

RAJAR DATA RELEASE

Quarter 4, 2015 – February 4th 2016

Platform Share

All BBC Radio

	Q4 14	Q3 15	Q4 15
AM/FM	56.4	50.3	50.6
All Digital	38.3	42.4	42.5
DAB	28.6	31.2	31.4
DTV	3.7	4.0	4.2
Online/App	4.9	5.5	5.6
Digital Unspecified *	1.2	1.7	1.3
Unspecified *	5.2	7.3	6.9

All Commercial Radio

	Q4 14	Q3 15	Q4 15
AM/FM	56.8	50.9	51.5
All Digital	37.2	41.2	40.6
DAB	21.9	24.4	23.9
DTV	5.9	6.3	6.0
Online/App	6.6	7.2	7.0
Digital Unspecified *	2.8	3.2	3.7
Unspecified *	6.1	8.0	7.9

* 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.