

RAJAR DATA RELEASE



Quarter 2, 2016 – August 4th 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%
	Q2 2016	Q2 2016	Q2 2016
All Radio	90.1	1,045	100
AM/FM	74.9	572	54.7
All Digital	58.9	473	45.3
DAB	44.8	336	32.2
DTV	14.9	54	5.1
Online/Apps	19.3	83	8.0

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q2 15	Q1 16	Q2 16		Q2 15	Q1 16	Q2 16
All BBC Radio	35,016	34,869	35,066	All Commercial Radio	34,628	34,277	35,570
All BBC Network Radio	31,926	32,014	32,347	All National Commercial	17,944	18,220	19,388
All BBC Local / Regional Radio	8,837	8,793	8,382	All Local Commercial	27,466	26,884	27,608

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q2 15	Q1 16	Q2 16		Q2 15	Q1 16	Q2 16
All BBC Radio	53.0	54.1	52.2	All Commercial Radio	44.4	43.2	45.2
All BBC Network Radio	45.5	46.6	45.2	All National Commercial	14.5	14.6	15.8
All BBC Local / Regional Radio	7.5	7.5	7.0	All Local Commercial	29.8	28.5	29.4

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Platform Share

All BBC Radio

AM/FM	55.5
All Digital	44.5
DAB	33.8
DTV	4.2
Online/App	6.5

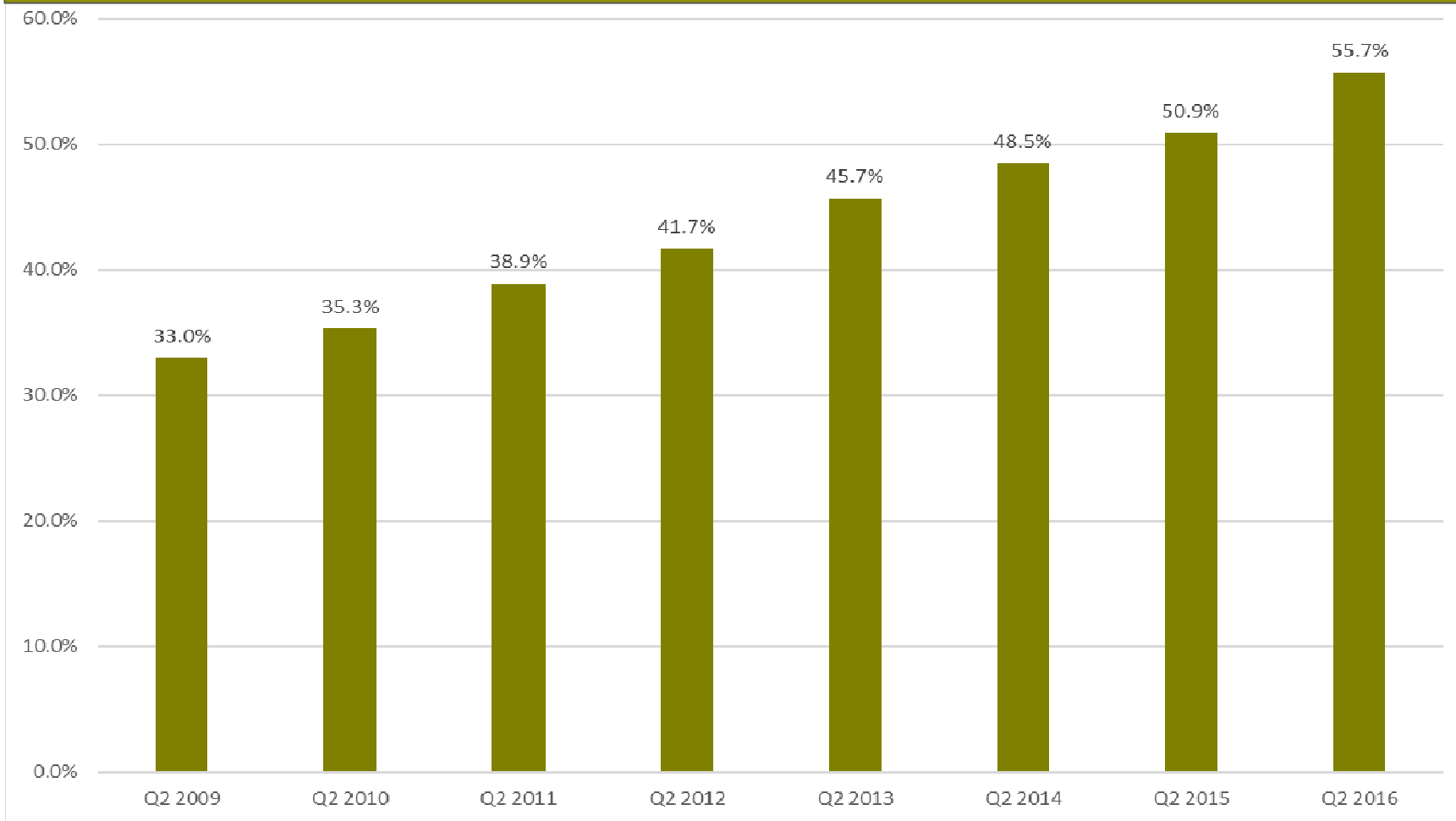
All Commercial Radio

AM/FM	54.0
All Digital	46.0
DAB	31.2
DTV	6.3
Online/App	8.4

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% of population who claim to have access to a DAB set



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

