

In today's connected world, radio has transformed into a truly anytime, anywhere, anyhow experience.



The MIDAS Survey is designed to provide context and insight into how when and where radio content is being consumed in this liberated environment.

With the increasing penetration of connected devices such as tablets and smartphones, MIDAS shows how listeners are embracing the multi-platform and multi-device offering, as well as how radio-on-demand is contributing to listening behaviour. It also reveals the activities they are doing whilst listening, where they are listening, and who they are listening with.



AUDIO TYPES include

Any Listen Again/Catch-up radio
On-Demand Music Services (e.g. Spotify, Apple Music,)
Podcasts (music and speech based)
Live Radio
Digital Tracks (e.g. mp3,wmv,aac Music and Non Music)
CDs
Cassette tapes/ Vinyl records
DVD/Video
Online Video / Audio clips (e.g. on YouTube/ Facebook)
Any TV Viewing (Inc. Live, Catch-up and On-demand)
Video games (consoles/ mobiles)
Other

SUB AUDIO TYPES

BBC/Other Radio Music-based Listen again
BBC/Other Radio Speech-based Listen again
Spotify/Google Play/Amazon Prime/
Apple Music/Soundcloud/Deezer
BBC/Other Radio/ Other music podcast
BBC/Other Radio/ Other speech podcast
Online Video clips – Music
Online Video clips – Non Music

DEVICES include

AM/FM Radio
DAB Digital Radio
Digital Media Player (e.g. iPod, Amazon Firestick, Chromecast
Home games console (e.g. Sony Playstation, Nintendo Wii, Xbox)
Any TV set
Desktop / Laptop computer
Mobile Phone
Portable games console (e.g. Nintendo DS, Sony PSP)
Record player / decks (vinyl)
Tablet (Kindle HD / iPad / Nexus)
Wi-Fi/ Internet Radio Set
Amazon Echo

ACTIVITIES

Shopping
Online purchasing
Socialising
Communicating
Using the Internet (browsing)
Household chores
Eating/Drinking/cooking
Sports/exercise/hobbies
Relaxing/nothing in particular
working/studying
Driving / travelling
Gaming
Other

WHO WITH

On my own
Partner/spouse
Children (under 16)
Family member (s)
Friends
Colleagues
Other people you know
Other people you don't know

LOCATION OF LISTENING

At Home
car/van/lorry/
At work/elsewhere
Public Transport/ walking

LIVE RADIO



'Live Radio' listening hours are dominated by traditional AM/FM and DAB Radio sets (**AM/FM Share = 43%**, **DAB = 41%**). Listening to radio via a Desktop/Laptop has a 6% share of hours and via any TV set 4%. Devices connected to the internet have a smaller share of listening hours (**Smartphone 3% and Tablets 1%**)

APPS



Radio Apps are popular amongst radio listeners – **25 million or 46%** of the UK population have downloaded a Radio App, including **5.0 million (62%)** of 15-24 year olds and **5.4 million (60%)** of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

PODCASTING

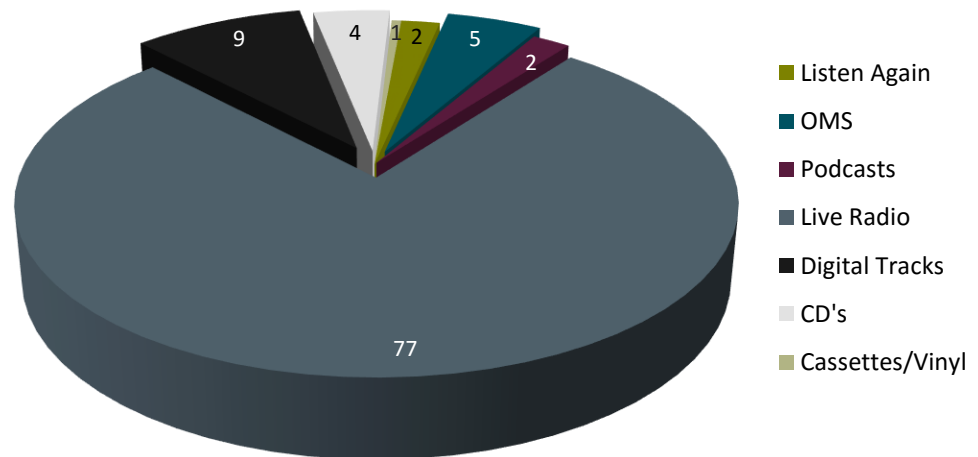
5.5 million adults use any Podcast, whether it be Speech or Music.

The Smartphone is the most popular way to listen to a Podcast with a reach of **72%** (Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to (**65%**). Over a Quarter of all Podcasting hours (**28%** share) are listened to whilst travelling.

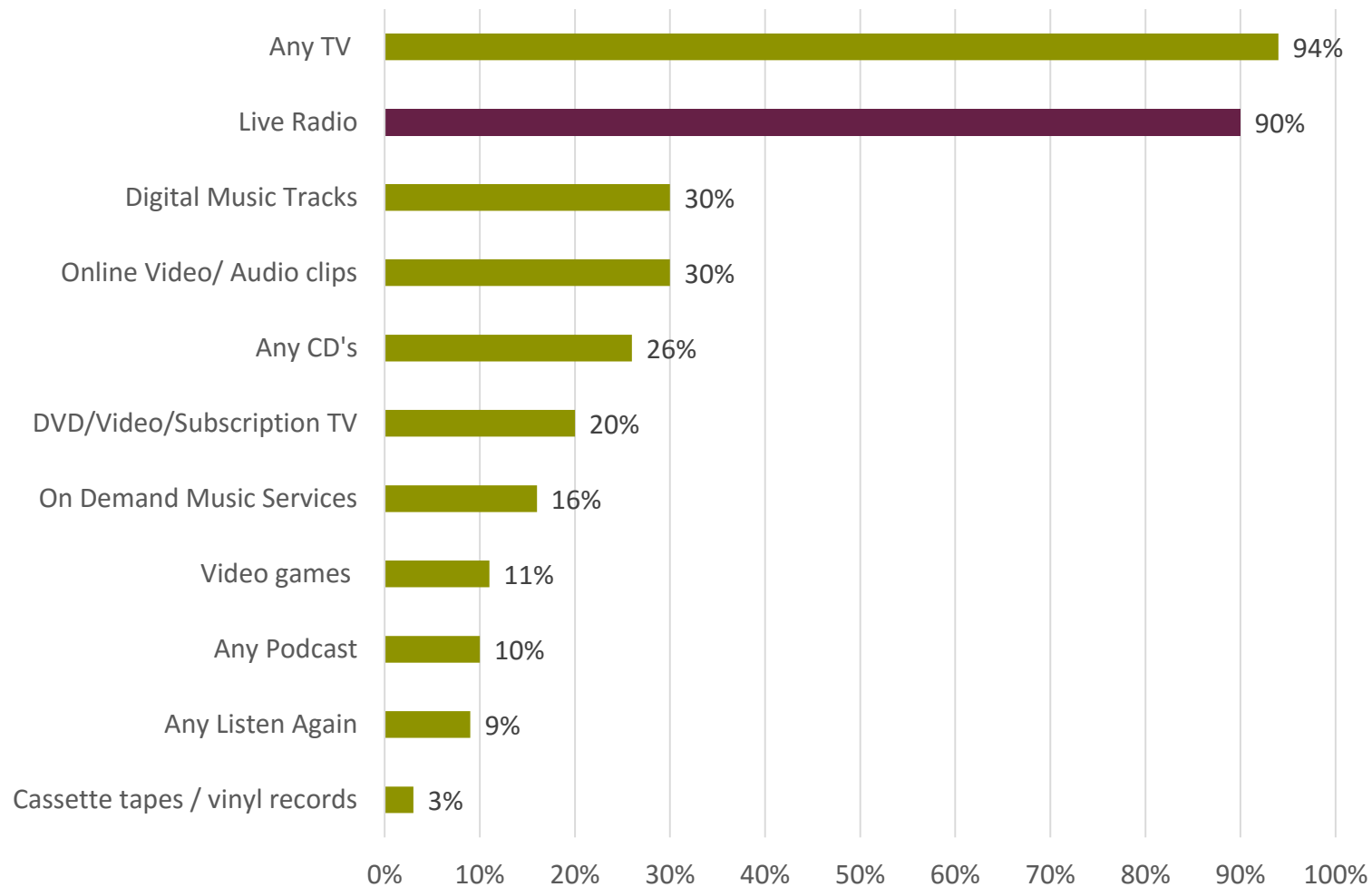
LISTEN AGAIN

4.7 million adults use the 'listen again' or 'catch up' radio function. Smartphones have a **37%** share of total listening again hours, followed by desktops/laptops with **33%** and Tablets **21%**. **74%** of all 'listen again' hours are listened to in Home. **82%** of Listen Again/Catch Up Radio hours are listened to alone.

SHARE OF AUDIO % (excluding visual)

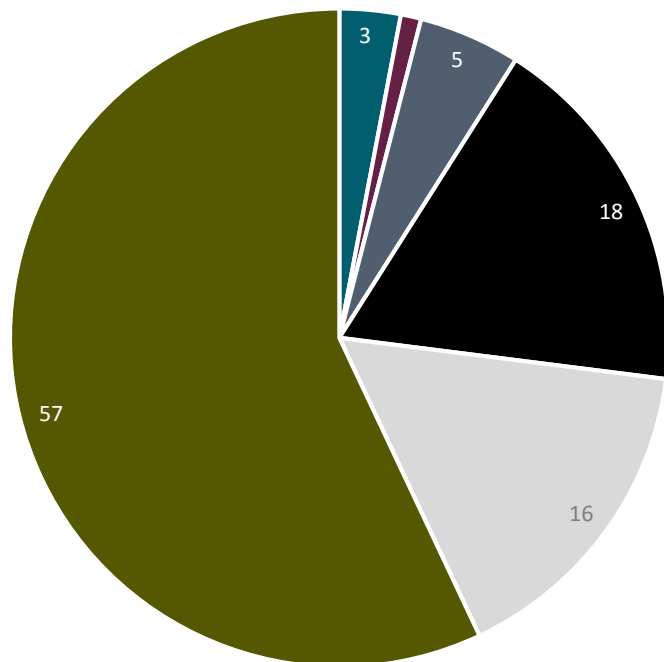


AUDIO REACH %

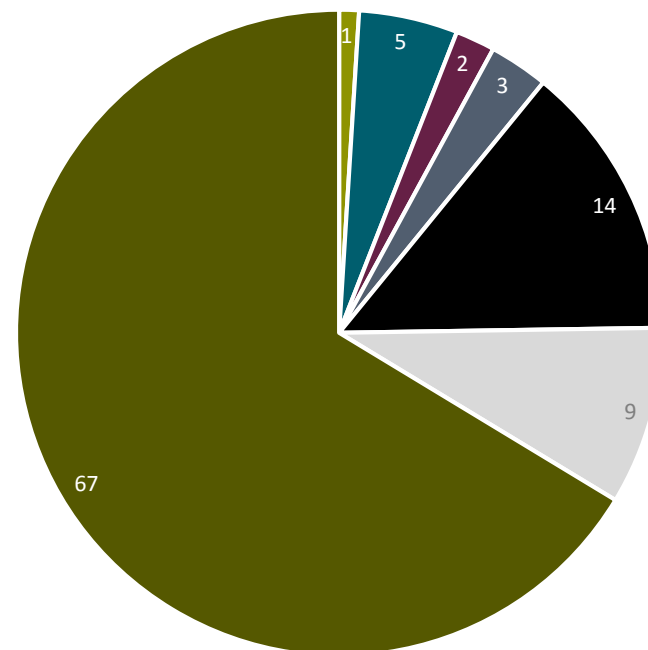


AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24



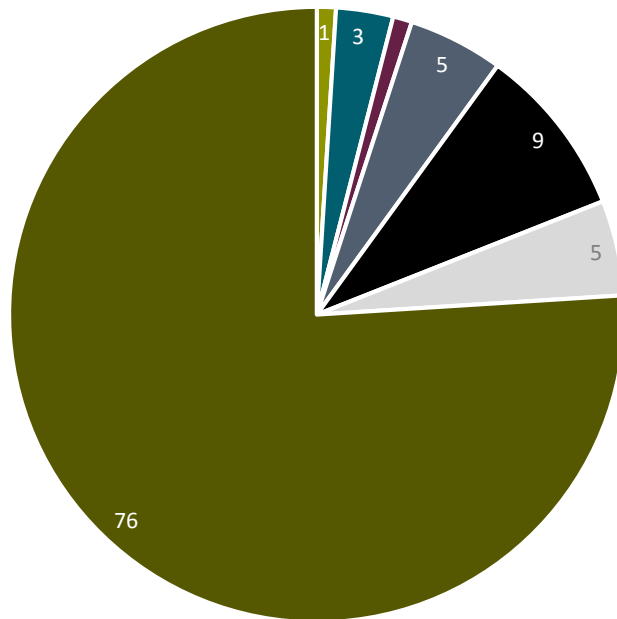
25-34



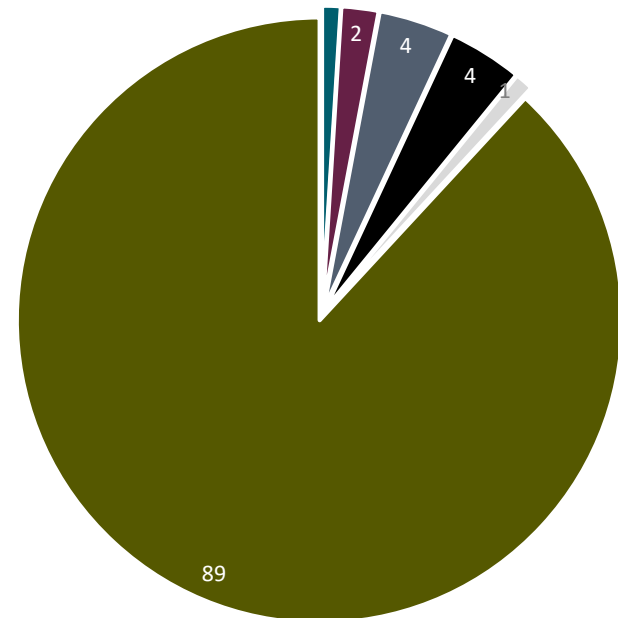
■ Cassette/Vinyl
 ■ Any Podcast
 ■ Any Listen Again
 ■ Any CDs
 ■ Digital Tracks
 ■ On Demand music services
 ■ Live Radio

AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

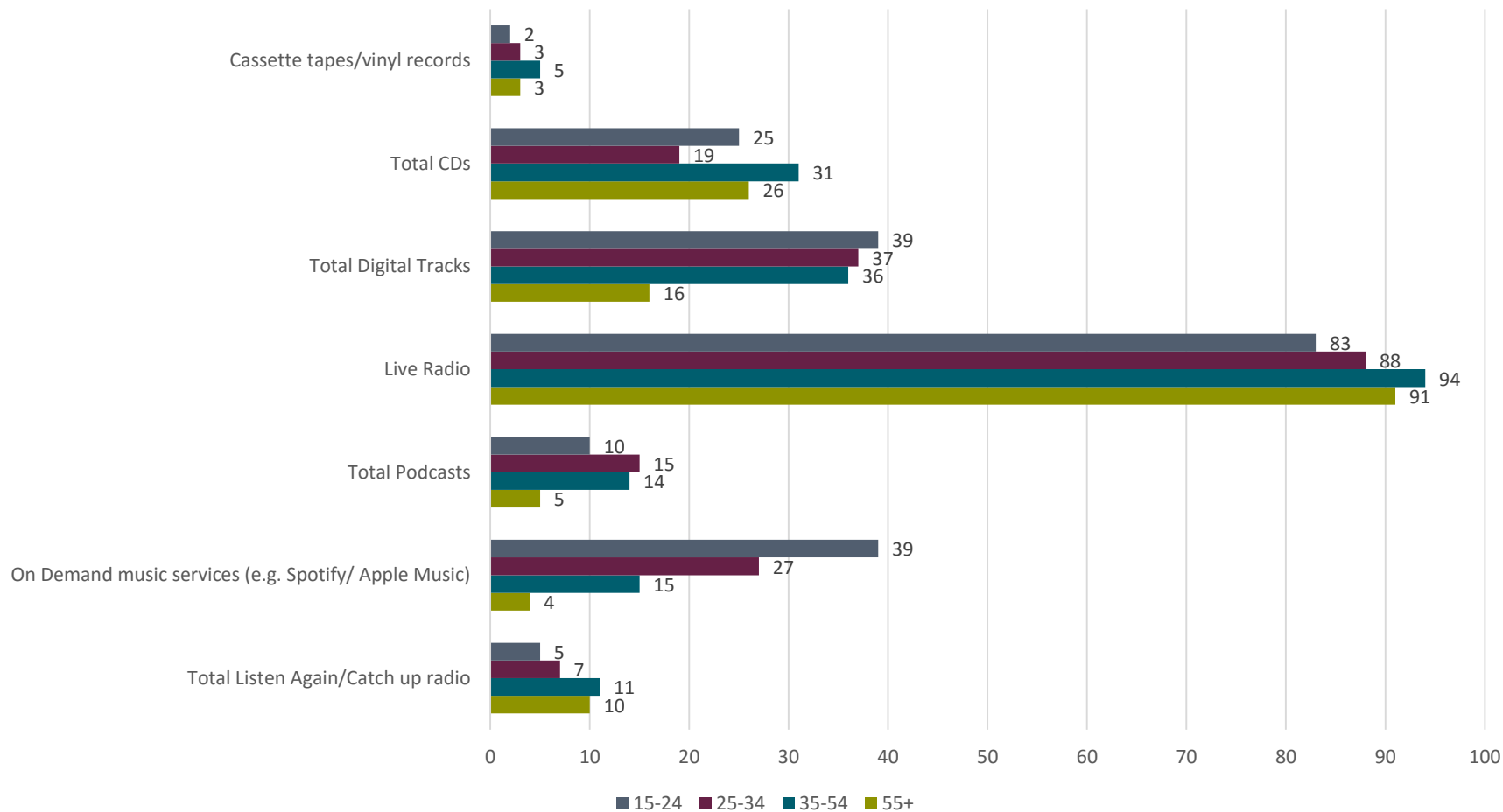


55+

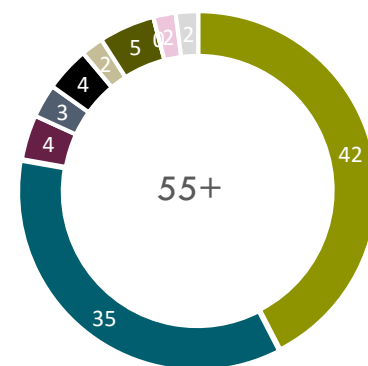
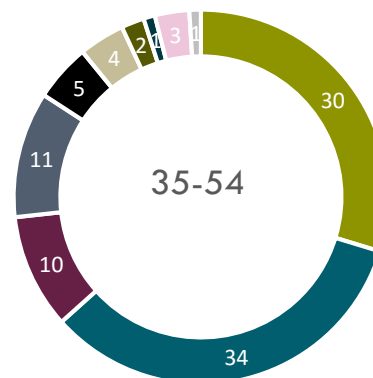
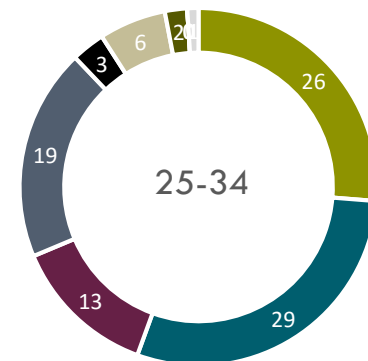
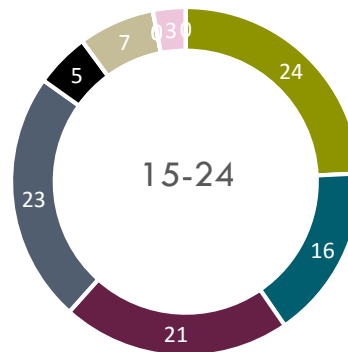
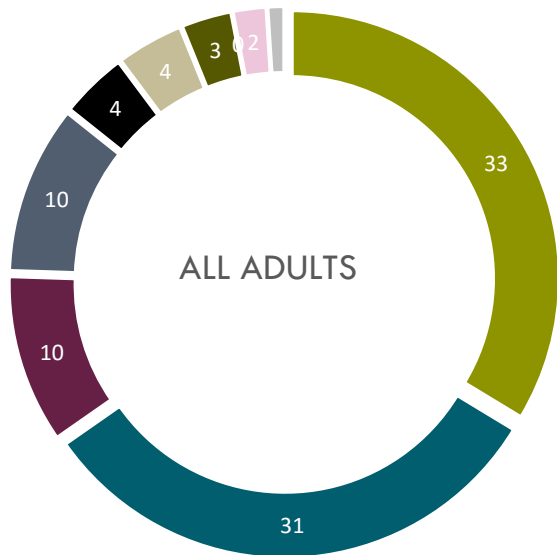


■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

AUDIO REACH% BY AGE GROUP

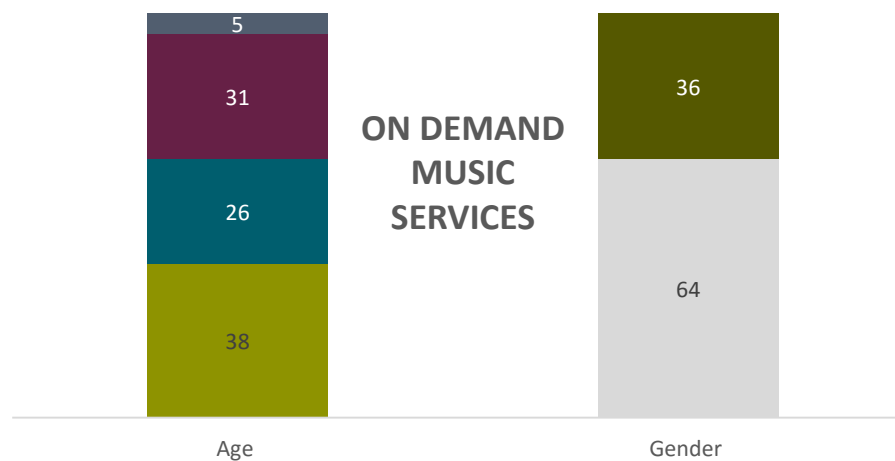
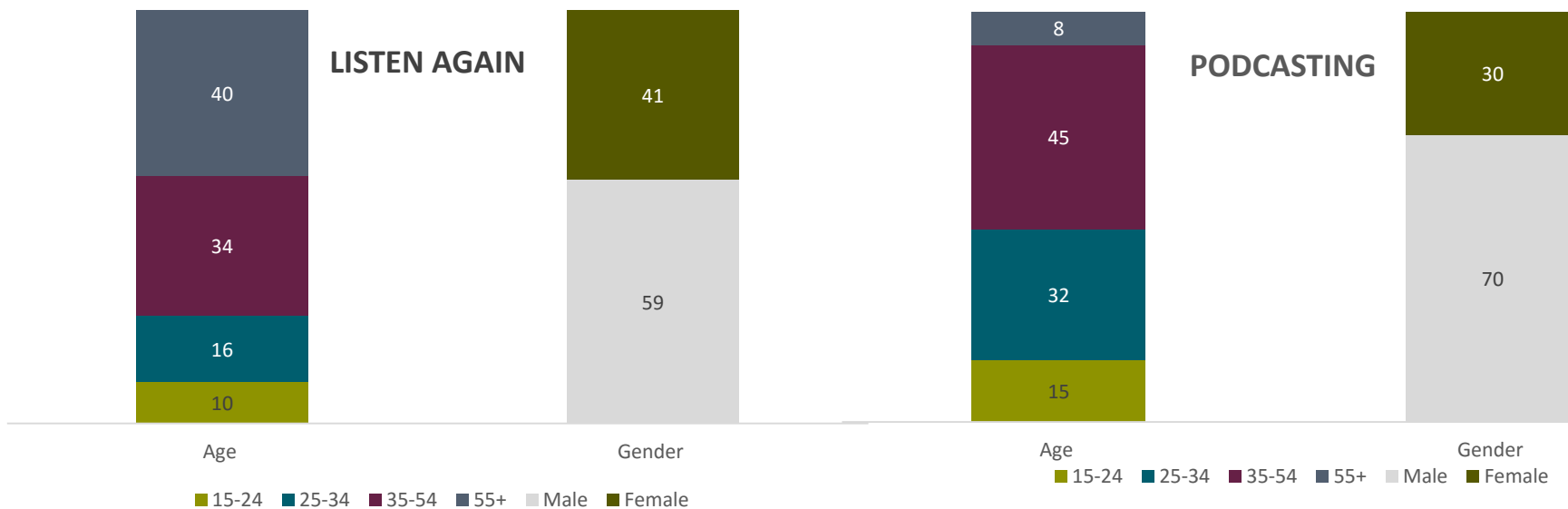


AUDIO 'SHARE %' by DEVICE (exc. Visual)



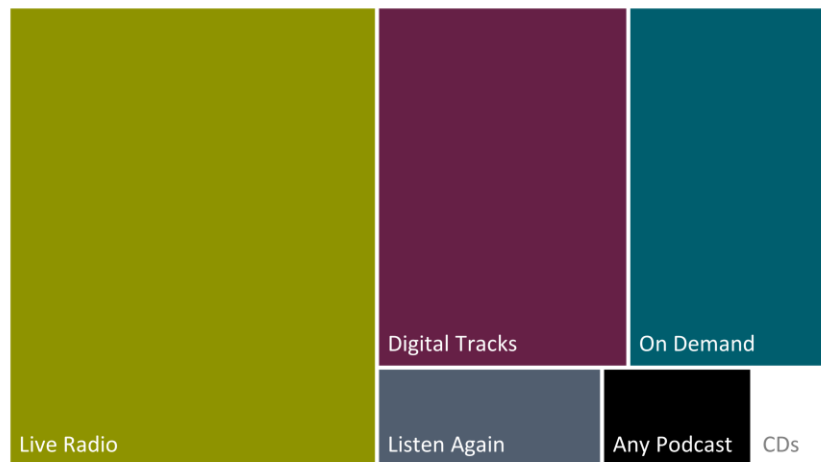
■ AM/FM Radio
 ■ DAB Digital Radio
 ■ Desktop/Laptop computer
 ■ Smartphone
 ■ CD player
 ■ Digital music player
 ■ Any TV
 ■ Other Device
 ■ Tablet
 ■ Wi-Fi/Internet Radio Set

AGE/SEX % LISTENER PROFILES

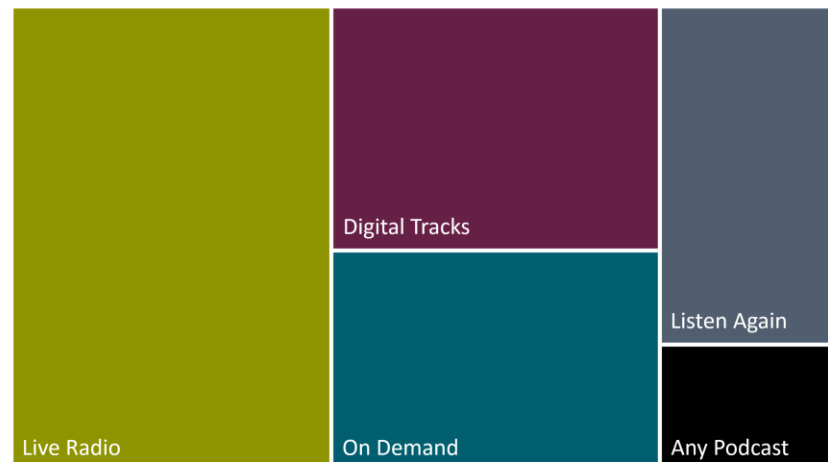


DEVICE SHARE EXCLUDING VISUAL%

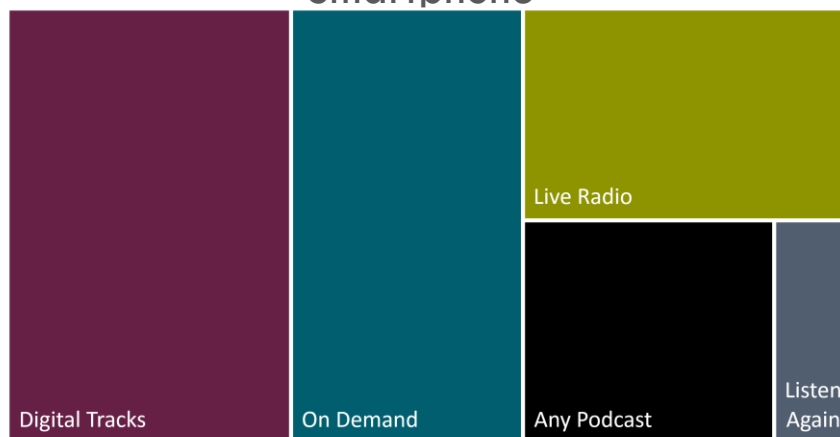
Laptop/Desktop



Tablet

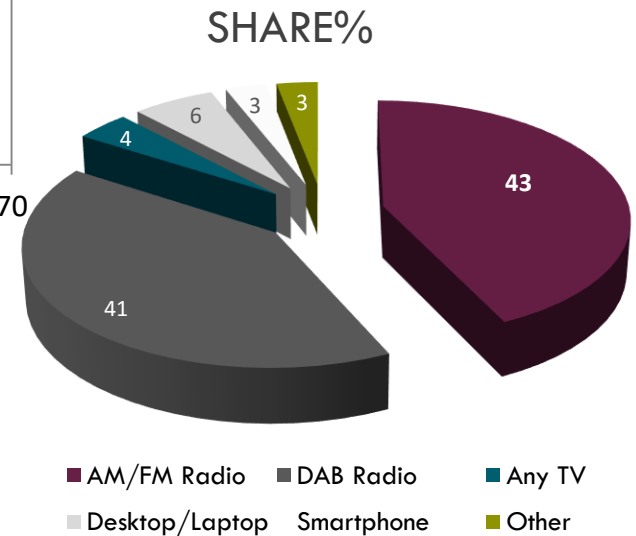
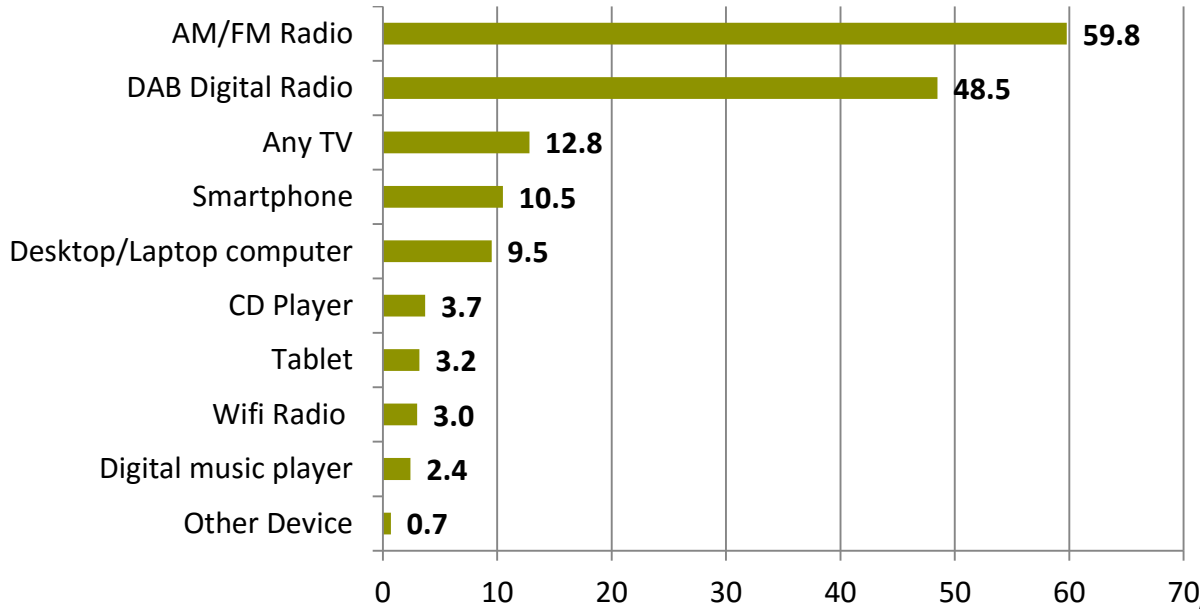


Smartphone

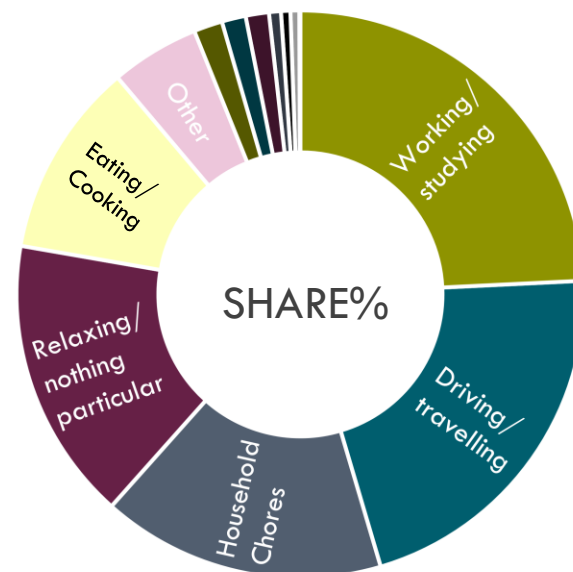
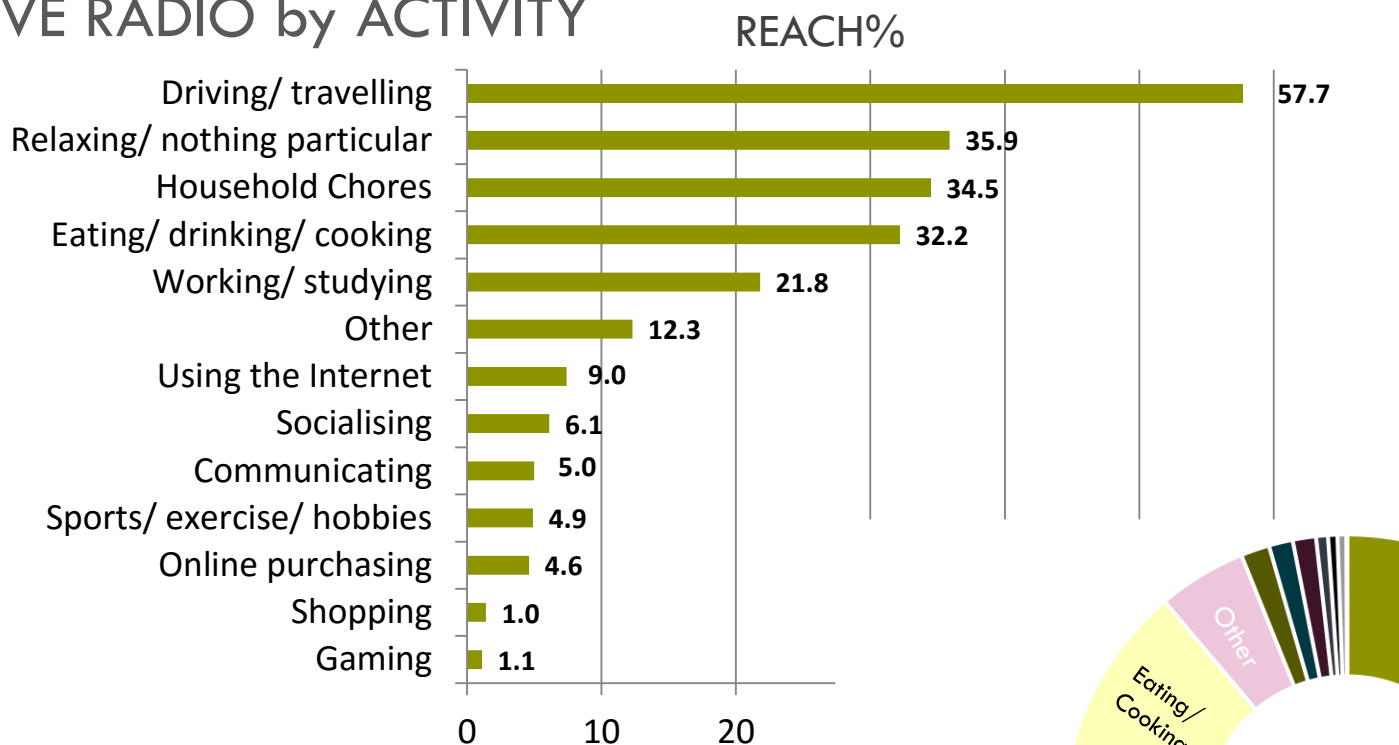


LIVE RADIO VIA DEVICE

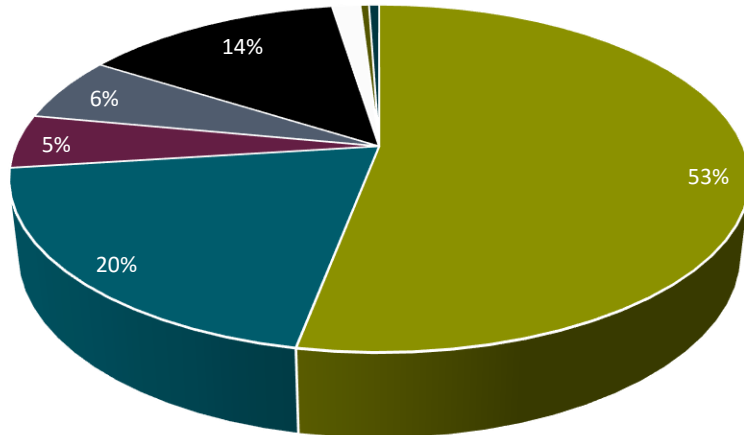
REACH%



LIVE RADIO by ACTIVITY

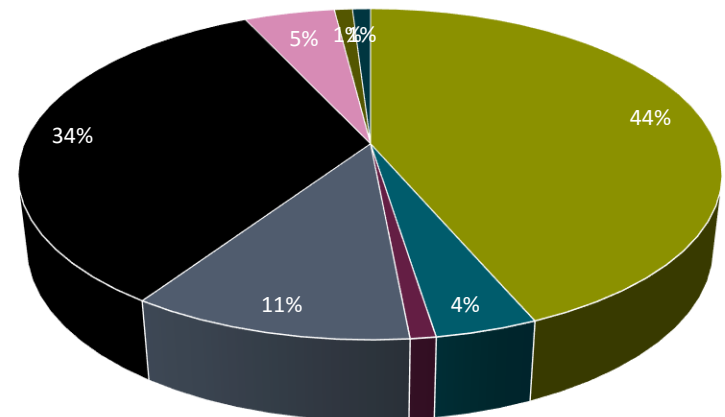


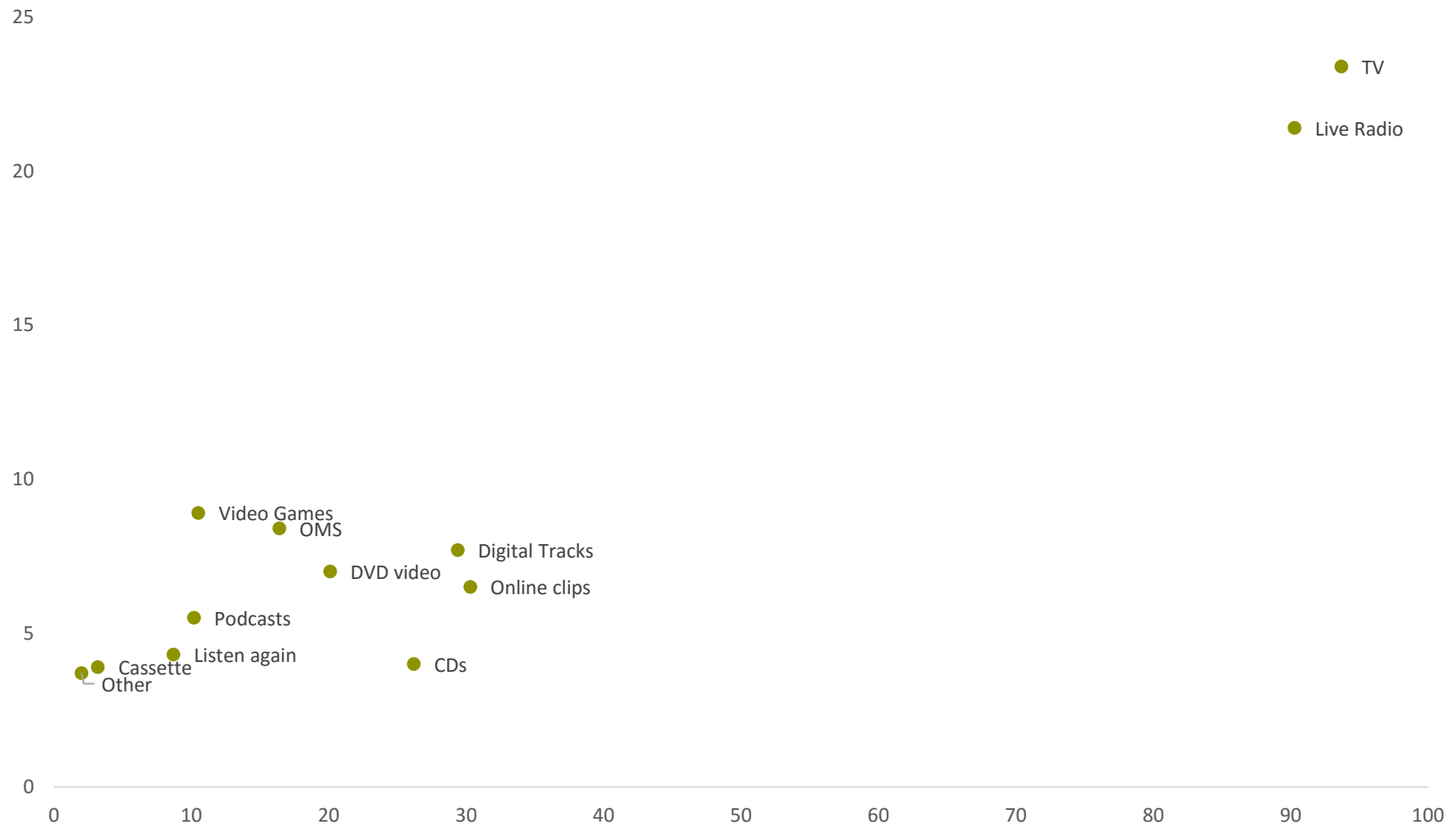
LIVE RADIO by WHO LISTENED WITH



- On my own
- Partner/Spouse
- Children
- Family Members
- Colleagues
- Friends
- Other people you know
- Other people you don't know

15-24

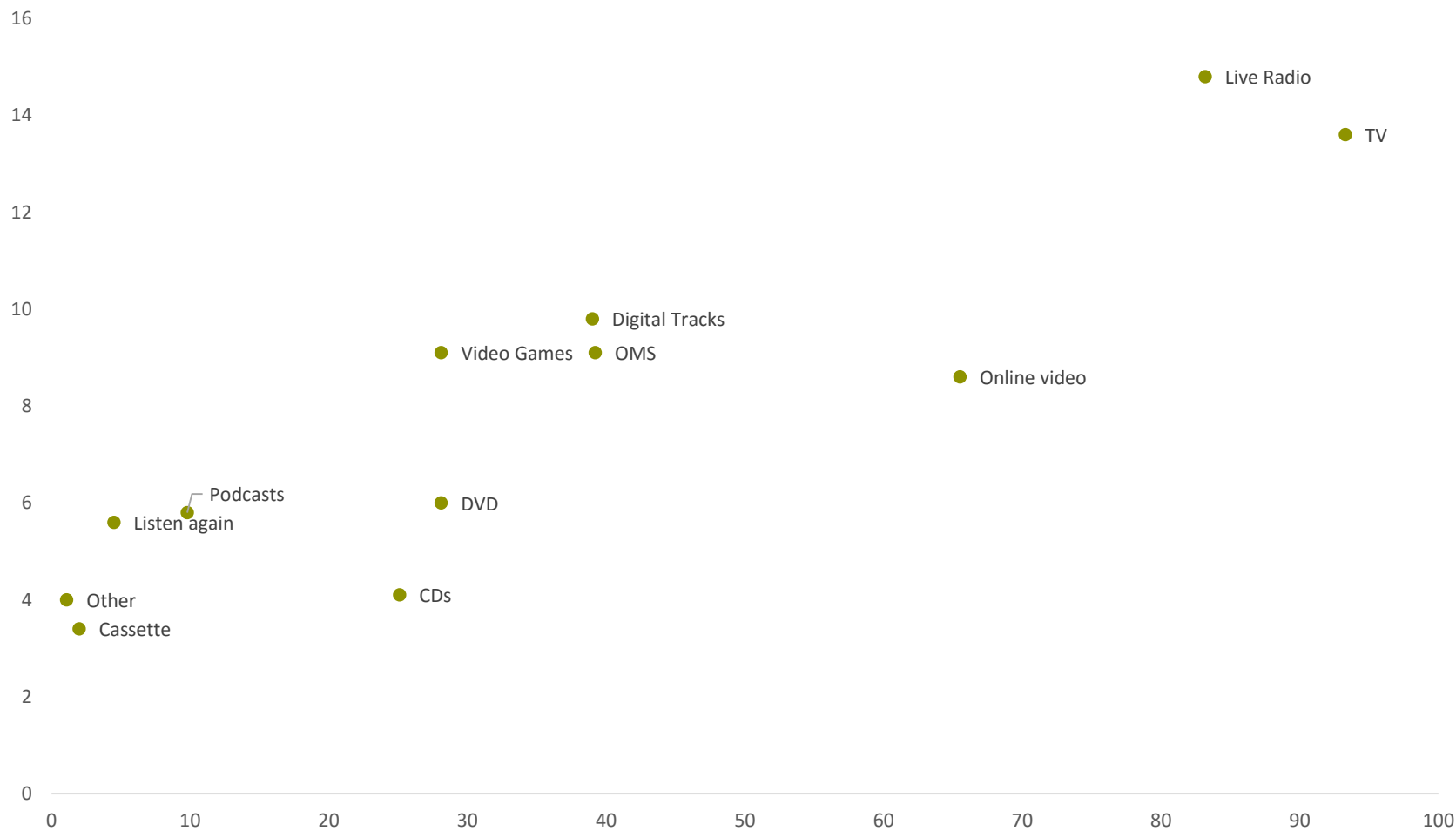




Source: MIDAS Spring 2017, n = 2,338



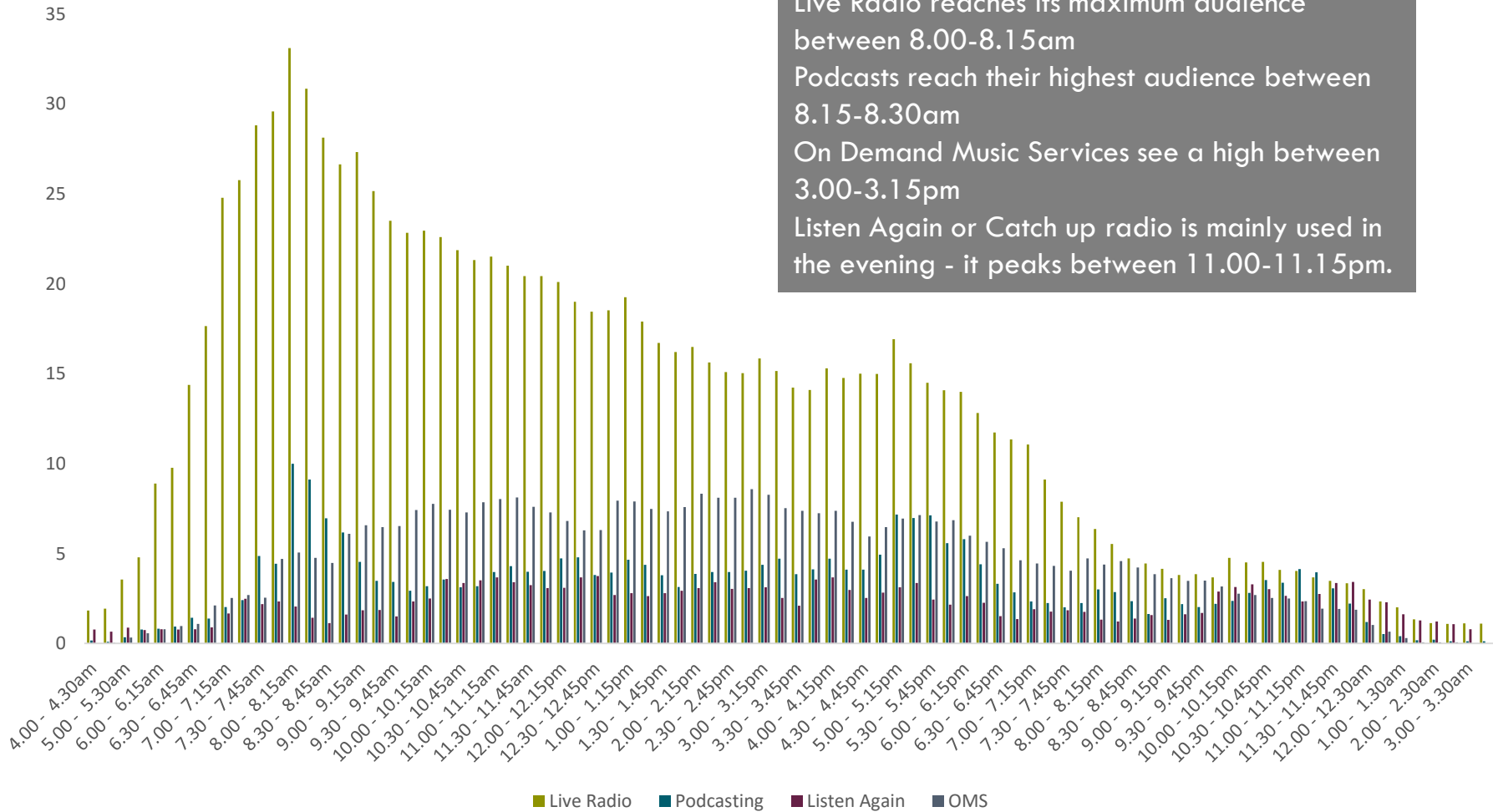
Weekly Reach % v Ave hrs per Listener(15-24s)



Source: MIDAS Spring 2017, n = 276



Time of Day Listening takes place – MONDAY to FRIDAY average



Live Radio reaches its maximum audience between 8.00-8.15am
 Podcasts reach their highest audience between 8.15-8.30am
 On Demand Music Services see a high between 3.00-3.15pm
 Listen Again or Catch up radio is mainly used in the evening - it peaks between 11.00-11.15pm.

Sample comprised of 2338 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during February/March 2017

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