

A young man and woman are featured in the background, partially obscured by a semi-transparent green overlay. The man on the left is looking directly at the camera with a serious expression, his hand resting on his head. The woman on the right is smiling slightly, looking towards the camera. The overall aesthetic is modern and youthful.

# POWER RADIO

**Media Pack**



# The Mission

Power Radio UK delivers the most hit music for 15-24 year old 'Millennials' across the United Kingdom — a young and tech-savvy generation with a thirst for up-to-date knowledge and the freshest hit music.

They're early adopters at the leading edge of the mainstream, so they need to have all the info first, and they like it bite-sized. They listen because they want all the biggest hits of the moment, and they want content that's up-tempo and fast-paced. They want it funny, irreverent and uncomplicated...and they want it now. We share their love of discovering new and emerging artists, and we only play music released within the last 12 months.





# The Listener

Power Radio UK targets 15-24 year olds. They love listening to the freshest hit music, they're all about living life to the full and they love a laugh. They want to be engaged in what's going on now, and to have their finger directly on the pulse. They're currently studying for exams, in University or recently in the job world. They come to us because they want to hear the artists they love – the biggest hits of today. They choose the Power because they want to know what's going on in their community, and they want to have fun.



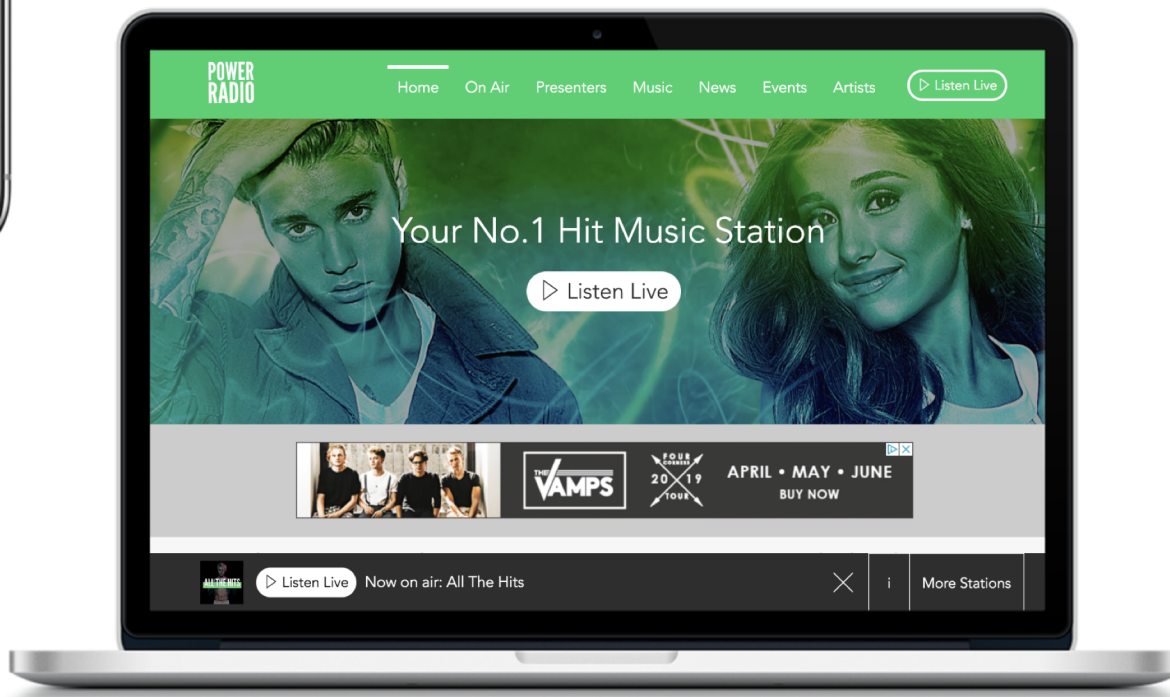


## App

Download the 'Tunein Radio' App to listen to all the biggest hits, and the best Power shows on the go.

## Online

Get all the latest celebrity news, and view the schedule at on the website.



## Listen, Watch & Engage

## Smart Speaker

We're voice recognition ready. Listen on Amazon's Echo.





# Key Contacts

## Station Manager & Programming Director

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