

# OUR COVERAGE

DELIVERING REACH  
ACROSS BELFAST & BEYOND

Energy 106 broadcasts on DAB+ digital radio via the Lagan SSDAB and UlsterMUX multiplexes, with additional 24/7 availability through our mobile app, smart speakers, and online stream.

This powerful mix means your campaign reaches listeners on the go, at home, and everywhere in between. Our current broadcast footprint covers some of the most active and populated parts of Northern Ireland,

giving your brand front-row access to a high-frequency, high-value audience. We're not just live in Belfast we're in the towns where people work, shop, socialise, and spend.

## DAB+ TRANSMISSION COVERAGE INCLUDES:

**Belfast:** The capital city and commercial heart of Northern Ireland, population approx. 345,000

**Lisburn:** A fast-growing commuter hub with strong retail and residential development

**Carrickfergus:** A vibrant coastal town with strong family demographics and historic charm

**Banbridge:** Key stop along the A1 corridor, connecting commuters and rural households

**Newry:** A major commercial centre on the Belfast-Dublin route, known for shopping and cross-border traffic

## ADDITIONAL REACH VIA SMART DEVICES & ONLINE:

Your ad doesn't stop at the DAB signal. Energy 106 reaches listeners through:

**Mobile App:** (iOS + Android)

**Smart Speakers:** (Alexa, Google, etc.)

**Web Streaming:** (on desktop, mobile and in-car systems)

\*This ensures your message travels with our audience whether they're driving to work, prepping for a night out, or streaming from home.

## FUTURE COVERAGE EXPANSION:

**Portadown, Craigavon & Ards Peninsula**

\*These additions will grow our footprint even further giving you early access to new local audiences as we expand.



**ENERGY 106**