

easy97.2

πάντα η καλύτερη μουσική

September 2016

easy97.2

πάντα η καλύτερη μουσική

ANTENNA
MUSIC

AGENDA

Easy 97.2: ID

Target Group

Program

Web Site

| social media | easy app

Listenership Data



ID

The radio station that plays the best old and new soft songs in Athens



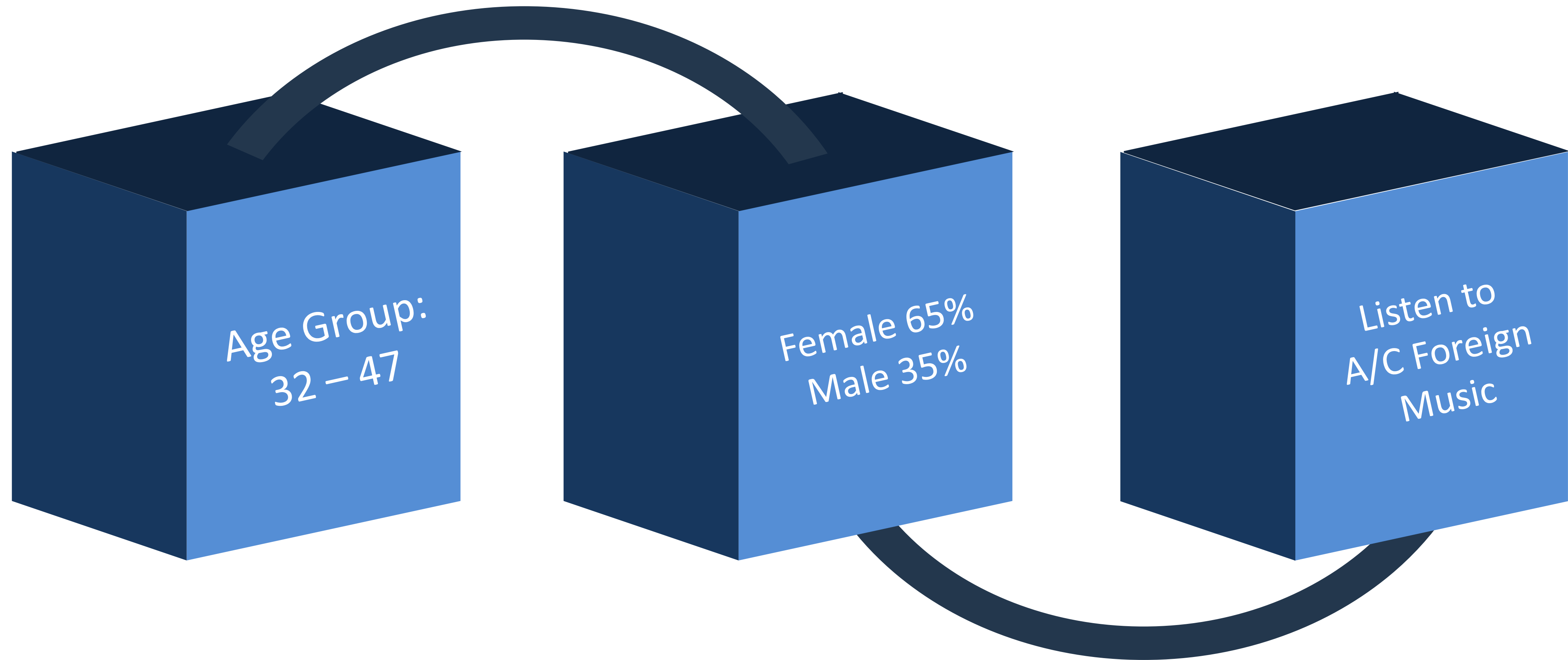
Program

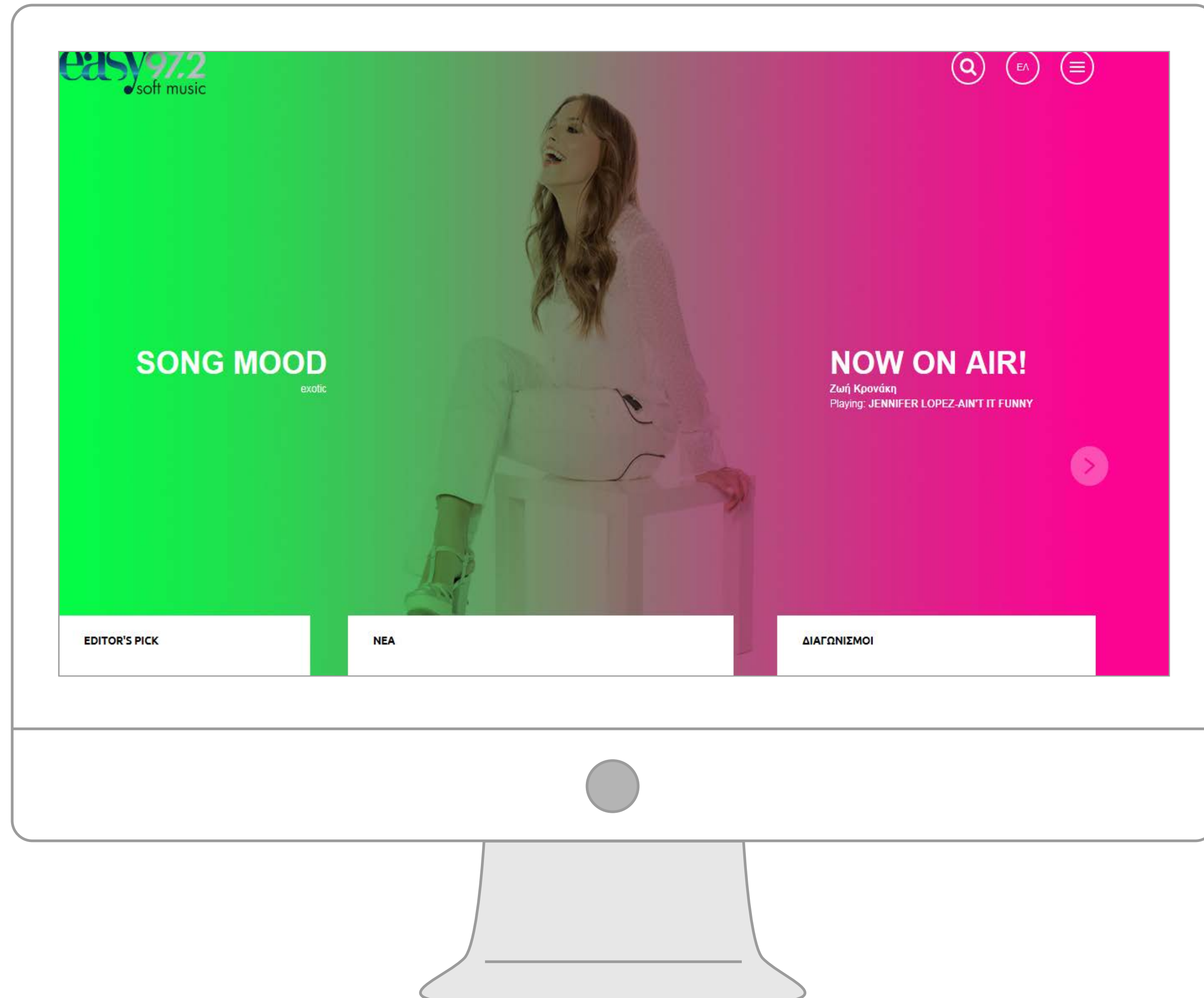
Soft Music
45' Soft Music without Interruptions
Soft & Easy Going Morning Show
Short (but accurate) News Reports Every hour



USP

It's the Christmas station in Athens





www.easy972.gr

326,733 page views
(February 2016)

61,130 unique visitors
(February 2016)



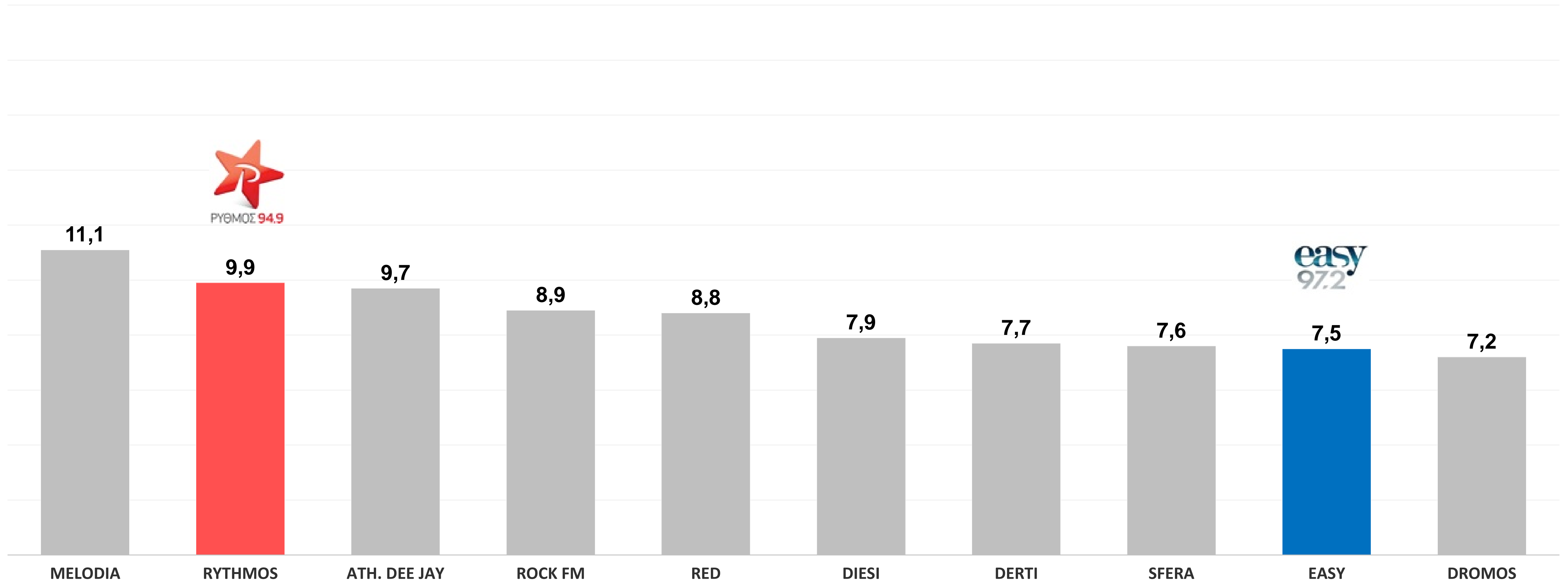
➔ 86K FANS

Listenership Data

Ranking: Music Radio Stations

Base: 13-70 yo., Daily reach among radio listeners
PERIOD: 18/7/16 – 11/9/16, Source: AEMAR – BARI

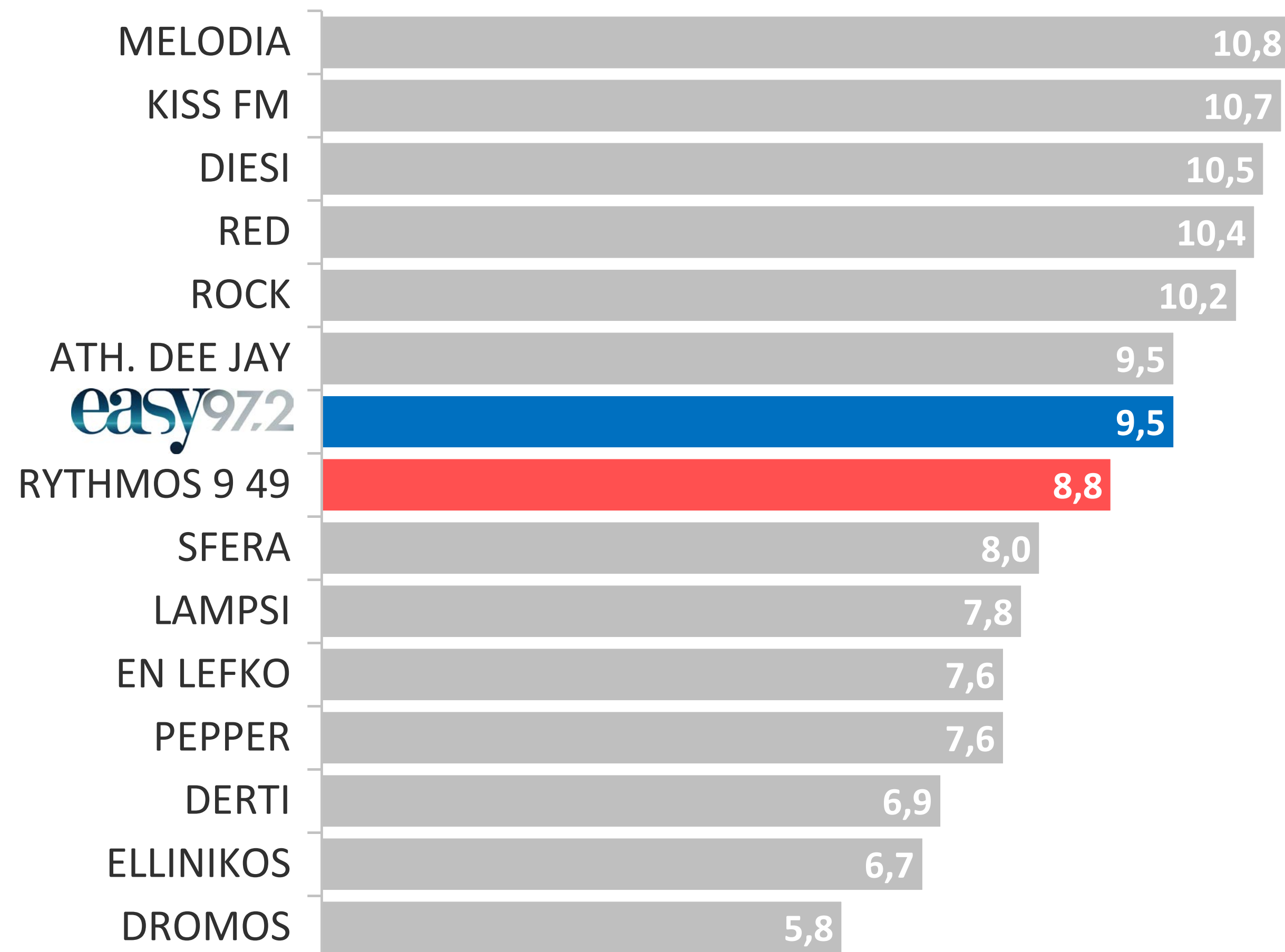
Average Daily Listenership



Listenership Data

Ranking: Core Target Group

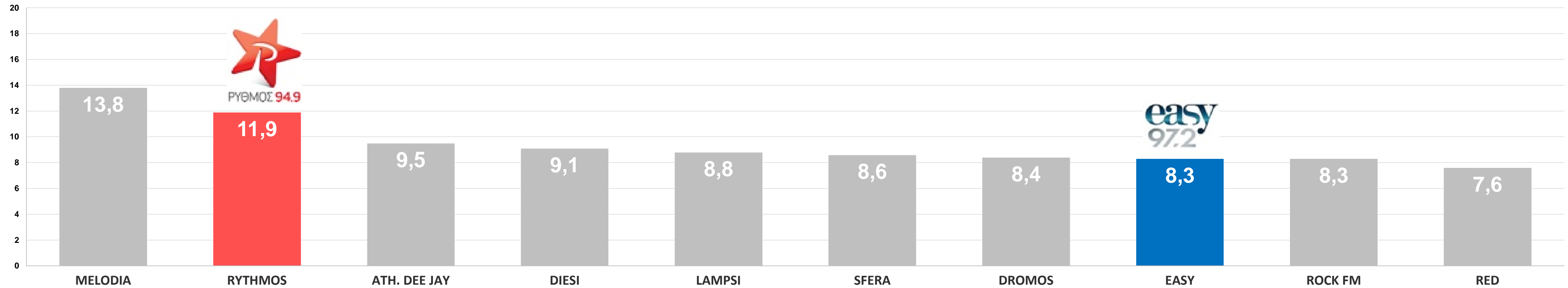
Base: 32-49 yo., Daily reach among radio listeners
PERIOD: 18/7/16 – 11/9/16, Source: AEMAR – BARI



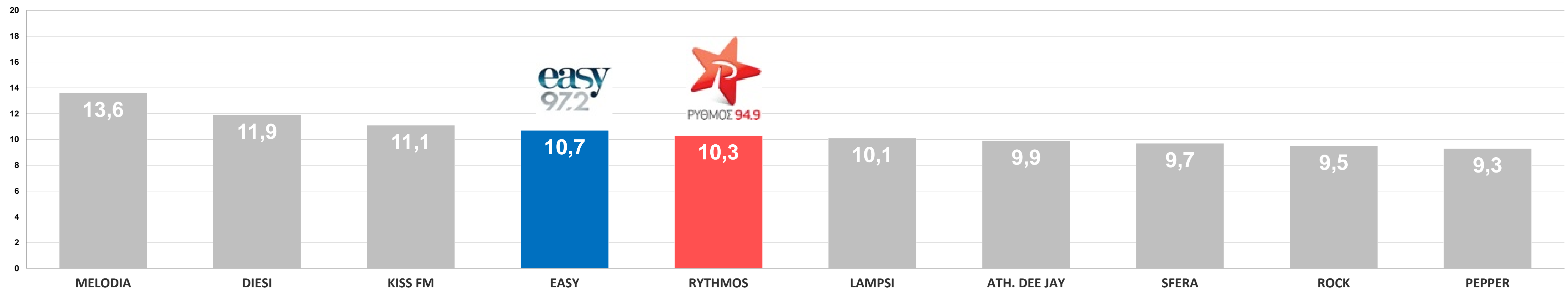
Listenership Data

Ranking: Music Radio Stations

Base: Women., Daily reach among radio listeners
PERIOD: 18/7/16 – 11/9/16, Source: AEMAR – BARI



Base: Women 30-50.yo, Daily reach among radio listeners
PERIOD: 18/7/16 – 11/9/16, Source: AEMAR – BARI



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