

**LE RADIO**

**FEBRUARY 2012**

Jonathan Arendt  
Managing Director



## MISSION STATEMENT

Planet Rock plays rock music (melodic, guitar-led, with attitude) from the 70's to today - Classic Rock and the best rock of the last 20 years

- Accessibility through familiarity
- Relatability through non-musical content
- Trust through music authority

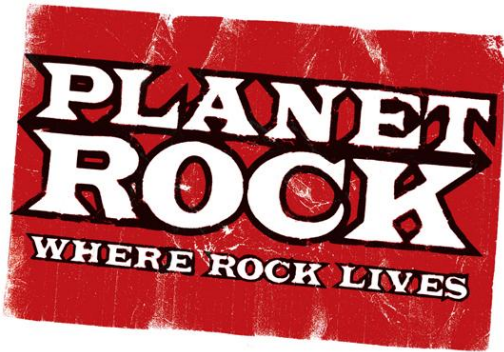
Where Rock Lives

# PLANET ROCK

WHERE ROCK LIVES

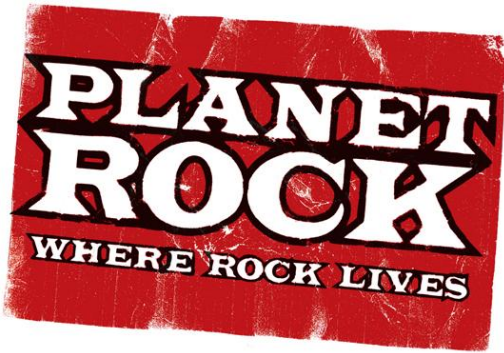


# CORE ARTISTS



# KEY BANDS 70's, 80's, 90's, 00's... PRESENT

- 70's** LED ZEPPELIN, PINK FLOYD, AC/DC, DEEP PURPLE, ROLLING STONES...
- 80's** GUNS N' ROSES, VAN HALEN, IRON MAIDEN, BON JOVI, U2...
- 90's** PEARL JAM, FOO FIGHTERS, MUSE, RED HOT CHILLI PEPPERS...
- 00's** THEM CROOKED VULTURES, KINGS OF LEON, QUEENS OF THE STONE, BCC...
- NOW** JANE'S ADDICTION, RIVAL SONS, CHICKENFOOT, SLASH...



## HISTORY

- 1999 Launches as one of first UK digital stations
- 2005 First live presenters with Alice Cooper at Breakfast
- 2006 Wins 1<sup>st</sup> Sony Gold Award
- 2008 Planet Rock sold by GCap to Malcolm Bluemel
- 2010 Def Leppard's Joe Elliott joins
- 2011 Total re-image, re-position and re-format

**PLANET  
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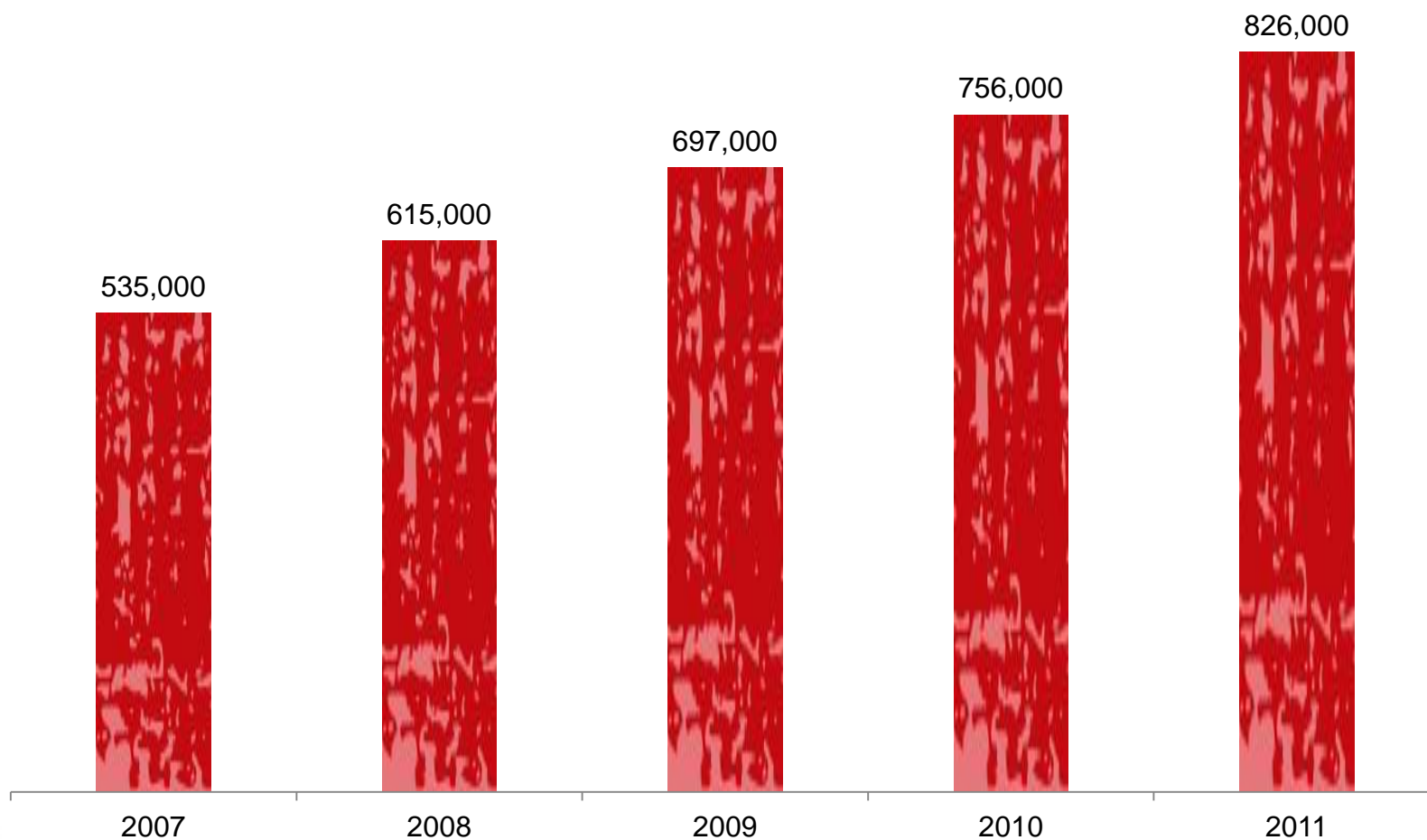
# NO. 1 COMMERCIAL DIGITAL STATION

	Total Hours (000s)	Reach (000s)
BBC 6 Music	12,450	1,443
BBC 4 Extra	8,559	1,554
<b>Planet Rock</b>	<b>6,187</b>	<b>811</b>
BBC 1 Xtra	4,461	1,017
Absolute 80s	3,960	828
Kerrang!	3,779	764
The Hits	3,166	984
Smash Hits	2,902	1,004
Jazz FM	1,908	512
Heat	1,808	648
Absolute 90s	1,565	348
Absolute Classic Rock	1,563	391
Q	933	283
Absolute 00s	542	139

Source:RAJAR Q4 11

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# WEEKLY AUDIENCE

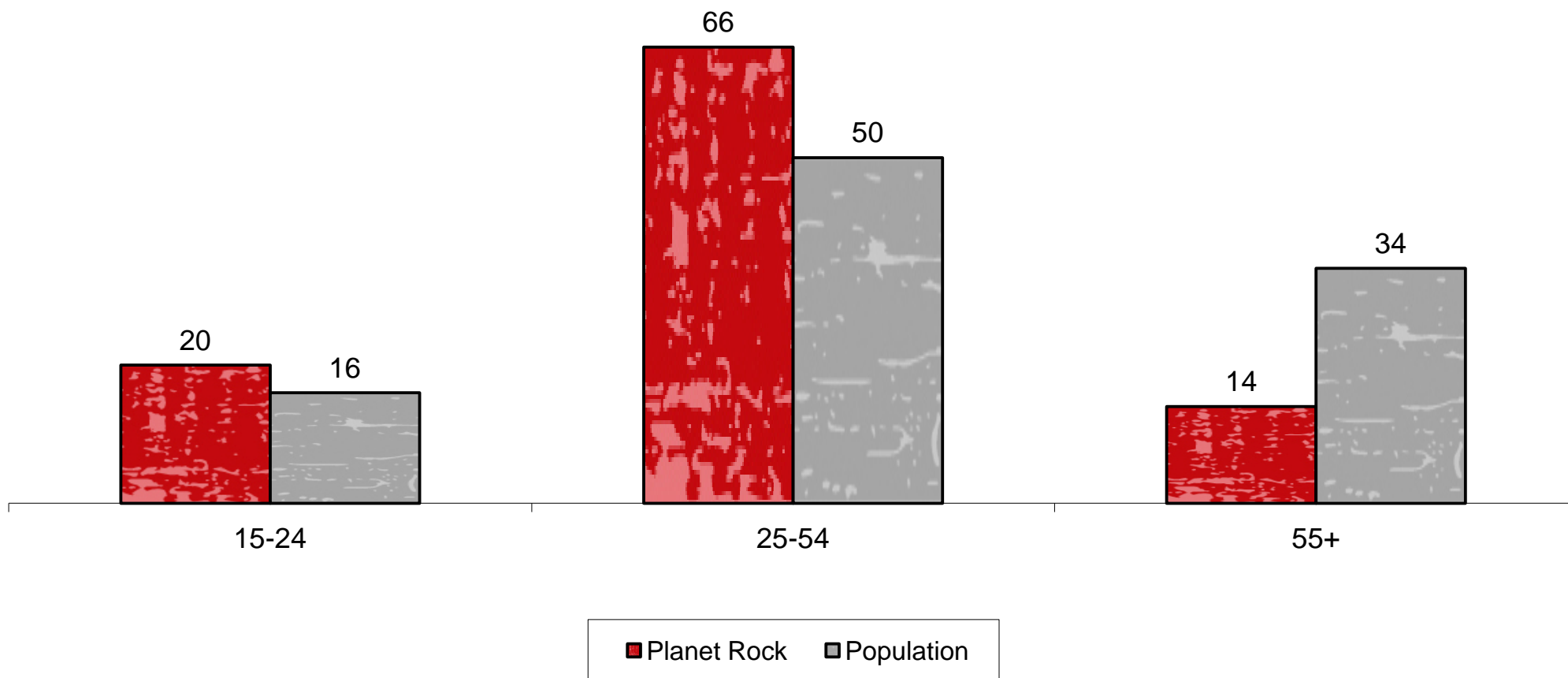


Source:RAJAR Q4 11



# AUDIENCE PROFILE

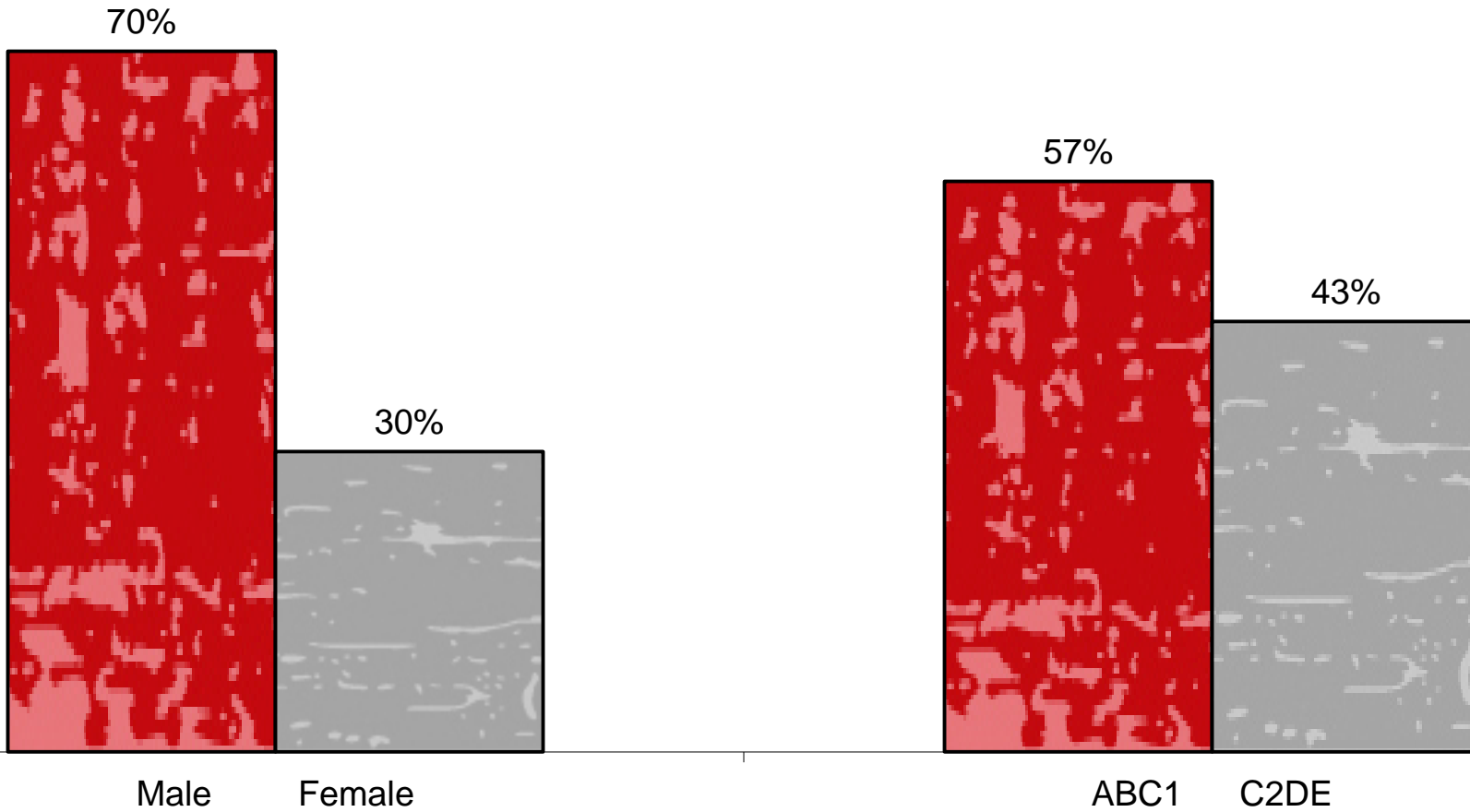
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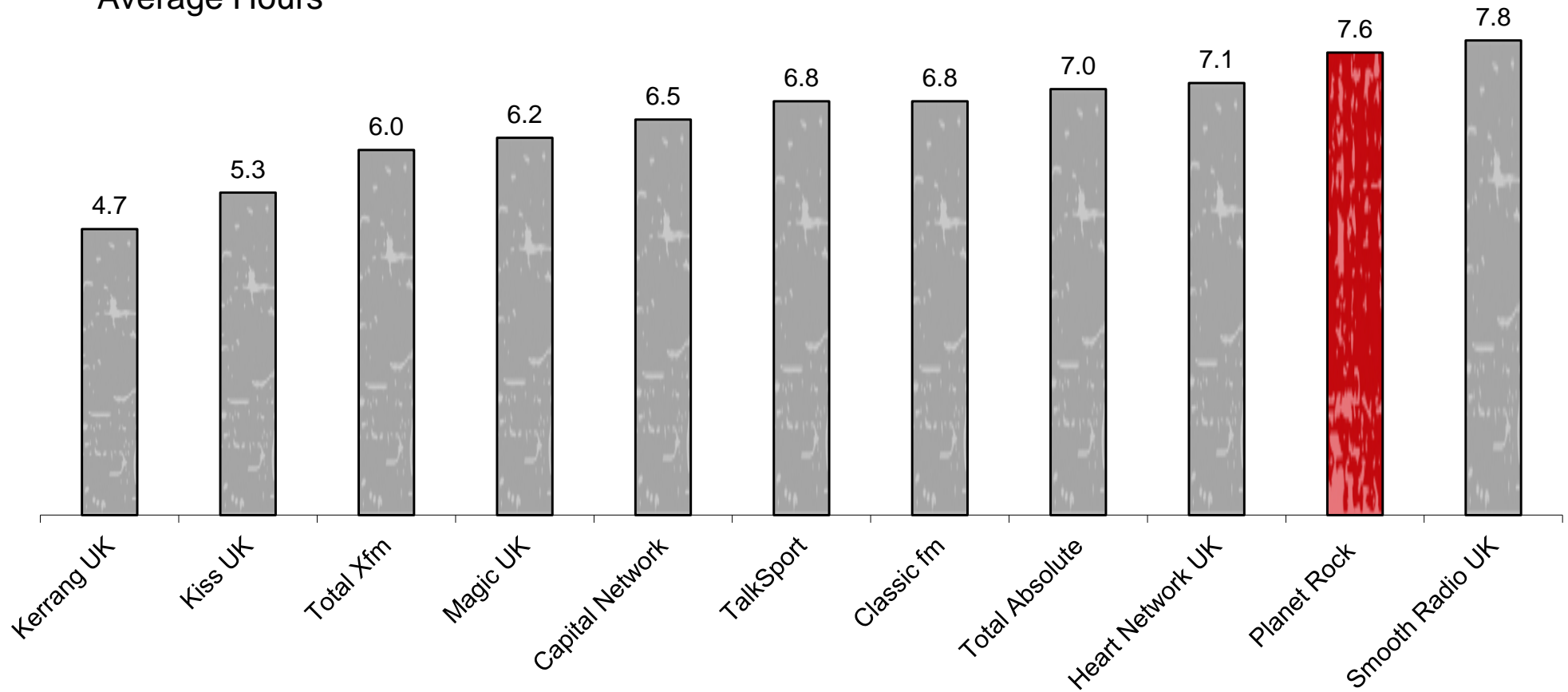
# AUDIENCE PROFILE





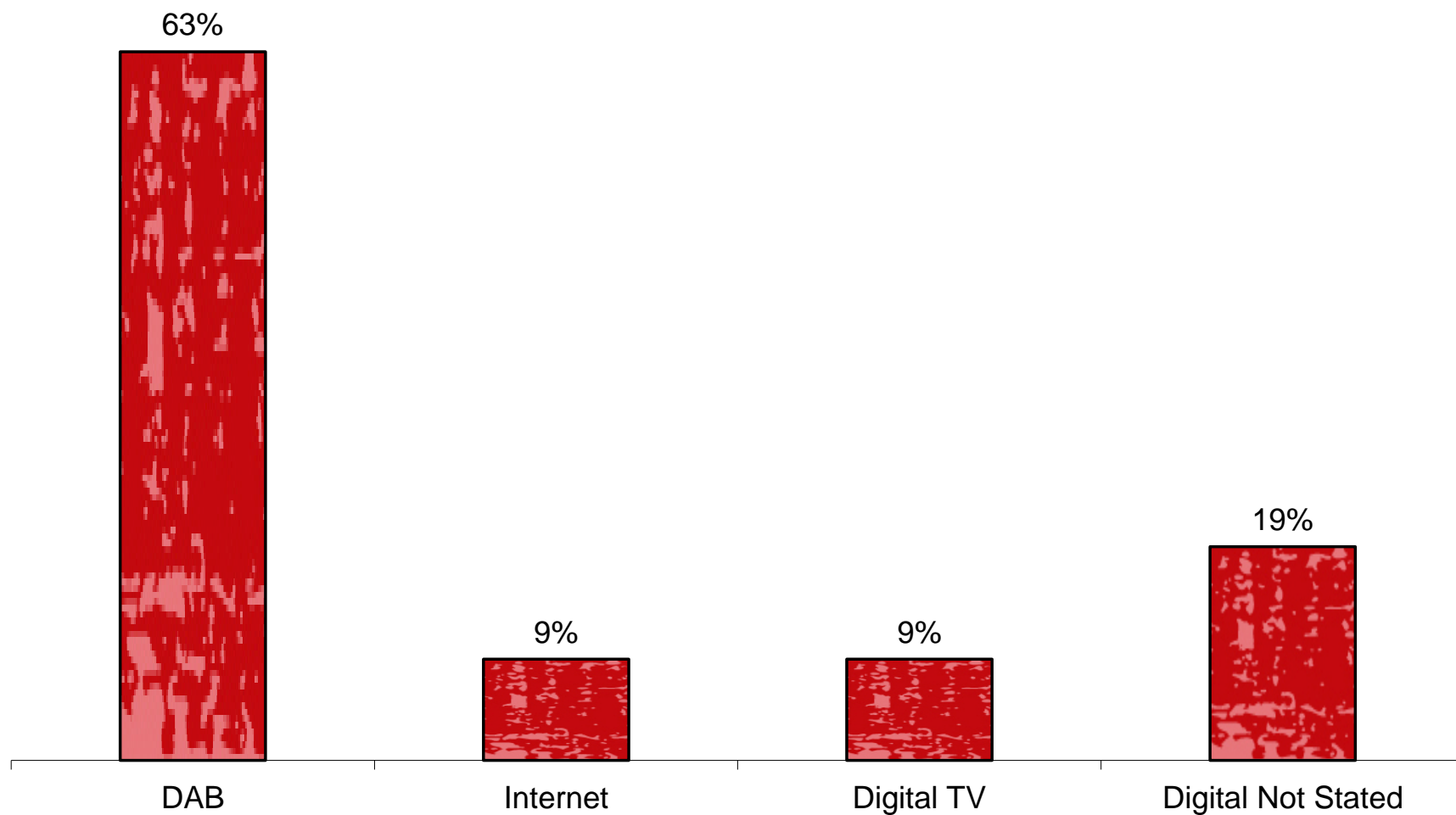
# STRONG LISTENER LOYALTY

Average Hours



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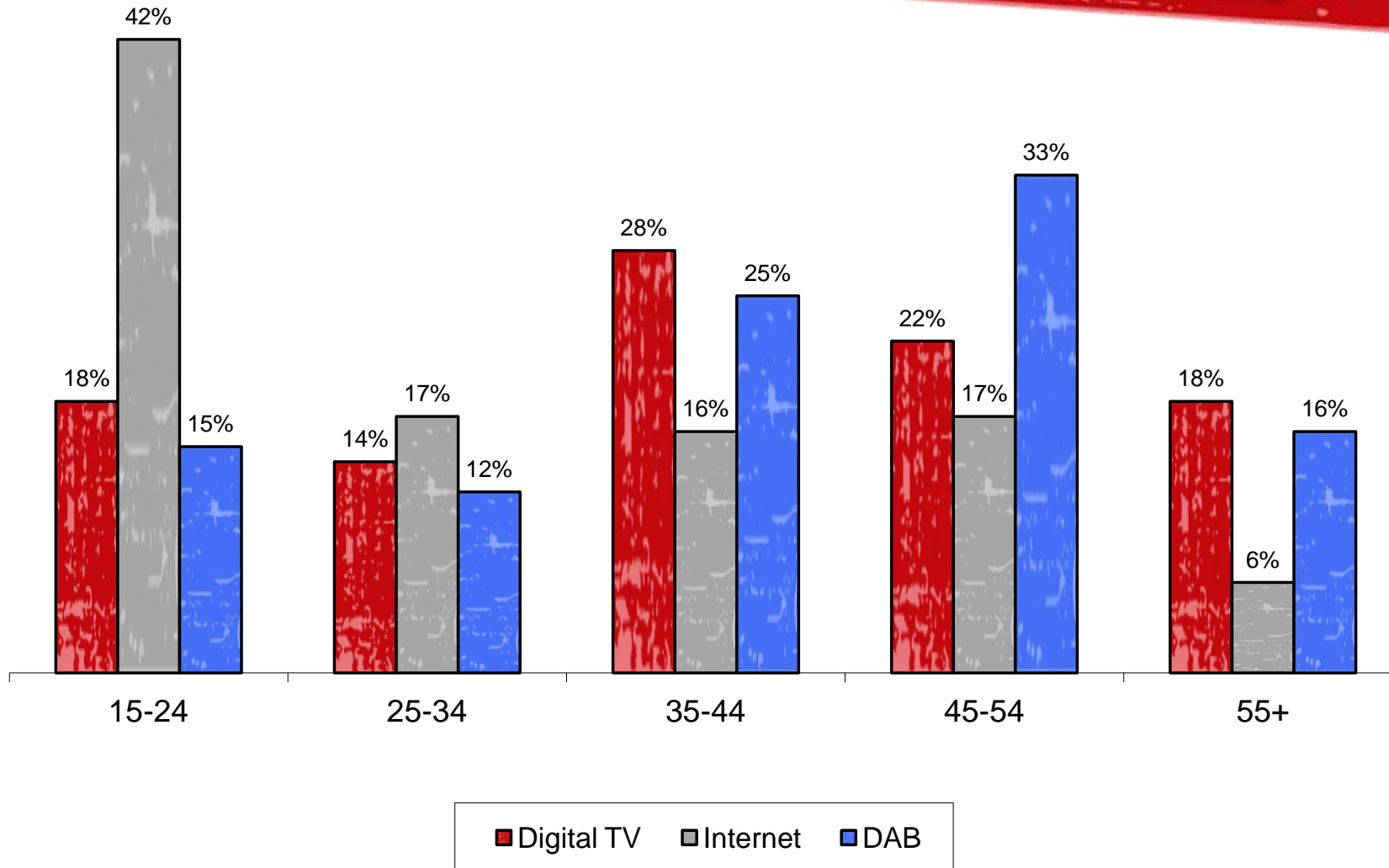
# PLATFORM SHARE



Source:RAJAR Q4 11

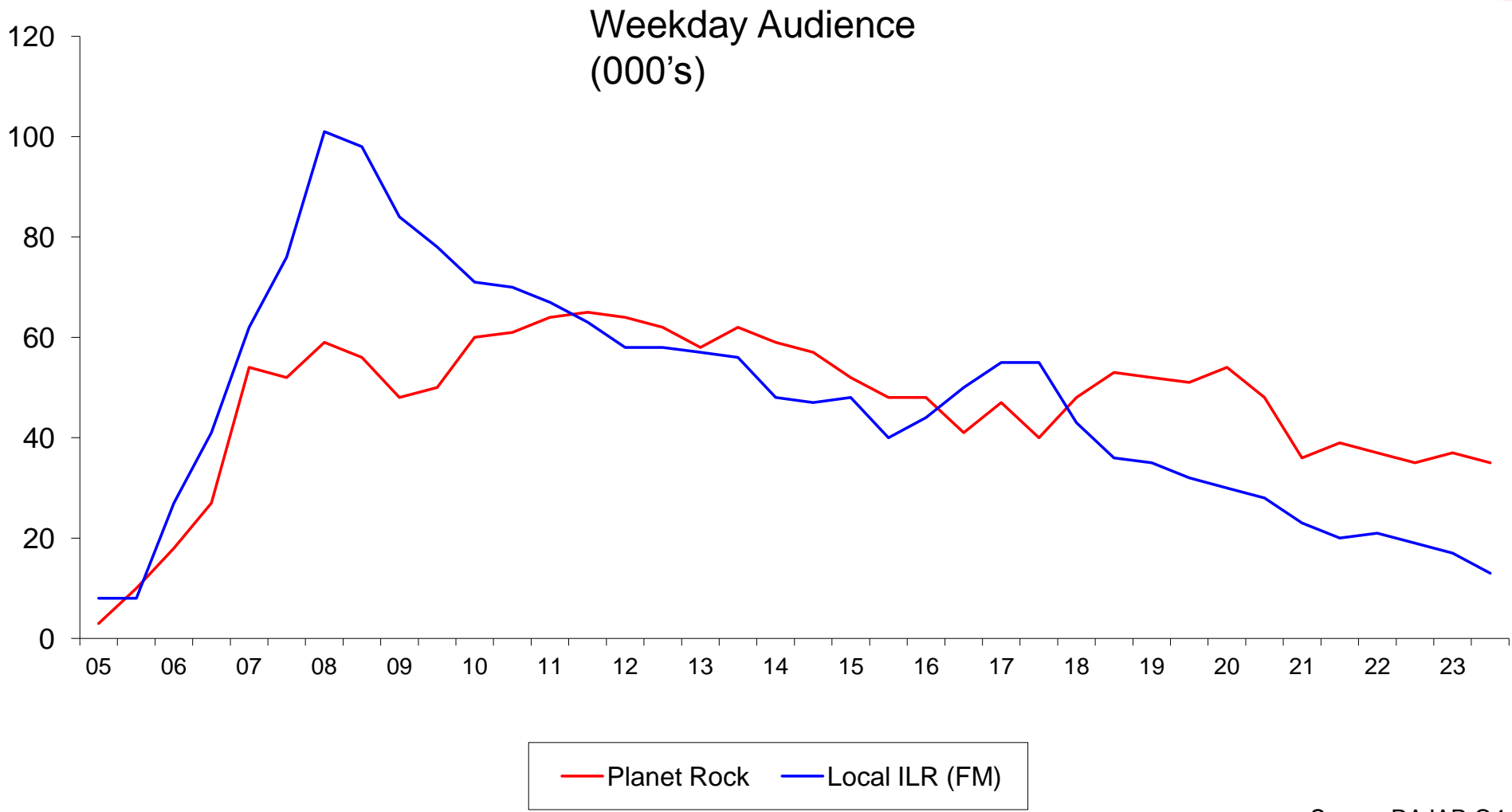


# PROFILE BY PLATFORM





# HALF HOUR AUDIENCE



Source:RAJAR Q4 11

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# WEEKDAY SCHEDULE

**0600 – 0900 PAUL ANTHONY**



**Featuring Free Ticket Friday & much, much more...**



**ROB BIRNIE**

**0900 – 1300**

**Rob's show features the daily rock quiz & The Connection**

**1400 - 1800**

**DARREN REDICK**



**Featuring Trilogy at 3, Quadrophenia at 4 and Live at 5**

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# WEEKDAY SCHEDULE



**NICKY HORNE**

**1800 - 2100**

**For 30 years a rock radio legend. Nicky introduced**

**Led Zeppelin on stage at Earls Court in 1975**



**ALICE COOPER**

**2100 - 0100**

**Shock Rock becomes Shock Jock for "Nights with Alice"**

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# THE WEEKENDS



**JOE ELLIOTT**

**SATURDAY 1800 - 1900**

The Def Leppard frontman plays the music that has inspired him, punctuated with stories from three decades in one of rock's greatest bands



**JOE BONAMASSA**

**SUNDAY 1800 - 1900**

Joe delves into his record collection to bring you his favourite tracks of all time





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anything can fly

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**Murray J**

Pink Floyd - Keep Talking



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WIN VAN HALEN'S NEW ALBUM

AC/DC: SCOTLAND'S FAMILY JEWELS

WIN A SIGNED DEEP PURPLE DVD

RHODES ROCK 2012

SEE IAN ANDERSON ON TOUR

WIN VAN HALEN'S NEW ALBUM

We have deluxe copies of Van Halen's brand new album, A DIFFERENT KIND OF TRUTH, to give away



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ROCK NEWS



Bill Ward May Miss Sabbath Reunion

Drummer issues statement saying he may not be part of the album and tour

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Wilson/Åkerfeldt Project Is



Manics Take National



Van Halen Play Secret

PEOPLE WHO LIKE THIS



✓ Like Rachel Gillett, Matt Dixon and 70,593 others like this.



THE SCHEDULE



Murray J

[NOW](#)



# PLANET ROCK DIGITAL - DECEMBER

Planetrock.com	311,000 uniques
Newsletter	75,000 recipients
VIP members	51,000
Facebook	68,000 friends
App downloads	85,000



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# MARKETING

- 250,000 Planet Rock car stickers in Pure Radio packaging during Christmas 2010/11
- The pre-set display station on Tesco & Vauxhall product promotion and on their respective websites





# MARKETING

## Event Partnerships

- Download, High Voltage & Sonisphere
- Off the Record with Yamaha
- Classic Rock Awards
- British Music Experience
- Silverstone Classic & The Classic Car Show
- Great British Beer Festival

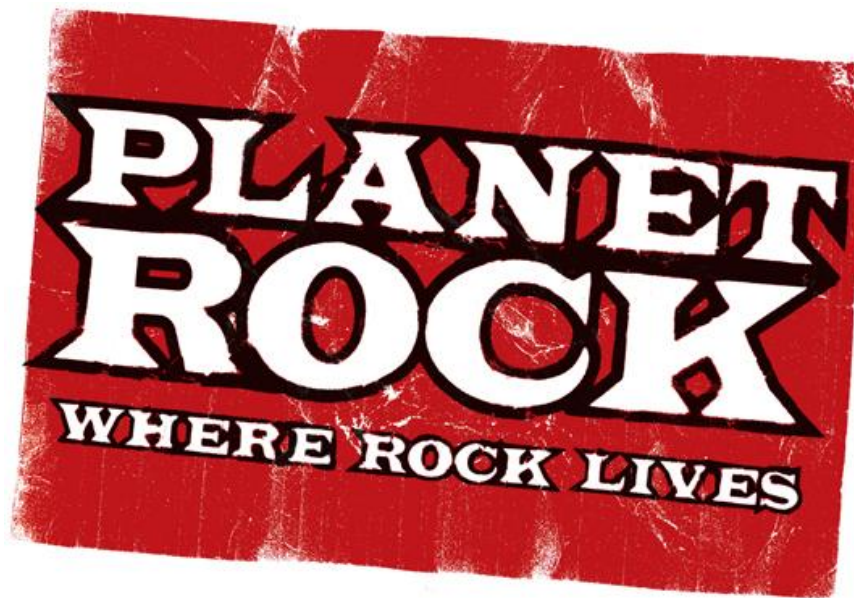
## Digital Marketing, Advertising and PR

- Dedicated in house team
- Daily activities across multiple social network sites
- Monthly music magazines

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# FESTIVAL PARTNERSHIPS





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