

Absolute Radio should not be taken off FM and format-flipped to classic hits; the 105.8 FM licence should remain as it is, and also, the station has good reach, is popular, and the target audience use the advertisers on it.

Greatest Hits Radio is, to use a term from the fandom community, an audience-alienating premise in a city like London; it's fine for smaller towns the size of King's Lynn or Evesham, but not a huge city like London.

It gets the listeners, does its job and is profitable as far as I know, so no real reason to replace it.

As it is, Absolute Radio is considered the better station by many listeners over GHR and they actually would prefer a format-flip in areas like North Yorkshire, Leeds, Cambridgeshire etc. if it were available on FM as well as DAB and Alexa!

There is no benefit to Greatest Hits Radio being available in London as it is already available London-wide as the similar 105.4 Magic FM which fits the classic hits for 25-54 year old demographic. It's too close for comfort almost, and there is no access to RAJAR (your term for listening figures).

A friend of mine in the motor trade said he'd advertise on Absolute but wouldn't on Greatest Hits... he said the target audience on Absolute preferred that.

From an advertiser's perspective.... insurance, car sales, food and drink, M&S, Select Fashion all seem to work for Absolute, not so much for Greatest Hits Radio.

A beauty salon in London said they'd advertise on Absolute when COVID is weaker, but not Greatest Hits since it doesn't fit the audience they'd advertise to... and a dealer I know in Bradford wanted to advertise on Absolute Radio on DAB (same for a caravan dealer I know in the London area who wanted to advertise on the FM version of Absolute... they said that radio advertising is what they'd considered after Auto Trader, outandaboutlive.co.uk and Facebook) but said Greatest Hits Radio didn't fit their advertising profile.

Greatest Hits Radio already covers part of London anyway as it is on DAB and via Alexa.

Absolute Radio is on AM currently, but this will be superseded by DAB and online.

I may not know loads about radio, but I know many people really enjoy Absolute Radio and it seems profitable so the request should not be allowed to go through.