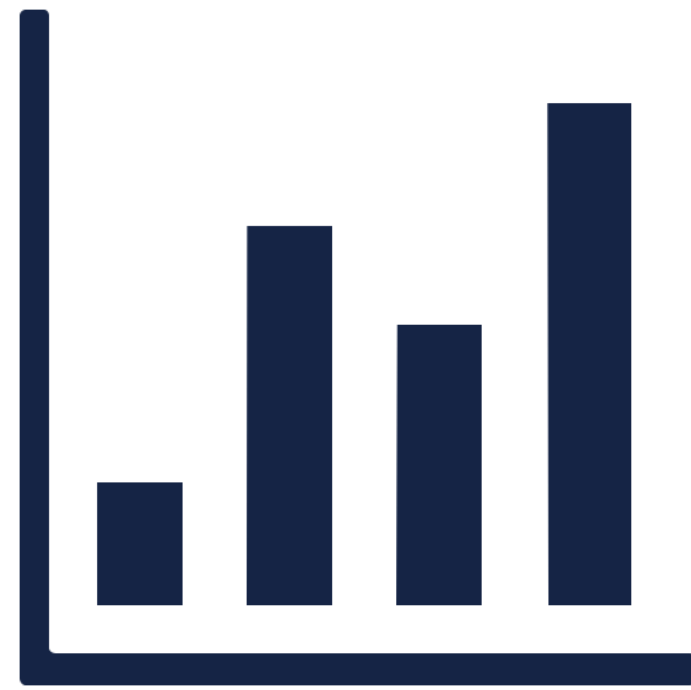




LBC

LEADING BRITAIN'S CONVERSATION

How did we do it?



**Identified
Listening
Quintiles**



**Overlaid with On-
Air Transcripts**

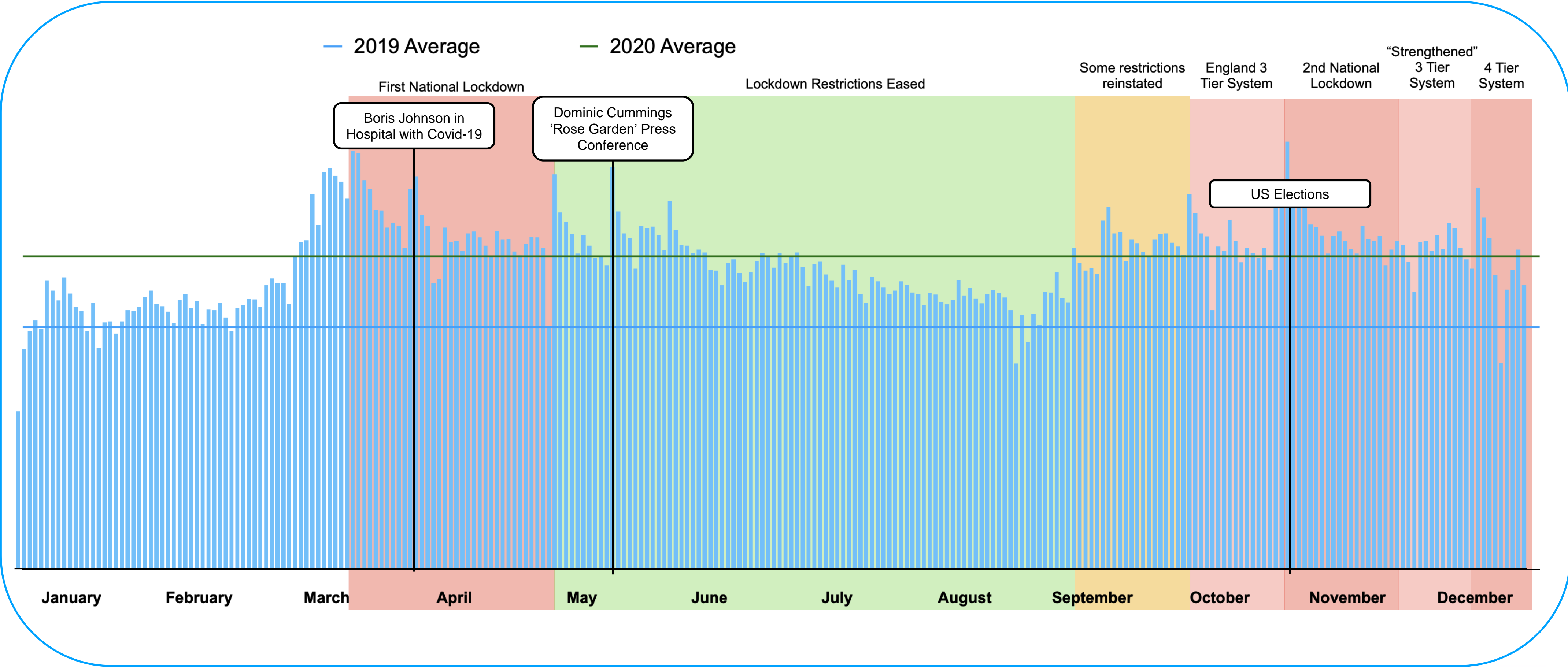


**Analysed using
Relative Insight**



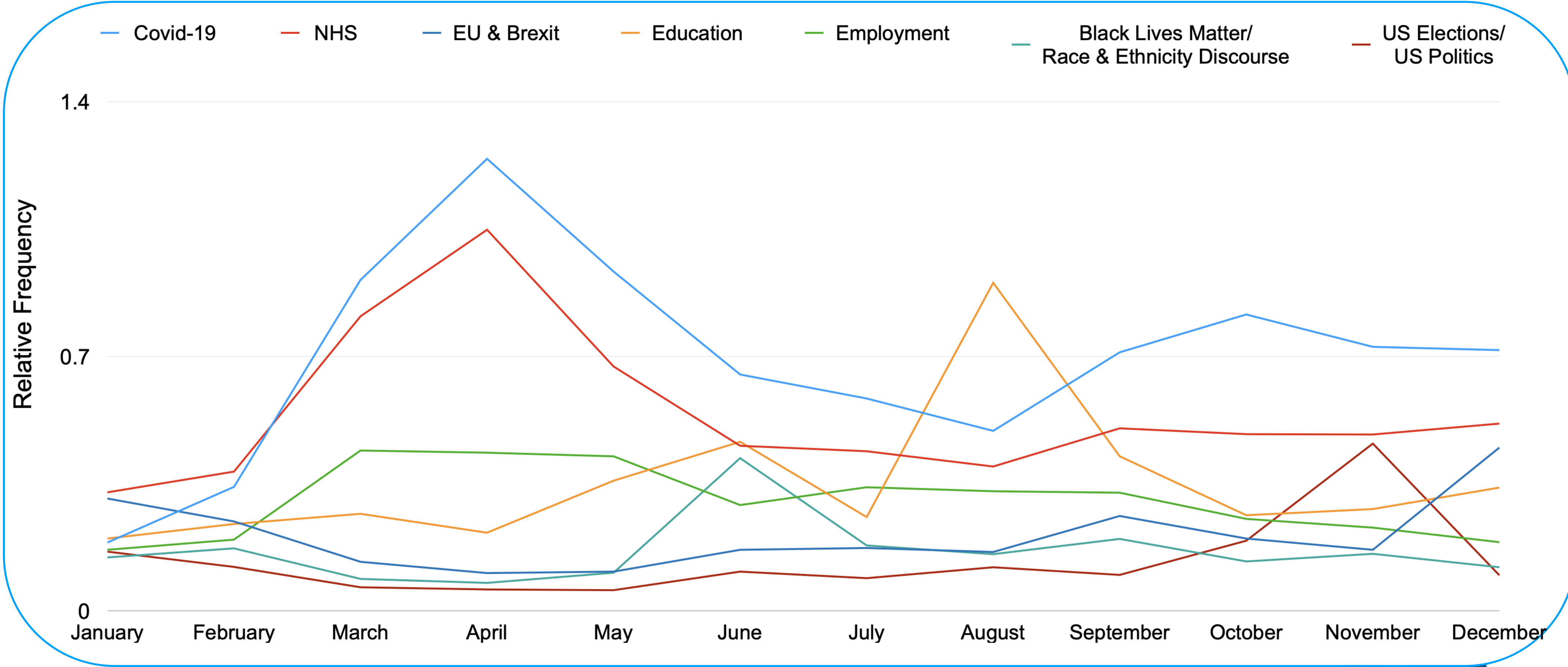
LEADING BRITAIN'S CONVERSATION

LBC Total Listening Hours by Day 2020

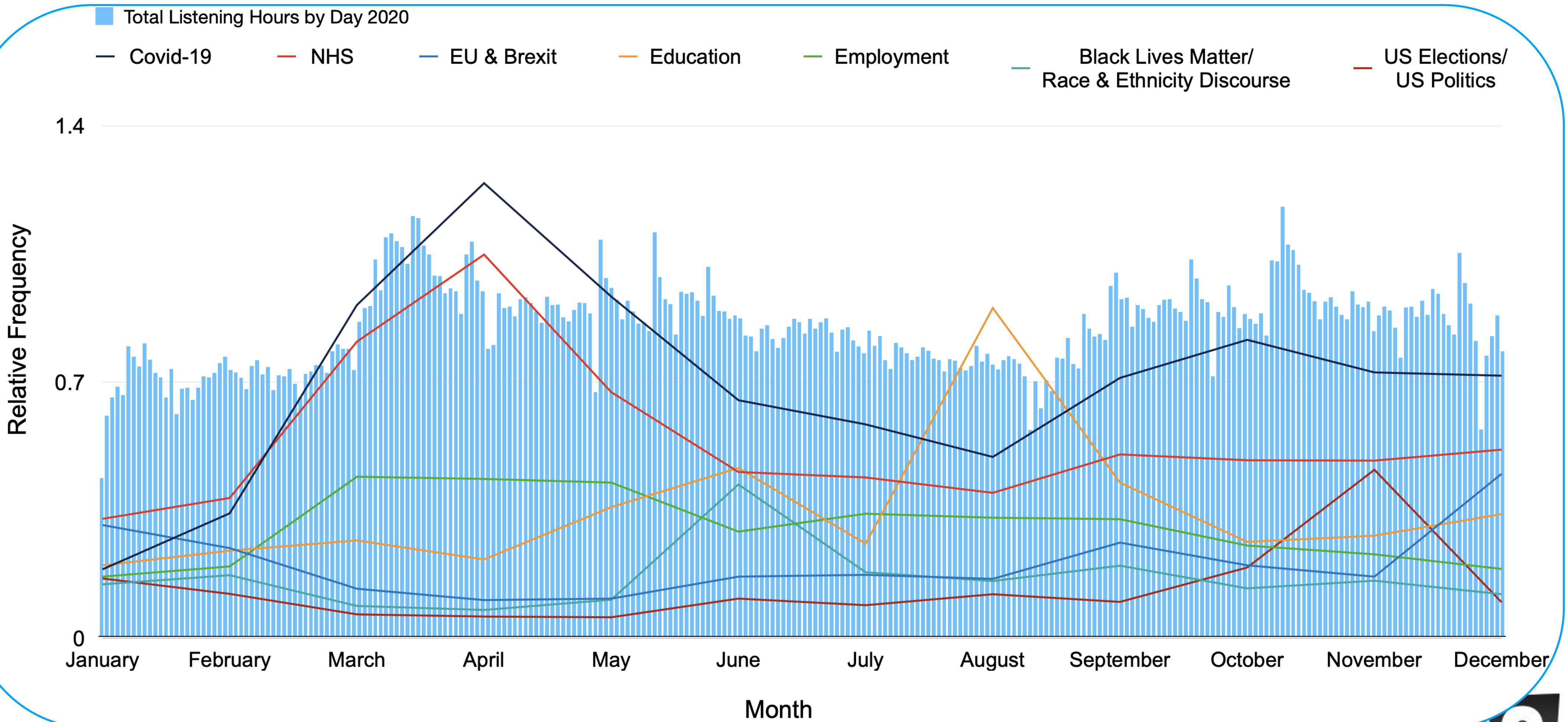


LEADING BRITAIN'S CONVERSATION

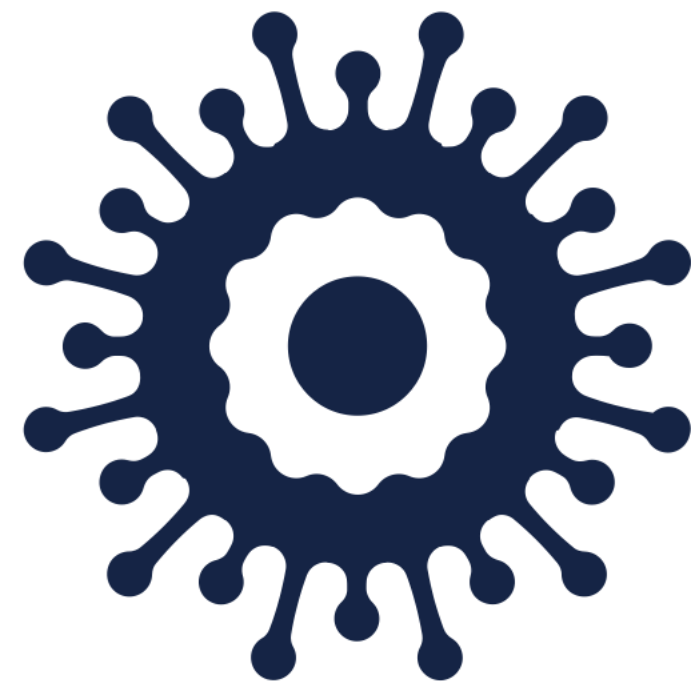
Relative Insight Topic Analysis Month by Month



Listening Hours X Topic Analysis Month by Month



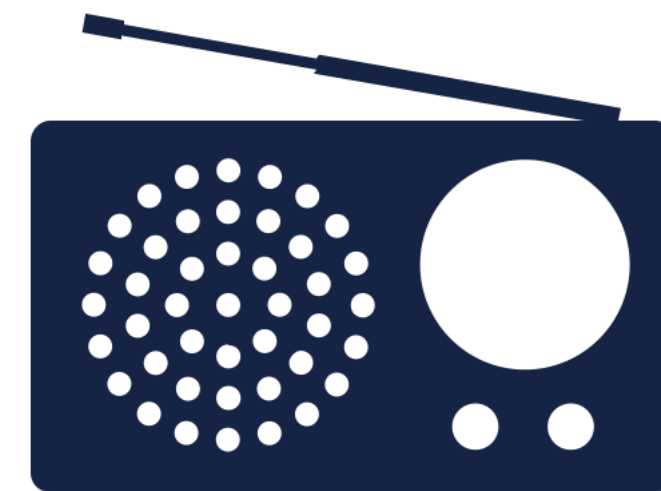
The Impact of this Research



**Covid-19 wasn't the only
topic that drove listening in
2020**



**Topics callers were
concerned about or
impacted their lives also
drove 2020 Topics on LBC**



**This can now be replicated
with other Global Brands**



LEADING BRITAIN'S CONVERSATION

Thank You
Natalie Compas
natalie.compas@global.com



LEADING BRITAIN'S CONVERSATION