

# OUR LISTENERS

## THEY LOVE ENERGY AND THEY'LL LOVE YOUR BRAND TOO

Energy 106 listeners are active, social, and always switched on. They're passionate about dance music, nightlife, festivals, and staying ahead of trends both online and in real life. Whether they're getting ready for a night out or powering through their workday, Energy is always part of the vibe.

Our audience tunes in for over 20 hours a week, using a mix of DAB+, smart speakers, apps, and online streaming to stay connected wherever they are.

With a core age group of 25–45, our listeners are digitally savvy, brand-aware, and love to share. They're engaged not just with the music, but with the culture around it which means your brand can connect with them in authentic, meaningful ways.

From giveaways to social media campaigns, shout-outs to full-show sponsorships, Energy 106 offers direct access to a community that listens, interacts, and responds.

### DIGITAL LISTENING DATA

**42,000 APP DOWNLOADS**  
**102,614 SMART SPEAKER CONNECTIONS**  
**21,000 STREAM CONNECTIONS PER WEEK\***

\*app, online & smart speaker



**ENERGY 106**

