

Radio 1 Audience

• Media Audiences

What audience was the BBC hoping to capture with newly launched Radio 1 and how did the Tony Blackburn Breakfast Show position this audience? He said he was hoping to target everyone and in particular youth audiences, because of the lively nature of the way in which it is presented and the fact that they were introducing new modern acts. However, there was some resistance from teens during that period because they saw the BBC as being "too establishment" The [first day](#) only 5 hrs consisted of [programmes](#) being broadcast on Radio 1 alone, and there was a dissatisfaction from young listeners who had lost the offshore pirate radio stations (which, operating outside the law, did not have to observe the Phonographic Performance Ltd. 'needle time' regulations of 37 max hrs per week). Broadcasting on both networks was the [Jimmy Young](#) show (until 1973), The Sunday ['Top Twenty'](#) and Late Night Extra. The BBC were only allowed to play 'commercial gramophone records' for 7 hours per day over both networks. Some 'dual station' broadcasts continued until 1979, when Radio 2 became the first UK national 24 hour radio station.

<https://www.express.co.uk/life-style/life/857763/bbc-radio-1-tony-blackburn-launch-1967>

What was the preferred reading of the show?

Let's discuss and make notes!

Although Radio 1 was Britain's most listened to radio station, following much [speculation](#), it was determined in 1993 by BBC Director General John Birt that the station was not sufficiently different and distinctive from the commercial opposition. That year, the target audience was changed from 13-40 to 13-25. A new Station Controller, [Matthew Bannister](#), was appointed who was to carry out the changes to make Radio One more elitist. Many of the popular DJ's were sacked or resigned because of the policy change. These included [Simon Bates](#), [Dave Lee Travis](#) and [Gary Davies](#). Fifteen were to leave in total. The listening figures dropped from 16.5 million per week (15 years or over) in February 1993 to only 11 million in the last quarter of 1994.

https://www.radiorewind.co.uk/radio1/history_of_radio_1_details.htm

It was launched in 1967 to meet the demand for music generated by [pirate radio](#) stations, when the average age of the UK population was 27.^[1] The BBC claim that they target the 15-29 age group,^[2] and the average age of its UK audience since 2009 is 30.^[3] BBC Radio 1 started 24-hour broadcasting on 1 May 1991.^[4]

www

How did the BBC perceive the youth audience's needs and tastes?

Recap :

How were young people able to gain access to their music in 1967 and how is the consumption and use of music different today?

How did audiences react to BBC radio 1 in 1967?