

# RAJAR DATA RELEASE



Quarter 1, 2016 – May 19<sup>th</sup> 2016

## 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 Share

	REACH	HOURS 000s	SHARE
	Q1 16	Q1 16	Q1 16
<b>All Radio</b>	89.3	1,006	100
<b>AM/FM</b>	75.4	562	55.9
<b>All Digital</b>	56.9	444	44.1
<b>DAB</b>	42.3	310	30.9
<b>DTV</b>	14.9	55	5.4
<b>Online/Apps</b>	18.1	79	7.8

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 15	Q4 15	Q1 16		Q1 15	Q4 15	Q1 16
All BBC Radio	34,872	34,947	34,869	All Commercial Radio	33,916	35,111	34,277
All BBC Network Radio	31,671	32,125	32,014	All National Commercial	17,137	18,298	18,220
All BBC Local / Regional Radio	8,816	8,558	8,793	All Local Commercial	26,763	27,126	26,884

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 15	Q4 15	Q1 16		Q1 15	Q4 15	Q1 16
All BBC Radio	54.4	53.5	54.1	All Commercial Radio	42.8	44.1	43.2
All BBC Network Radio	46.9	46.1	46.6	All National Commercial	14.2	14.6	14.6
All BBC Local / Regional Radio	7.6	7.3	7.5	All Local Commercial	28.6	29.5	28.5

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## Platform Share

### All BBC Radio

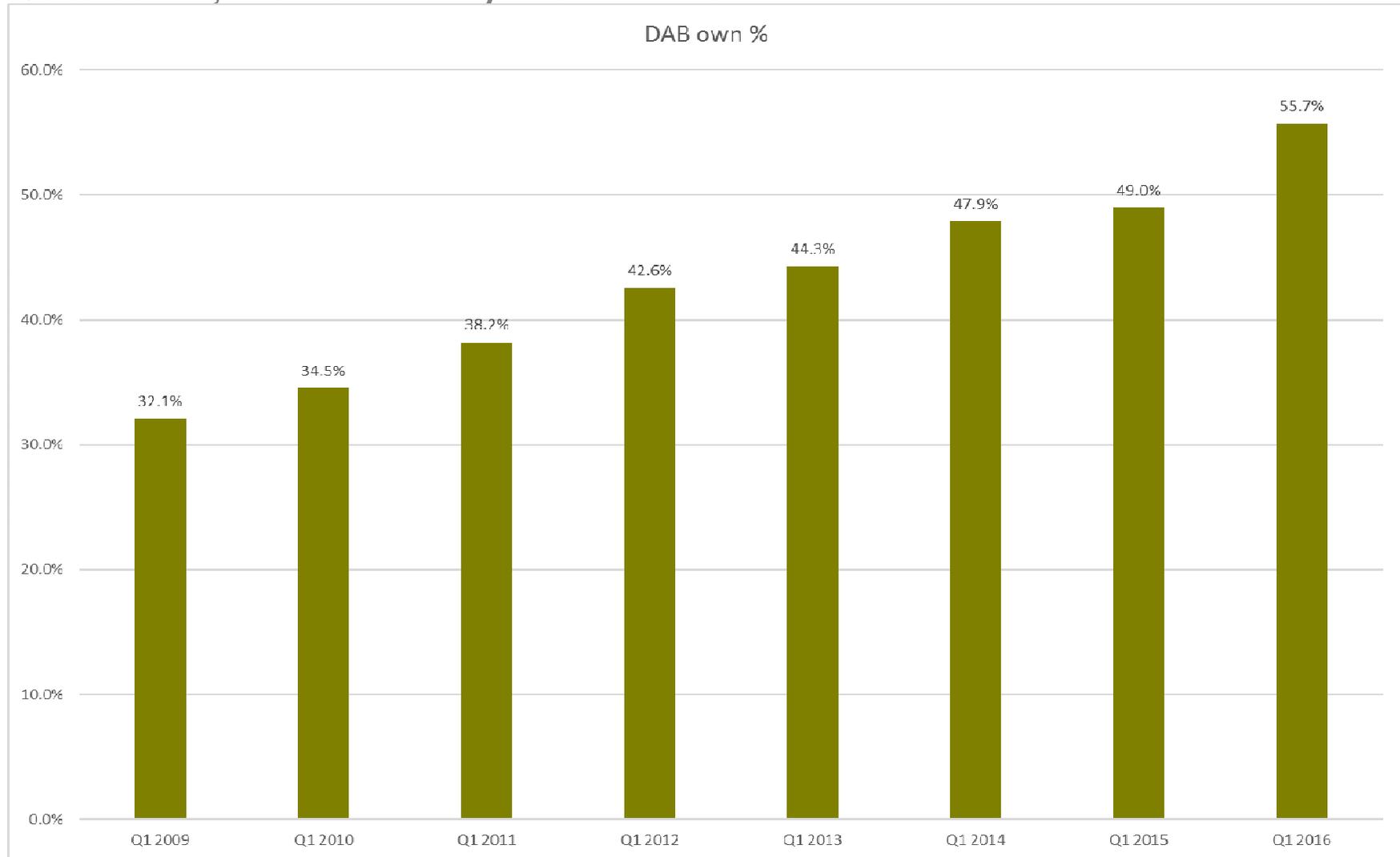
<b>AM/FM</b>	55.7
<b>All Digital</b>	44.3
<b>DAB</b>	33.4
<b>DTV</b>	4.6
<b>Online/App</b>	6.3

### All Commercial Radio

<b>AM/FM</b>	56.3
<b>All Digital</b>	43.7
<b>DAB</b>	28.6
<b>DTV</b>	6.4
<b>Online/App</b>	8.6

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

