIX FM expanded in all major cities (Stockholm, Gothenburg, and Malmö).

In addition, RIX Morron Zoo now reaches a record number of listeners, with a cumulative audience of 400,000, compared to 380,000 in the preceding survey.

Power Hit Radio retains first place in Stockholm, where it also boosted cumulative audience, from 10.6% to 11.0%, and its regular audience, from 19,000 to 20,000. The station still reaches more listeners than P3, Sweden's state-owned music station. In Gothenburg, too, Power Hit Radio increased cumulative audience and regular audience ratings.

The increases coincided with a period of decline in the number of listeners for commercial radio. Hence, MTG Radio has expanded its total audience share.

**For additional information, please contact Anders Nilsson, president, MTG Radio, at +46-8-5627 2000.**

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