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Czech Radio gains listeners again, says the latest Radio Project research.

According to the latest results of the main radio audience research in the Czech Republic, Radio Projekt, covering the time span between January 1 2014 and June 30 2014, Czech Radio gained listeners. The number of daily listeners increased by 63 thousand people, while weekly listeners increased by as much as 86 thousand people, compared to the results of the preceding period. Czech Radio 1 – Radiozurnal attracted the largest number of listeners.

In this 6 month time span, 1 million 695 thousand people listened to any of the 21 radio stations of Czech Radio during an average day. In an average week, about 2 million 657 thousand listeners were tuned to one of these stations.

„I am delighted with these results. It becomes apparent that we move in the right direction. I am proud of Radiozurnal which has experienced the biggest growth in listening of all radio stations in the Czech radio industry. There has been an increase of 35 thousand listeners in daily reach. Also, I am glad that Radiozurnal enjoys the first place among radio stations that people listen to via cable TV,“ said the Deputy Director General for Programme and Broadcasting **René Zavoral** about the results of this year's Radio Projekt.

Czech Radio's market share significantly increased and it is now 22,9% which represents a remarkable growth of 0,4% as compared with results year on year.

Even other stations of Czech Radio may proud themselves on a growing audience: for instance **Czech Radio – 3 Vltava** has improved in daily and weekly audience reach, and regional stations also showed positive results in all aforementioned areas of measurement.

N.B.:

Daily reach = the average number of people listening to the radio on a daily basis

Weekly reach = the average number of people listening to the radio on a weekly basis

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