



The Biggest Hit Music

Popular – Living in the moment, playing the hits that are big right now

Confident – In-the-know and passionate about the biggest hits and artists

Pacey – Strong, energetic, polished and positive

BOX Hits is the place for non-stop hit music. In-the-know and passionate about the biggest songs and artists, our viewers rely on us for the ultimate pop playlist. Delivered with enthusiasm and positive energy, BOX Hits lives in the moment just like the fans who watch it. The result is a polished, fast-paced and uninterrupted celebration of popular chart videos the UK knows and loves.

Target Audience:

16-24s who love their favourite pop stars but who don't wear their allegiances on their sleeve. A mainstream audience who fit in at school, college or at work.

Key content:

Popular Music - The most current and popular hits, the most in-demand music and videos with shows like the Official UK Airplay Chart and UK Music Video Chart, plus flagship chart show UKHot40.

Key Stats:

- 11.2M viewers
- 2.8M a month (1.2M 16-34s)
- 19% of TV viewers tuned in over the year