

# RAJAR DATA RELEASE



Quarter 4 2022 – February 2<sup>nd</sup> 2023.

## 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

"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 2021	Q3 2022	Q4 2022
<b>All Radio Listening</b>			
Weekly Reach ('000)	49,495	49,677	49,696
Weekly Reach (%)	88.9	88.8	88.8
Average hours per head	18.0	18.3	18.0
Average hours per listener	20.3	20.6	20.3
Total hours (millions)	1,004	1,022	1,010

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	35.5	34.0	33.4
Total Digital	64.5	66.0	66.6
DAB	42.5	38.9	38.8
DTV	5.0	3.6	3.7
Total Online	16.9	23.6	24.1
Website/Apps	N/A	10.2	10.5
Smart Speaker	N/A	13.4	13.6

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## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q4 21	Q3 22	Q4 22	Q4 21	Q3 22	Q4 22	Q4 21	Q3 22	Q4 22
<b>All Radio</b>	88.9	88.8	88.8	1,004	1,022	1,010	100	100	100
<b>Total Digital</b>	71.7	74.0	73.9	647	674	672	64.5	66.0	66.6
<b>DAB</b>	58.4	57.8	57.7	427	397	391	42.5	38.9	38.8
<b>DTV</b>	12.2	9.9	9.2	51	36	38	5.0	3.6	3.7
<b>Total Online</b>	30.4	39.9	40.3	170	241	243	16.9	23.6	24.1
<b>Website/Apps</b>	N/A	24.6	24.3	N/A	104	106	N/A	10.2	10.5
<b>Smart Speaker</b>	N/A	21.6	22.5	N/A	137	137	N/A	13.4	13.6

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 21	Q3 22	Q4 22		Q4 21	Q3 22	Q4 22
All BBC Radio	34,510	33,021	33,233	All Commercial Radio	36,773	38,188	38,080
All BBC Network Radio	31,404	30,296	30,510	All National Commercial	24,557	26,227	26,249
All BBC Local / Regional Radio	9,041	7,824	7,779	All Local Commercial	24,334	25,856	25,364

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 21	Q3 22	Q4 22		Q4 21	Q3 22	Q4 22
All BBC Radio	49.9	46.7	47.1	All Commercial Radio	48.0	50.9	50.2
All BBC Network Radio	43.6	41.3	41.7	All National Commercial	23.4	24.7	24.9
All BBC Local / Regional Radio	6.3	5.4	5.4	All Local Commercial	24.6	26.2	25.4

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## Platform Share

### All BBC Radio

	Q4 21	Q3 22	Q4 22
AM/FM	39.3	38.1	37.1
Total Digital	60.7	61.9	62.9
DAB	41.6	38.9	39.7
DTV	4.8	3.6	3.8
Total Online	14.3	19.4	19.4
Website/Apps	N/A	9.4	9.4
Smart Speaker	N/A	9.9	10.0

### All Commercial Radio

	Q4 21	Q3 22	Q4 22
AM/FM	32.0	30.0	29.3
Total Digital	68.0	70.0	70.7
DAB	44.1	39.5	38.8
DTV	5.3	3.5	3.8
Total Online	18.7	27.0	28.2
Website/Apps	N/A	10.5	11.0
Smart Speaker	N/A	16.5	17.1