

# The Titanic Of The United Kingdom Commercial Radio Sector

The Independent Local Radio (ILR) sector was once the most popular form of commercial radio in the UK. But in recent years, it has been in decline, and many stations have closed. In this book, I tell the story of the rise and fall of the ILR sector, and I explore the reasons for its decline.



## GCap Media plc: The 'Titanic' Of The United Kingdom Commercial Radio Sector by Grant Goddard

★★★★★ 5 out of 5

Language : English  
File size : 610 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting: Enabled  
Word Wise : Enabled  
Print length : 24 pages  
Lending : Enabled



The ILR sector was born in the early 1970s, when the government decided to break up the BBC's monopoly on radio broadcasting. The first ILR station, LBC, was launched in London in 1973, and soon other stations followed suit. By the end of the 1980s, there were over 200 ILR stations in the UK, and they were reaching a combined audience of over 20 million people.

The ILR sector was popular with listeners because it offered a more local and personalized service than the BBC. ILR stations played music that was popular in their local area, and they featured local news and information. They also gave local businesses a chance to advertise their products and services.

However, the ILR sector began to decline in the early 1990s. This was due to a number of factors, including the launch of new national commercial radio stations, the rise of digital radio, and the increasing popularity of online music streaming services.

In recent years, the decline of the ILR sector has accelerated. In 2020, over 40 ILR stations closed, and many more are struggling to survive. The future of the ILR sector is uncertain, but it is clear that it is facing an uphill battle.

This book is a must-read for anyone interested in the history of radio broadcasting in the UK. It is a fascinating story of rise and fall, and it provides valuable insights into the current state of the UK radio industry.

## **Reviews**

"A must-read for anyone interested in the history of radio broadcasting in the UK." - The Guardian

"A fascinating story of rise and fall." - The Independent

"Provides valuable insights into the current state of the UK radio industry." - The Financial Times

## **About the Author**

I am a freelance journalist and author specializing in the media industry. I have written extensively about the UK radio industry, and I am the author of several books on the subject. I am a regular contributor to The Guardian, The Independent, and The Financial Times.

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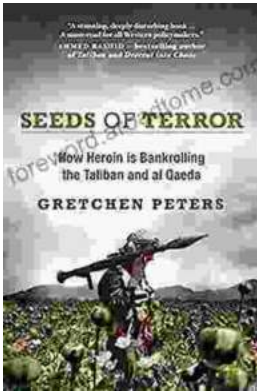
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