

RAJAR DATA RELEASE



Quarter 4, 2017 – February 8th 2018

ALL RADIO LISTENING CHARTS

1. All Radio Listening including share via platform
2. All Digital Radio listening
3. BBC Radio / Commercial Radio – weekly reach and share
4. BBC Radio / Commercial Radio – platform share
5. DAB set ownership
6. Listening to radio via a mobile phone and/or tablet

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

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	Q4 2016	Q3 2017	Q4 2017
All Radio Listening			
Weekly Reach ('000)	48,682	49,076	48,860
Weekly Reach (%)	90.1	90.1	89.7
Average hours per head	19.4	19.2	19.1
Average hours per listener	21.5	21.3	21.3
Total hours (millions)	1,049	1,046	1,039

All Radio Listening - Share Via Platform (%)			
AM/FM	54.8	51.2	50.1
All Digital	45.2	48.8	49.9
DAB	32.9	35.9	36.3
DTV	4.9	4.9	5.1
Online/Apps	7.4	8.0	8.5

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q4 16	Q3 17	Q4 17	Q4 16	Q3 17	Q4 17	Q4 16	Q3 17	Q4 17
All Radio	90.1	90.1	89.7	1,049	1,046	1,039	100	100	100
All Digital	57.9	61.1	61.7	474	511	518	45.2	48.8	49.9
DAB	44.4	48.1	49.2	345	376	377	32.9	35.9	36.3
DTV	14.3	14.6	14.1	51	51	53	4.9	4.9	5.1
Online/Apps	18.3	18.3	18.9	78	83	88	7.4	8.0	8.5

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 16	Q3 17	Q4 17		Q4 16	Q3 17	Q4 17
All BBC Radio	35,197	34,853	35,019	All Commercial Radio	34,957	35,559	35,466
All BBC Network Radio	32,180	32,110	32,242	All National Commercial	18,832	20,231	20,254
All BBC Local / Regional Radio	8,891	8,249	8,297	All Local Commercial	27,066	26,952	26,532

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 16	Q3 17	Q4 17		Q4 16	Q3 17	Q4 17
All BBC Radio	53.5	52.1	52.8	All Commercial Radio	43.9	45.3	44.2
All BBC Network Radio	45.9	45.2	45.5	All National Commercial	15.7	17.2	17.1
All BBC Local / Regional Radio	7.5	6.8	7.3	All Local Commercial	28.2	28.1	27.1

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Platform Share

All BBC Radio

	Q4 16	Q3 17	Q4 17
AM/FM	54.6	51.9	51.7
All Digital	45.4	48.1	48.3
DAB	35.3	37.3	37.2
DTV	4.1	4.4	4.2
Online/App	6.0	6.4	6.8

All Commercial Radio

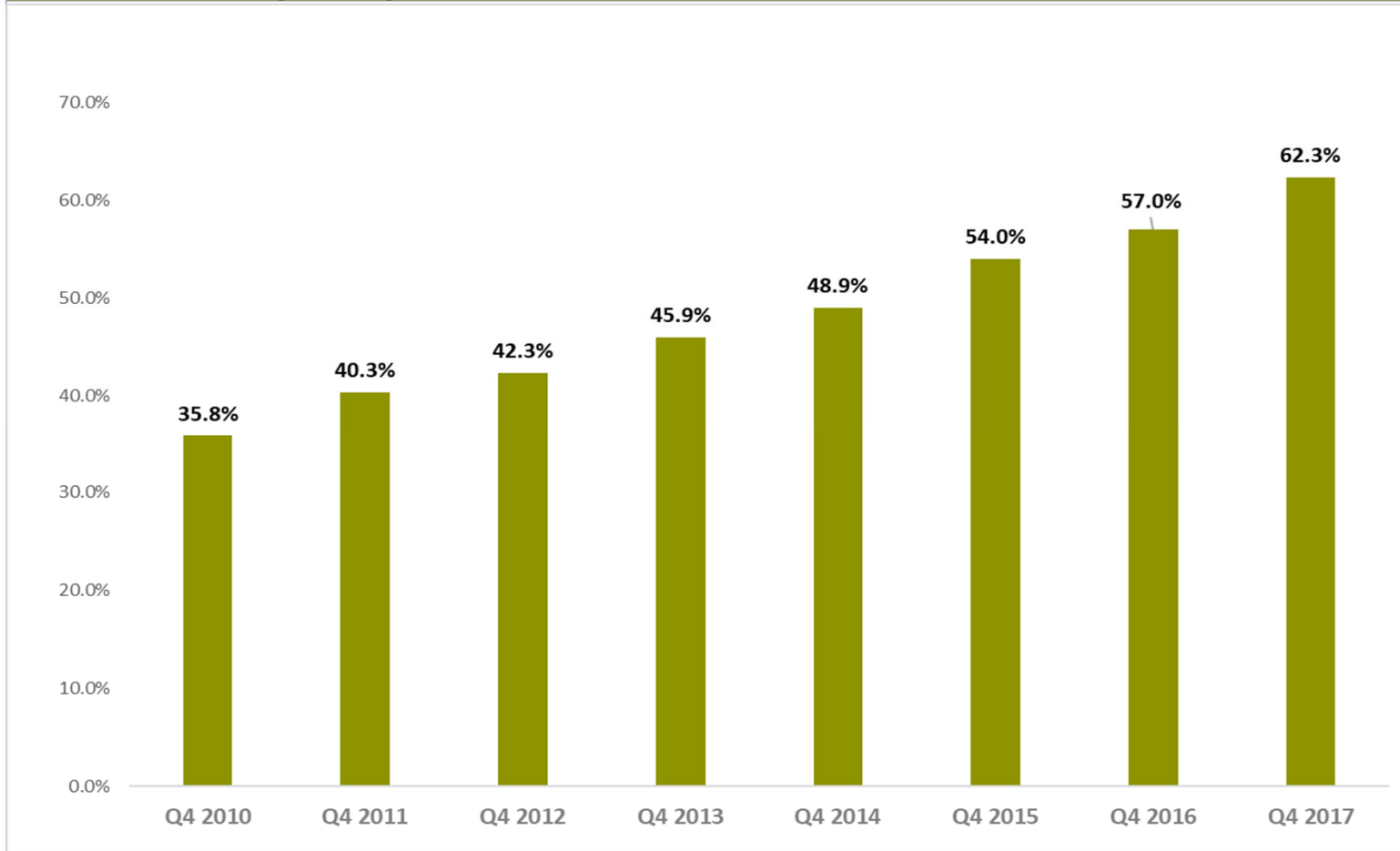
	Q4 16	Q3 17	Q4 17
AM/FM	55.0	50.5	48.4
All Digital	45.0	49.5	51.6
DAB	31.1	35.3	36.2
DTV	5.9	5.6	6.1
Online/App	8.0	8.6	9.3

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% Adults (15+) who claim to own a DAB set at home



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% who claim to listen via a mobile phone or tablet at least once per month

