

Radio 1 in 2006

Radio 1 in 2006

- The authentic voice of young Britain
- Serving a key audience for the BBC – the under 35's
- New music at its core
- Roughly half of the UK's 15-24's listen at least once a week

The market place has changed forever



65m sold in 4 years



**Aiming to dominate
music globally**



**“The home of music
on broadband”**



**Positioning as leading
mobile music provider**

The range of music listening options is exploding

New digital services

heat
FCUK FM

Overseas services



New entrants



Niche services



Personalised radio



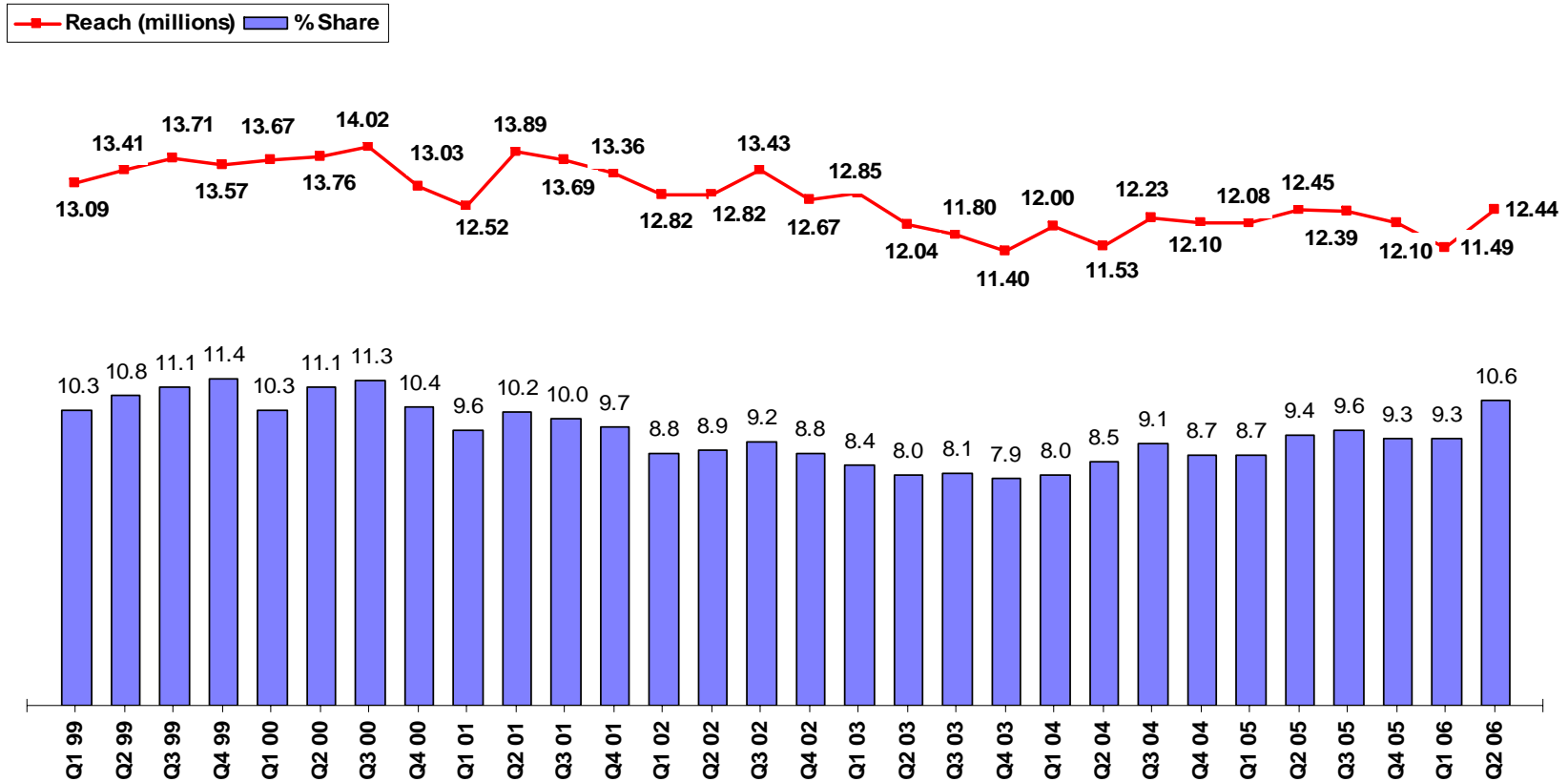
Music jukeboxes



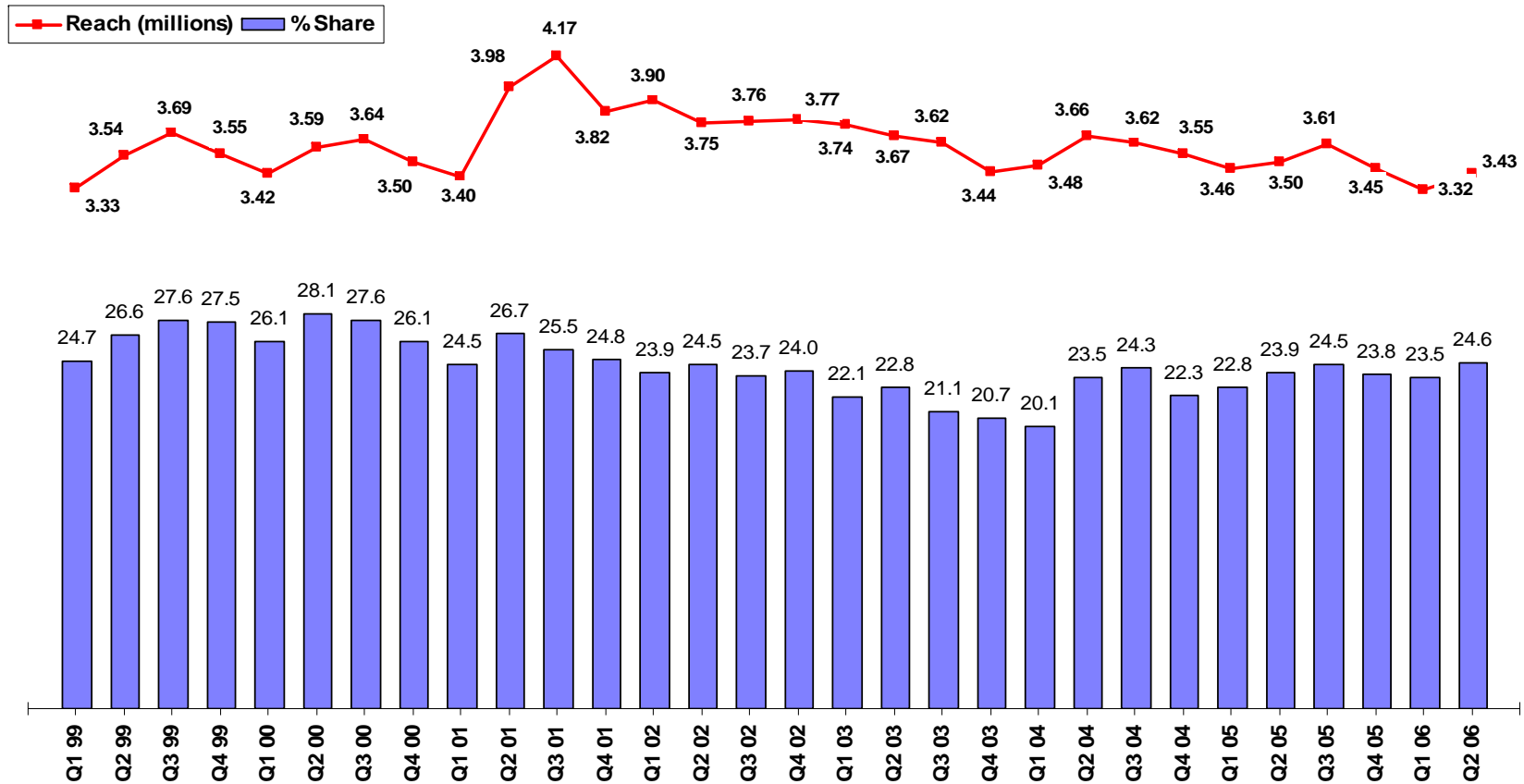
Personal collections



Share is at its highest since 2003



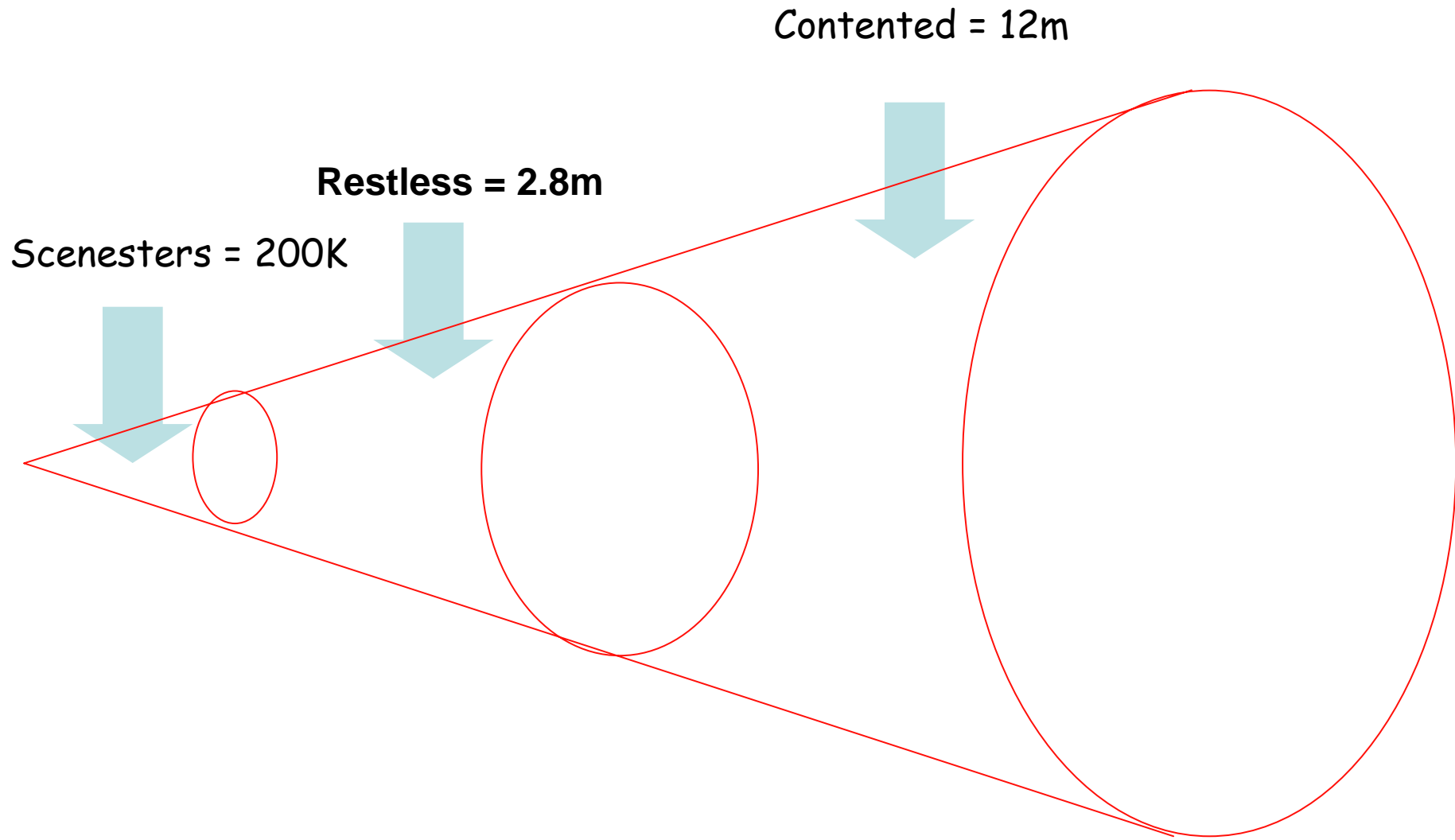
15-24 reach up



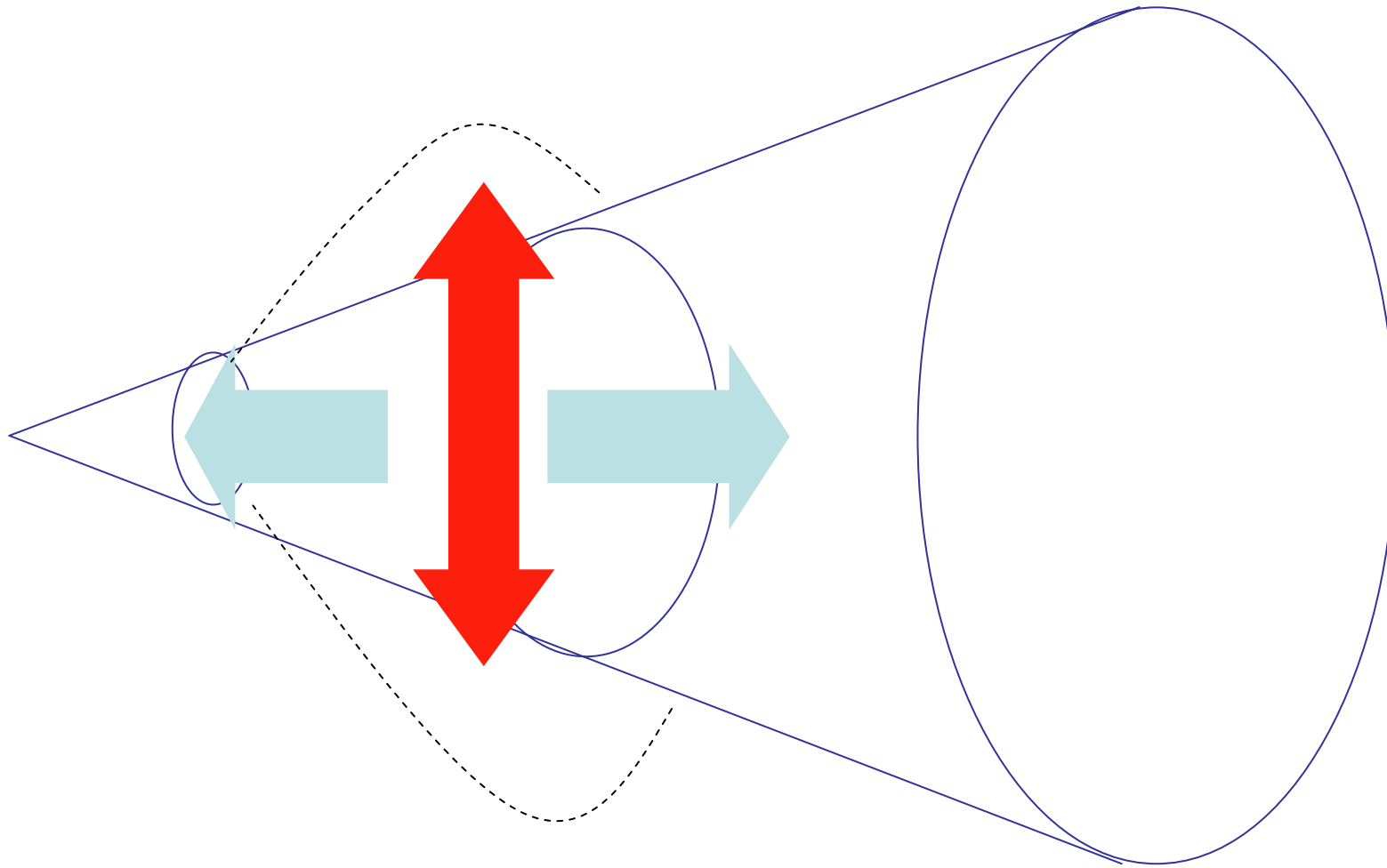
Radio 1 listeners: Contented, Restless, Scenesters 15m 15-35's in the UK

- **Contented:** Mainstream tastes, reality TV, blockbuster films, chart pop and high street fashion. Moyles fans, but as likely to be ILR listeners
- **Restless:** Still broadly mainstream – but interested in new music, films and culture, need guidance, R1 fans
- **Scenesters:** Early adopters in music and fashion, musicians and DJ's themselves, some R1 Specialist shows

Radio 1 listeners: Contented, Restless, Scenesters



There are approx. 1 million “natural” Radio 1 listeners – not listening



Radio 1 Specialist Schedule

- What are specialist shows for?
 - Serve restless and scenester audiences
 - Support genres and artists not supported elsewhere
 - Deliver public value to a young audience
 - Feed and inform mainstream music policy
 - Develop new presenter talent
 - Help make Radio 1 “cool”

Radio 1 Specialist Schedule

- The audience are confused
- They don't know as much as we think they do – and they want guidance
- Change is expected

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN 04-0700	
6	MAINSTREAM SCHEDULE				Title: Scott Mills' Friday Floor Fillers	Title: Radio 1's After Show with The Trophy Twins	
						MAINSTREAM SCHEDULE	
7	Zane Lowe <i>(inc Nations on Thursday @ 1930)</i>				Title: Pete Tong	(I) Title: Judge Jules	Title: Radio 1's Dance Anthems with Dave Pearce
9	Title: Steve Lamacq's In New Music We Trust	(I) Title: Westwood's In New Music We Trust	Title: Jo Whiley's In Live Music We Trust	Title: Pete Tong's In New Music We Trust	title: The 1Xtra Take Over with Ace & Vis	(I) Title: Westwood	Title: Annie Mac
10	Title: Colin Murray <i>(inc doc/feature on Wednesday)</i>				Title: Annie Mac's Mash Up		Title: The Radio 1 Surgery with Letitia & Dr. Mark
12	(I) Title: The Radio 1 Rock Show with Dan Carter	Title: Bobby Friction & Nihal <i>(online billing, add R1's Asian beats show)</i>	Title: Huw Stephens	(I) Title: Eddie Halliwell	Title: Fabio & Grooverider	(I) Title: Radio 1's Reggae Dancehall with Goldfinger	Title: Rob da Bank <i>(on-line billing, add R1's leftfield show)</i>
0200 0400	Title: The Radio 1 Punk show with Mike Davies	Title: Ras Kwame <i>(on-line billing, add R1's new black music show)</i>	(I) Title: Gilles Peterson <i>(on-line billing, add: joining the musical dots)</i>	(I) Title: Mary Anne Hobbs <i>(on-line billing, add: R1's experimental show)</i>	(I) Title: In New DJs We Trust	(I) Title: Radio 1's Essential Mix	Title: Annie Nightingale <i>(on-line billing, add R1's breaks show)</i>
0400- 0430	JK & Joel inc Podcast 2	JK & Joel inc Podcast 3	JK & Joel inc Podcast 4	JK & Joel inc Podcast 5			JK & Joel inc Podcast 1

New Specialist Schedule