

RAJAR DATA RELEASE



Quarter 2, 2015 – August 6th 2015

Platform Share

All BBC Radio

	Q2 14	Q1 15	Q2 15
AM/FM	56.3	53.8	54.8
All Digital	37.5	40.7	39.5
DAB	27.9	30.0	29.4
DTV	3.9	3.8	3.7
Online/App	4.7	5.5	4.8
Digital Unspecified *	1.0	1.4	1.6
Unspecified *	6.2	5.5	5.6

All Commercial Radio

	Q2 14	Q1 15	Q2 15
AM/FM	57.6	55.5	53.1
All Digital	36.1	38.0	40.1
DAB	20.5	21.5	23.9
DTV	6.2	6.3	6.1
Online/App	6.7	7.1	7.4
Digital Unspecified *	2.7	3.1	2.7
Unspecified *	6.3	6.5	6.8

* Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms.