

riviera
www.riviera.fm



riviera fm Sales & Marketing Pack

Background

riviera fm is entering exciting times with new programming, an excellent team of presenters and some fabulous guest appearances, showcasing local and national talent.

Since its inception in 2009, **riviera fm** has established itself as the only independent internet radio station covering the whole of Torbay and, because it uses the medium of internet, reaches a global market in its listenership.

Unlike commercial radio stations, **riviera fm** is run as a social enterprise as a not-for-profit station by volunteers with funding from several different sources including businesses who are interested in reaching our listeners where costs for advertising on commercial radio would normally be prohibitive. Operating profits from advertising are fed into securing and improving future provision of the **riviera fm** service, contributing to local charities (such as Devon Air Ambulance), and initiatives in the community.

Businesses sponsoring or advertising with **riviera fm** will not only be getting excellent exposure with our listeners but will also be helping the local community by supporting us, local charities and good causes.

The Facts and Figures about Radio

90% of the UK population (48.2 million adults) tune into radio every week, up by 386,000 on the same period year ago.

- In the last quarter of 2015 the total average number of weekly hours dedicated to radio listening was **1.01 Billion!**

- On average, a listener tunes in to **21 hours and 4 minutes** of live radio per week.

(Source: RAJAR Data Release Quarter 4 2015)

Digital Platforms (Online, DAB and DTV)

- The share of all radio listening via a digital platform including Internet is **41.7% compared with 37.9%** for the corresponding period in 2014.

(Source: RAJAR Data Release Quarter 4 2015)

Radio Listening via Mobile Phone & Tablet



- An ever increasing number of people are listening to radio on the move with **26%** of adults claiming to listen to radio via mobile phone or tablet at least once a month which is a **20% increase** on year ago.

- **41% of 15-24 year olds** claim to listen to the radio via a mobile phone or tablet at least once a month which is **up 10%** on year ago.

(Source: RAJAR Data Release Quarter 4 2015)

riviera fm has its own App, its own website with Listen Again facility and its own social media links, keeping up to date with the latest trends in radio listening.

“Radio is thriving but mobile and web listening is the future”, Jasper Jackson. (Source: The Media Briefing)

“Internet radio listening is up 37% year-on-year in the UK (RAJAR Q2/2012) and the trend shows no sign of abating.” (Source: Canstream Internet Radio Streaming and Video Hosting)

Apps

- Radio Apps are popular amongst radio listeners - **22.4 million or 42%** of the UK population have downloaded a Radio App, including **4.2 million (52%)** of 15-24 year olds and **5.1 million (58%)** of 25-34 year olds. Over half of all users who download a Radio App use it on a weekly basis.

(Source: RAJAR Midas Autumn 2015)

- The **riviera fm** App receives an average of 1025 hits and in excess of 12,500 minutes streamed each month with 77 minutes the average listener session time. Advertising is also available on the **riviera fm** App.

(Source: Oct/Nov 2015 Riviera FM Stats)

Website

- The **riviera fm** website receives an average hit rate of 350,000 per month. (Source: riviera fm monthly data June 2016)
- Website visitors have the opportunity to read all about the Presenters and the Shows they host; Studio News and What's On in the Local Community as well as information and links to the businesses that sponsor and advertise with **riviera fm**.

Listen Again

- **4.3 million** adults use the 'listen again' function. Desktops/Laptops are the device of choice with **42% share** of all 'listen again' listening hours. **82%** of all 'listen again' hours are listened to in the Home. **83%** of Listen Again/Catch Up Radio hours are listened to alone.

(Source: RAJAR Midas Autumn 2015)

Social Media

- **47% of 15-24 yr olds** and **32% of adult Social Media users** claim to receive updates about their favorite Radio Station/Presenter through social media
(Source: RAJAR Midas Autumn 2015)
- Current number of **riviera fm** Facebook likes is just over **3,700**
- Current **riviera fm** Twitter Followers stands at **4,500**

The Package

Sponsorship on riviera fm: Opportunities to sponsor a time slot, show or feature on riviera fm.

Example: Good Morning Torbay 09:00 – 11:00 Monday - Friday morning, 6 mentions per show.

Interested? Please get in contact for pricing and contract terms.

If you are a larger client interested in greater exposure across our radio station on a regular basis, bigger sponsorship opportunities are available which will enable you to maximize your reach to a larger cross section of listeners. Bespoke packages can be discussed by contacting sales@riviera.fm

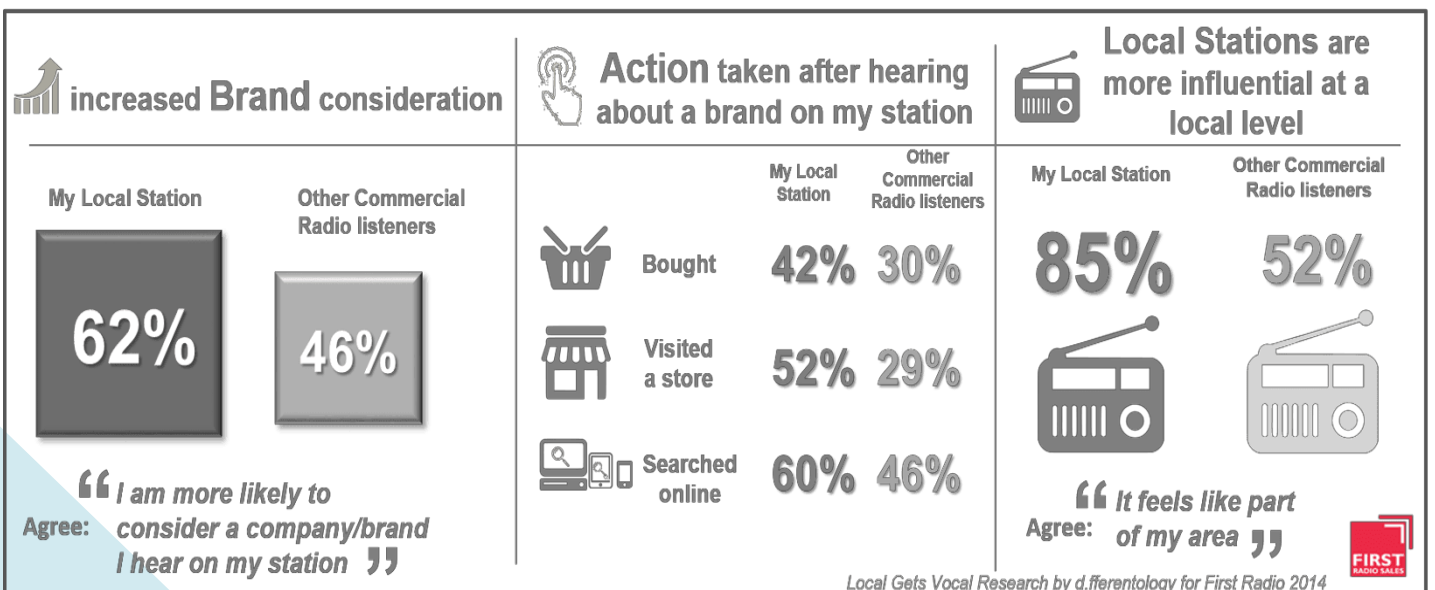
Advertising on riviera fm: Packages start from **600 exposures** over a two month period across a cross-section of appropriate shows and times. That's on average 10 airings a day! Larger packages are available to suit your business needs.

Production of jingles and adverts to powerfully communicate your message to our audience can be produced at highly competitive rates. If you want to supply your own adverts no problem. Just supply the audio to us.

Your representatives will be offered airtime to promote your business within our programming at no extra cost so if you have a special event or want to showcase a service we can help you.

Packages can include a presence on our highly visited website **at no extra cost**. There are also opportunities for exposure through our **mobile app** and **social media** profiles.

Suitable for both small and large businesses a bespoke package can be tailor made to your business needs. Please get in contact for current prices.



The Benefits of Going Local:

Local Statistics

There are 131,000 residents in Torbay, split 63,100 males and 67,800 females of which 27.6K are 0-19 yrs of age, 72.4K are between the age of 20 and 64 and 30.9K are over 65.

(Source: Torbay Council Census 2011)

riviera fm programming covers the following genres:

- Rock and Roll
- Disco and Pop
- Blues and Jazz
- Indie and R&B
- Easy Listening
- 60s, 70s, 80s and 90s
- Soul, Reggae and Funk
- Locally Produced & Unsigned

And meets the needs of the local community by programing covering

- Community Issues
- Recovery
- Health & Wellbeing
- Current Affairs
- Local Events
- Quiz Shows
- Phone-ins

- New Talent
- Sport

Together with

- News
- Local Weather
- Local Travel
- Radio Schedule

riviera fm's importance to the community

- The **riviera fm** Recovery programme linked with the NHS
- Training linked with the BBC & City & Guilds
- Fundraising for the local community through donations, sponsorship and advertising

riviera fm is independent of any radio network and is the station of choice for those wishing to appeal to local consumers and businesses in the Torbay area. We have a close liaison with BBC Radio Devon who were advisors to Riviera FM during its start up period.

There are circa 35 presenters at **riviera fm** all receiving ongoing training with both the BBC and City & Guilds in order to provide an up to date and professional level of presentation and production of all radio shows at all times.

Please contact sales@riviera.fm for further information

love radio – love riviera fm