

RADIO

AGORA
GRUPA RADIOWA



In 2020, Agora's radio stations - **Radio TOK FM**, **Radio Złote Przeboje**, **Radio Pogoda** and **Rock Radio** had high audience rates - the total share of Agora Radio Group's radio stations during listening was **7.26%**, which is the best Agora's Radio Group result in history*. Last year's records in terms of listenership were recorded by: **Radio TOK FM**, whose share in time was **2.64%** in the April-June period; **Rock Radio** with a share of **0.8%** from the period May-July, and **Radio Pogoda** with a share of **1.22%** from the period of August-October 2020. Additionally, **Radio TOK FM** ended 2020 with the number of **25.9 thousand** Premium subscribers to access their audio content on the web. This is another great result of Radio TOK FM, which is intensively developing its digital offer. The station's podcast library includes over 200 broadcasts and thematic series on various topics - incl. political, economic, social, scientific and advisory services - containing over **75 thousand** podcasts.

In the advertising area, the **Doradztwo Mediowe** team from Agora Radio Group expanded its offer. Since autumn 2020, the company has been operating in a changed structure - in the newly designated five key regions of Poland, experienced advisers and managers work directly with advertisers. Thanks to this change, the Doradztwo Mediowe team has constant and direct contact with clients operating throughout the country, and thus the ability to adapt the advertising offer to individual needs, regardless of the scope and budget of the campaign. The offer of Doradztwo Mediowe also includes digital marketing solutions - in display and video and audio formats, i.e. digital sound, as well as non-standard solutions, e.g. partnerships of unique radio broadcasts or dedicated podcasts.

* Source: consolidated financial statements of the Agora Group according to IFRS, Q4 2020