



TOWN 102 – THE NUMBER ONE COMMERCIAL STATION FOR IPSWICH

Local champagne suppliers have been put on full alert – as Town 102 celebrates record audiences and becomes the number one commercial radio station for Ipswich.

According to industry figures released today, Town 102 has the largest slice of the commercial radio market in Ipswich – and is also one of the UK's fastest growing stations.

The number of listeners to Town 102 has increased by 43% over the past year. Time spent listening has shot up by 87% year on year.

Town 102's market share is 6.9%, outperforming commercial rivals Heart and Kiss, both of whom shut down their Suffolk based studios in recent months.

Meanwhile, Town 102 has gone from strength to strength with popular local presenters joining the station including Nick Pandolfi at breakfast, Paul Morris in the afternoon and Brian Mann's Sunday country music show.

Programme Director Tom Kay is thrilled with the result:

“We've remained loyal to Ipswich - putting localness first - and this shows in the positive feedback we get from listeners, advertisers and now in our best ever audience figures”.

“Others may well be turning their backs on local radio but these figures show just how important a local service is for Ipswich”.

Town 102 broadcasts from studios in Great Blakenham on 102.0FM and online at www.town102.com

ENDS---EMBARGOED UNTIL 00:01 THURSDAY 12th MAY 2011---
DATA SOURCE : RAJAR/IPSOS Q1 2011