## RAJAR DATA RELEASE



Quarter 4, 2016 – February 9th 2017

## **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     |