

London gets Noughties on DAB



Absolute Radio is launching the next logical radio station in its "decade" theme with the additional of Absolute Radio 00s.

The station will broadcast on DAB in London, and the line-up will feature Christian O'Connell on breakfast, Vicki Blight on daytime and Lucio on afternoons.

Breakfast Show host Christian O'Connell will launch the station at 10am on the 10th of December as he presents an extra hour of his national breakfast show dedicated to the 00s decade on Absolute Radio. He will also continue to present an extra hour of the breakfast show exclusively on Absolute radio 00s throughout December.

"Absolute Radio believes in a digital future for broadcast radio and we are seizing the opportunity of DAB in the UK, especially in London," Said Donnach O'Driscoll, Chief Executive Absolute Radio "Our recent station launches and the RAJAR performances they have achieved proves there is an appetite for good content on digital radio– the rest of the commercial industry needs to follow our lead and invest in content on these platforms."

Absolute already operates Absolute 80s, Absolute Radio 90s, alongside Absolute Radio, Absolute Classic Rock & Absolute Radio extra from Golden Square.

Absolute Radio 90s which has been broadcasting nationally on the D1 multiplex as a trial will also be staying as a national service following its first RAJAR. The station posted a weekly reach of 203,000 listeners and 976,000 listening hours.