

Cowes Radio 2018 – Overview of on-air audiences and online web analytics

Cowes Radio is an award winning special event station, 2018 will be our 33rd consecutive year of operation at Cowes Week, making it the UK's longest and most successful radio station of it's kind. There is a well-established, loyal repeat listenership from around the whole of the Solent area – from Lymington in the West, Southampton to Portsmouth and the Isle of Wight, (“with a population of over 1.3 million and some 50,000 businesses” Source: SolentForum.org) - and online globally.

Peak audiences feature in the Breakfast Show and the morning Race Commentary periods, through to around 1.30pm. Figures then build again from 3.30pm onwards - especially when we broadcast full live commentary of the Extreme 40s in 2009 - through to the Regatta Report programme from 5 to 8pm. FM broadcast audience reduces towards that time (in direct proportion to beer consumption around the bars!). However, time shifting around the world maintains a steady online listenership.

Broadcast radio audience figures are of course only based upon regular diary-based audience surveys. It is difficult to build a regular new reach figure each year as the special event station is only on air for the duration of the event. And these RAJAR surveys are prohibitively expensive. However, from previous street-based surveys we have achieved an 83% reach in Cowes, with a loyal following around the entire Solent area. Competition responses also give a very reliable indication of audience sizes, and from all of these factors the **daily** audience is calculated as in excess of 25,000.

For 2017 in the UK, broadcast Radio was listened to by “90% of the population, which is still massive”. To put that into context, Google is the UK's most popular website and that has 33.9 million monthly visitors. Facebook has 26.8 million monthly visitors. Radio has 48.2 million **weekly** listeners.” (Source: Mediatel/RAJAR).

However, through our online broadcasts we are constantly reminded by emails and messaging from around the World that we are listened to by past competitors, families and well-wishers who can't be at Cowes. Confirming that our online audience grows annually. In 2015 “Tuning into radio over the internet has increased by a staggering 39% year-on-year” in the UK (Source: Mediatel/RAJAR)

The 256 bit audio feed is streamed on our own covesradio.co.uk, the official Cowes Week website, YBW.com (the online version of IPC Magazines marine issues), The Independent, Cowes TV Video stream and some of our other supporters sites around the world.

Downloads we measure as time spent online, and therefore seconds listened to by an individual IP Address. In 2017, the total came to 18,000 hours. Concurrent listeners peak at any single point in time to around 3,500.

Cowes Radio online audience demographics:-

- 81 percent UK
- 10 per cent Europe
- 5 per cent USA
- 4 per cent Antipodes and others

That's 117 countries, more than a million minutes downloaded and 200,000 plus listeners. An online, the Facebook Live feed on the last day of Cowes in 2017, for the start of the Fastnet Yacht Race, we achieved a staggering 250,000 audience, reaching a million people.

We are the sound of the live TV service from the Royal Yacht Squadron and the Cowes Week organisers *Cowes TV* operation, adding their considerable online audience to ours, as well as the Commentary Rib and anchor presenter being visually featured heavily throughout each breakfast and starting sequence shows from 09.30 through to 1400 each day. (*See separate Cowes TV Audience figures.*)

Stephen Ancsell
Station Director

More info: steve@covesradio.co.uk
And www.covesradio.co.uk

©Airwaves Media Productions Ltd 2018