



BOOM
radio



BOOMradio

**The national radio station
for the
UK's 14m Baby Boomers -
delivering real engagement
and scale.**

Available on DAB across the UK – and
online on smart speakers, phones,
tablets and PCs.

FEEL YOUNG. *again!*

Boom targets a generation which has felt unloved – targeting those aged 55-75.

As BBC Radio 2 shifts younger, some listeners have become disaffected.

Boom provides a true alternative - playing music Boomers love – delivered by entertaining personality presenters who are passionate about the music they play.

The listeners grew up with those presenters – and they are part of their lives, resulting in Boom's impressive loyalty and engagement.



A **SIGNIFICANT** UK RADIO STATION

443,000

3.95m

Listeners across the UK weekly

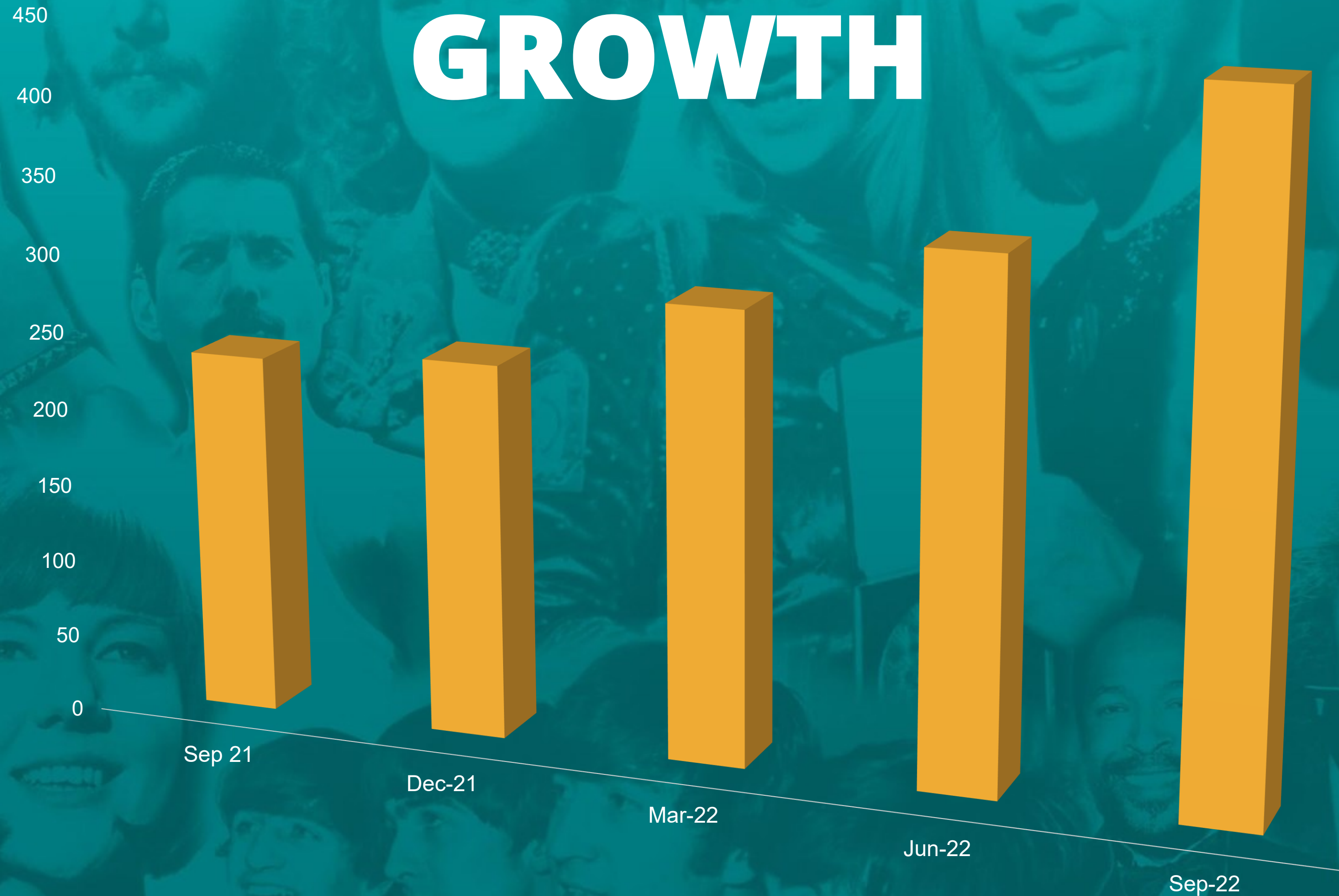
Listening hours

(Source - RAJAR - UK TSA, Q3 2022)

HUGE LISTENING LOYALTY

93% of listening comes from listeners aged 55+

HUGE AUDIENCE GROWTH



Boom Radio UK weekly adult reach ('000)

WHO IS BEHIND BOOMradio

Boom isn't part of any large media company – just a group of old friends with a dream.

Boom launched in February 2021, backed by a bunch of friends, including several time-served radio operators who identified a growing opportunity.



Phil Riley

Phil as Boom CEO has headed several major radio groups – and was the original architect of the Heart brand.



David Lloyd

Boom's programmer, has moulded many UK radio brands, including Virgin, LBC, Century and Galaxy.

THE BRAND

Boom helps baby boomers live their best lives



THE RICHEST, MOST POWERFUL GENERATION THAT EVER LIVED

**The 14m Baby Boomers
now form the UK's largest
generational cohort.**

(Source: Statista.com, 2019)



BUSY SOCIAL LIVES

ACTIVE AND CURIOUS

LIVING IN THE MOMENT

**MAKING THE MOST OF THE NEW LIFE-STAGE THAT
THEY ARE IN.**

**EMPTY NESTS AND FEWER CAREER
RESPONSIBILITIES.**

**FOCUSING ON PERSONAL DEVELOPMENT IN A WAY
THEY COULDN'T WHEN THEY WERE YOUNGER.**

(Source: 7Stars advertising agency)

Boomers are an economic force with high disposable income. Spending by the over 50s has dominated the UK economy since 2013. This is set to rise from 54% of total consumer spending in 2018 to 63% by 2040 (£550 bn).

(Source: ILC report Dec 2019)

FEEL YOUNG.

AGAIN.

MUSIC FOR OUR GENERATION



BOOM
radio

DAB • ALEXA • APP

MUSIC FOR OUR generation

Boom is a station for today - not perpetual nostalgia - delivering music from the '60s and '70s, spiced with older and newer tracks.

A fresh, new commercial radio offering, delivering unrivalled variety – drawing on thousands of tracks for a music-loving generation plus familiar presenter names like David Hamilton and Graham Dene.





BOOM
radio

Audience passion

What a brilliant radio station. Well done

You have reduced my energy bill. I don't watch my tv any more



Edward Wyatt
Best radio station in a long time

3 d Like Reply Message



Jeannie Blumire
Best station we've found - even if it did cost new radio to receive it 😄😊

19 h Like Reply Message



Boom Radio
Jeannie Blumire A small price 😊. (Thank you!)

Hi BOOM RADIO

Would like to start with saying I'm loving this station, this is what radio has needed for such a long time. Please don't ever stop what you're doing.

Hello & Help!

I've just discovered your station & think it's great, just what we old farts need! Thank you.



Gina Watling
You have no idea how much joy Boom Radio is giving me. Haven't heard Gallagher And Lyle for ages, until this week. LOVE IT. THANKS

1 h Like Reply Message



Boom Radio
Gina Watling Thanks, Gina! Spread the word



Lesley Crane
Great radio station, been listening to boom for a year now and love it 😊

2 d Like Reply Message



Macdonald Harry Patrick
Found this station last week, thought I'd died and gone to heaven . Have now broken the redial button on radio. Thank you.

Like Reply 1 w



Norma Jennings
Absolutely love Boom Radio. They play all the great music not the rubbish you often hear these days 😊😊



Anthony Cunningham
It's a breath of fresh air. Tell the BBC what they can do with their Radio 2 now ignoring anyone over 45. Pathetic station so thank goodness for the wonderful Boom radio.

Joy



Kevin Lee

What a fantastic radio station, lots of music and songs that you don't hear anywhere else (unless you have the original 7" records) not even on the beeb. I have been listening to boom for well over a year now, and I will continue listening. Keep it up Boom Radio.



Alan Jervis

Love this radio station, plays some obscure but great oldies & B sides that you'd never hear or even think about on other stations, plus no inane chit chat & boring interviews



Gail Rogers

Love it. Hearing tunes I've not heard for many years. Very refreshing and nostalgic. Much better than stations that play the same music day in and day out.

12 w Like Reply 9

[View 4 previous replies...](#)



Shirallee Munday Haggart

[Boom Radio](#) I have been spreading the word to family and friends as well.



Lesley Ashby

My kind of music x

27 m Like Reply Message



Ken Conboy

Only listened for a couple of days, songs I've not heard for many years and not on a loop that plays day after day

3 d Like Reply Message

One thing(of many) I like about Boom you generally play the record to the last beat.An example this morning Lady Lynda other stations would have crashed it with a minute to go.
Thank you



Steve Devey

So much variation from all the decades, including new songs. Thankyou so much for MY type of station

5 d Like Reply Message

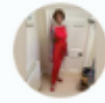
Surprise



Freddie Lyons

Found boom radio it's a fantastic station love the music takes me back to my younger days and many memories keep the music going 🎵

12 w Like Reply 4 👍



Top fan
Julie Moss

I think Boom Radio deserves an award. I can honestly say that since I started listening, Boom has enhanced my life in many ways. To hear the music of my past is wonderful, I literally often have to get up and dance to the old tunes, which must be so good for fitness levels, getting us moving again. The songs and the lyrics come back to me like it's yesterday, so great for mental agility too! So nice to hear presenters who are both articulate and knowledgeable too. Even the ads aren't... See More

8 h Like Reply 4 👍
Message



Annie Dee Hughes

Love Boom Radio, I tune in, in my car and play in the house on my Echo Show. Especially live Diddy David Hamilton, I once won a DDH pen many moons ago xxx



Angela Beer

Love this station. Brings back so many great memories. of a carefree time to be young

12 w Like Reply 10 👍



Angie Etheridge

We love boom radio.. Great music, loving going back in time when I was a kid growing up.. My hubby is 4 years older than me, and he loves the 60s music, and hearing songs you really never hear on other radio shows.. Boom is never off in our home.. Thank you



Linda Coleman

We play it a lot of the time! Great to hear the Oldies again! 👍😊😊

14 w Like Reply 6 👍



Ann Caterer

Tuned in this morning. Played Love Me Do, The Beatles. I was suddenly back at Grammar School, sat on my desk harmonizing with some of the girls. 😊

Great service, lovely music, takes me back to my teenage years. Keep on going!



Barbara Leigh

We have converted to boom it's great makes me feel like a teenager again lol

Feel Young Again

Andy Cross
Boom Radio we have, we live on a Park Home estate in Dorset and have a residents association with a monthly newsletter, so I've "advertised" Boom Radio in that 👍

2 h Like Reply Message

Write a reply...

Jackie Anderson
Found you!

Sharon Casey
Just now · 📍
I think I have driven my friends mad going on and on about Boom...However, yesterday I got a thank you from one who hasn't stop listening since I recommended it. So many memories while listening to such wonderful songs...tears and joy rolled into one. Thanks Boom...

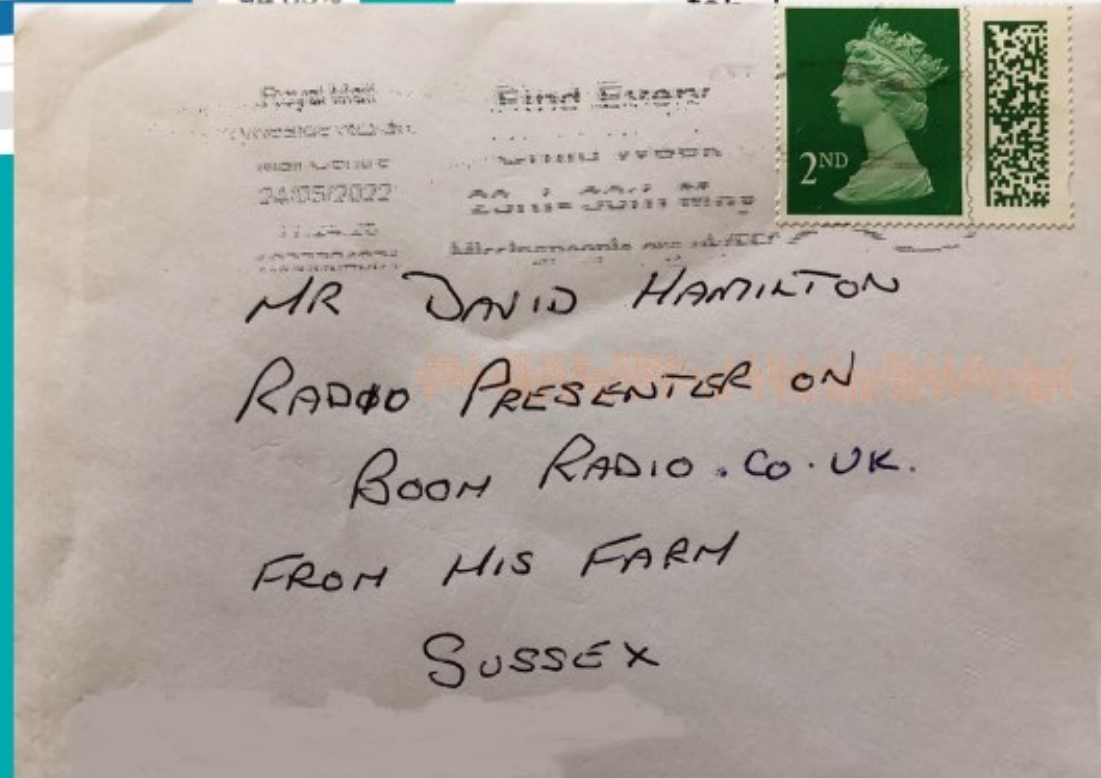
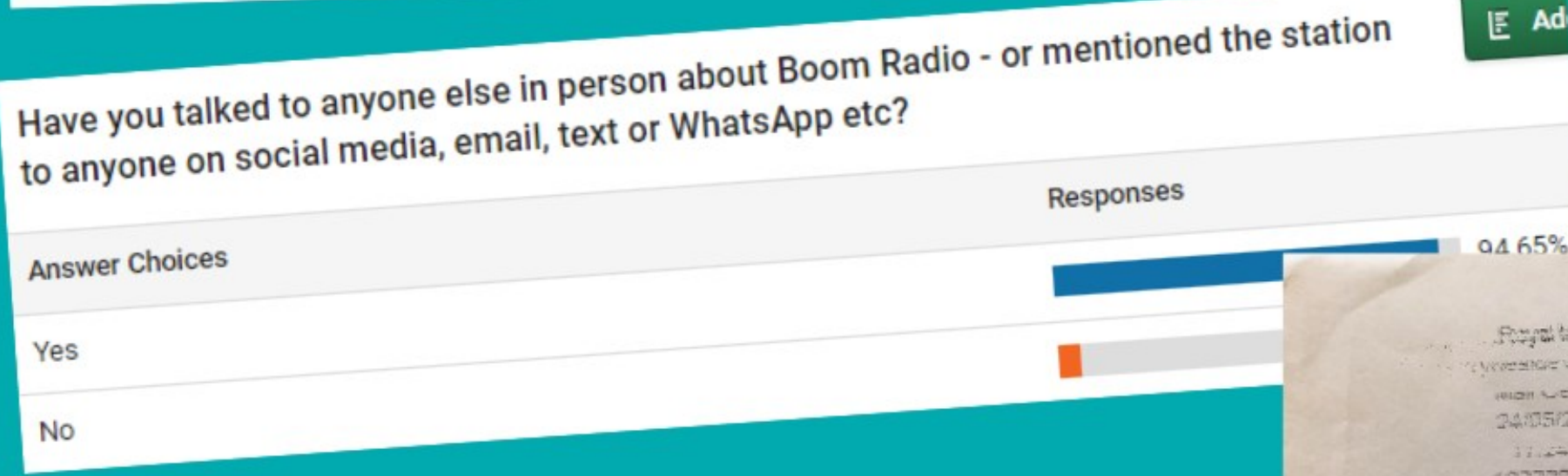
Good Morning
Still with you .. never listened to the radio so much. Just introduced my Dad (92) to Boom

Shirallee Munday Haggart
Boom Radio I have been spreading the word to family and friends as well.

Margaret Stocks
I found Boom radio advertised on Facebook and have been listening ever since. I have re-posted the advert and also told friends and family. Love it. Keep playing all the brilliant songs we all remember ❤️❤️❤️

Don Medway
Freddie Lyons I live in Llanbedr North Wales. 3 weeks ago my neighbour Carol who is 79 told me about a new radio station she had discovered. Boom Radio. My wife and I are both boomers and total converts to Boom! Congratulations to a

John Macleod @Joh... · 1M ...
@BoomRadioUK I told my beat friend all about boom radio and he is very pleased with it as I am also with uts mix of memorable music and presenters we all grew up with not only this but the whole friendliness of the station makes you my companion and trusted friend toi



Community



June Strong

8 h ·



Thank you Boom for being there. You have been my constant companion since I tragically lost my wonderful husband. I don't know what I would have done without your music full of happy memories.

79

20 comments

It's made my retirement

I have been listening since April 2021. Boom has helped me to get through a difficult time after my wife passed away last year. At last – a radio station than plays the music of our youth

I'm in the morning listening to your fab radio station, my Fiancee Edward listens to it too going to bed after 10.30pm in Crowborough Sussex so we feel closer together. Thank you

radio and he is very pleased with it as I am also with uts mix of memorable music and presenters we all grew up with not only this but the whole friendliness of the station makes you my companion and trusted friend toi

1 1



TenV56#2 Val
@KateMor95244775

Last 2 nights I have had my smart speaker on very low through the night @BoomRadioUK . I have found I am able to drift back off to sleep easier as I try to listen. & if wake up, which I normally do A LOT due post cancer treatment pain & heat! I do have it on loud during day!



Robin Knight

58 m ·



Just thought I'd post in praise of Boom and how much it's meant to me since it's inception I'm a recovering cancer listener and tune in all odd hours especially on my dark days and I can't express how much it's helped me but at sixty seven years old it's introduced me to music I've missed in life whilst doing life things,artists and albums that have passed me by,the eclectic mix of boom that we would never find on other stations
A Big Thank You

30

2 comments

My wife Linda's mother died August 2020 and used to sing the Black Hills of Dakota from Calamity Jane from the back seat of our car, to our amazement with this on our mind Boom Radio played the song!!! Well to say we were flabbergasted is an understatement!!

Felt like she was still with us as this song is rarely on the radio.

Driving through the Blackdown Hills on the A30 on the way to Cornwall in April a strange occurrence happened:-

My wife Linda's mother died August 2020 and used to sing the Black Hills of Dakota from Calamity Jane from the back seat of our car, to our amazement with this on our mind Boom Radio played the song!!! Well to say we were flabbergasted is an understatement!!

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Weird but a lovely experience, well done Boom Radio

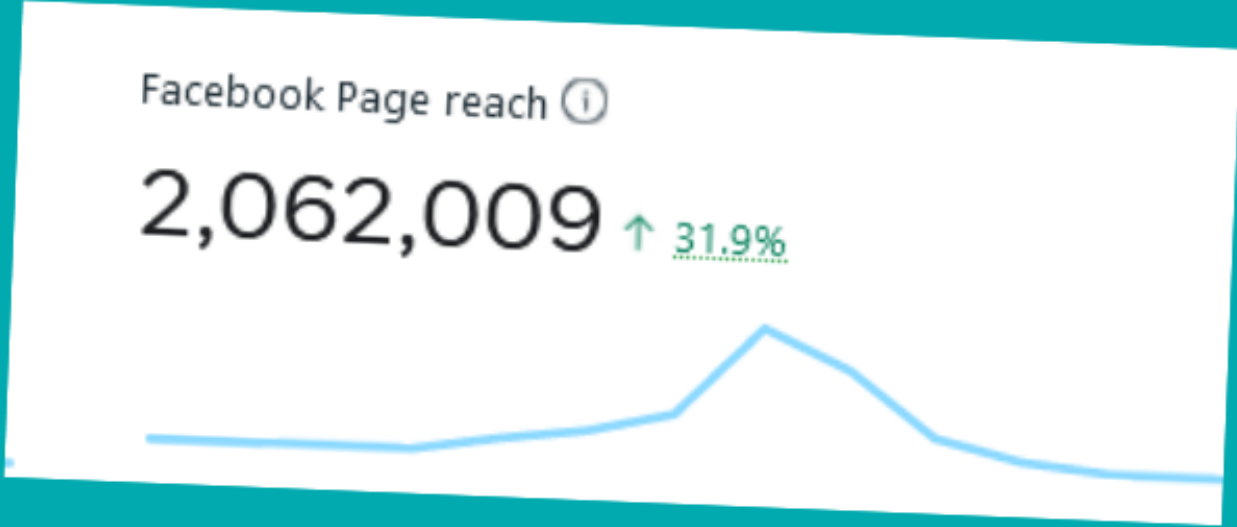
Hope

UK audience reach - 443,000 weekly

Total insights
See more details about your post. >

People reached 1076803	Post engagement 56929
----------------------------------	---------------------------------

2.3k 449 comments 73 shares



Almost 4m listening hours weekly

See Insights and Ads 12.7k

Boost post
770 comments

73% of Boom listeners are planning a holiday
22% are in the market for a car
40% are considering investing in their homes


UK audience reach - 738,000 monthly

Scale

RAJAR Q3 2022 - UK TSA. Weekly reach - and calculated monthly reach



Jackie Clark
3 h · 2



Like Comment Send

Paul Robey and 4 others

Debi Johnson
Seen this in the Simon Mayo group I'm in- absolute class Boom Radio! X

Jeana Bennion
Please bring back Steve Wright in the afternoon.
No disrespects but the new show is boring
5 h Like Reply Message Hide

Boom Radio
Jeana Bennion nothing to do with us Jeana!
14 m Like Reply

Jeana Bennion
Boom Radio sorry - I thought it was a radio 2 page!

Mischief



BOOM
radio