

# RAJAR DATA RELEASE



Quarter 4, 2016 – February 9<sup>th</sup> 2017

## ALL RADIO LISTENING CHARTS

1. All Radio Listening via Platform Share
2. BBC Radio / Commercial Radio – weekly reach and share
3. BBC Radio / Commercial Radio – platform share
4. DAB set ownership
5. 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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## All Radio Listening via Platform

	REACH%	HOURS 000s	SHARE%
	Q4 2016	Q4 2016	Q4 2016
All Radio	90.1	1,049	100
AM/FM	74.5	574	54.8
All Digital	57.9	474	45.2
DAB	44.4	345	32.9
DTV	14.3	52	4.9
Online/Apps	18.3	78	7.4

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 15	Q3 16	Q4 16		Q4 15	Q3 16	Q4 16
All BBC Radio	34,947	34,823	35,197	All Commercial Radio	35,111	34,762	34,957
All BBC Network Radio	32,125	32,107	32,180	All National Commercial	18,298	19,503	18,832
All BBC Local / Regional Radio	8,558	8,429	8,891	All Local Commercial	27,126	26,781	27,066

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 15	Q3 16	Q4 16		Q4 15	Q3 16	Q4 16
All BBC Radio	53.5	51.5	53.5	All Commercial Radio	44.1	45.8	43.9
All BBC Network Radio	46.1	44.4	45.9	All National Commercial	14.6	17.1	15.7
All BBC Local / Regional Radio	7.3	7.1	7.5	All Local Commercial	29.5	28.7	28.2

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## Platform Share (%)

### All BBC Radio

AM/FM	54.6
All Digital	45.4
DAB	35.3
DTV	4.1
Online/App	6.0

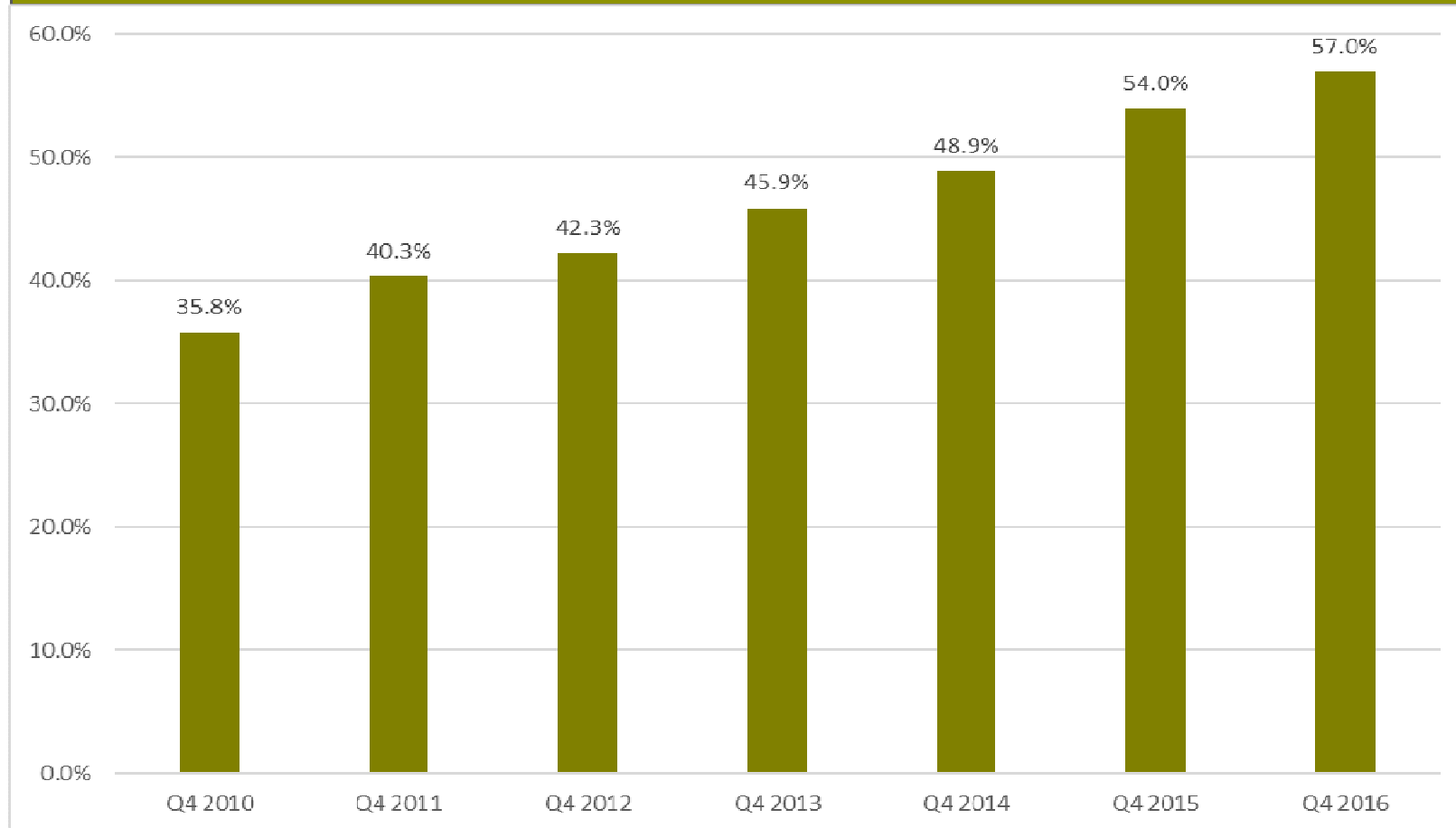
### All Commercial Radio

AM/FM	55.0
All Digital	45.0
DAB	31.1
DTV	5.9
Online/App	8.0

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## % of population who claim to have access to a DAB set



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

