

# RAJAR DATA RELEASE



Quarter 1, 2017 – May 18<sup>th</sup> 2017

## ALL RADIO LISTENING CHARTS

1. All Radio Listening including share via platform
2. All Digital Radio listening
3. BBC Radio / Commercial Radio – weekly reach and share
4. BBC Radio / Commercial Radio – platform share
5. DAB set ownership
6. 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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	Q1 2016	Q4 2016	Q1 2017
<b>All Radio Listening</b>			
Weekly Reach ('000)	47,823	48,682	48,232
Weekly Reach (%)	89.3	90.1	89.3
Average hours per head	18.8	19.4	18.9
Average hours per listener	21.0	21.5	21.2
Total hours (millions)	1,006	1,049	1,023

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	55.9	54.8	52.8
All Digital	44.1	45.2	47.2
DAB	30.9	32.9	33.8
DTV	5.4	4.9	5.5
Online/Apps	7.8	7.4	8.0

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## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q1 16	Q4 16	Q1 17	Q1 16	Q4 16	Q1 17	Q1 16	Q4 16	Q1 17
<b>All Radio</b>	89.3	90.1	89.3	1,006	1,049	1,023	100	100	100
<b>All Digital</b>	56.9	57.9	58.6	444	474	483	44.1	45.2	47.2
<b>DAB</b>	42.3	44.4	44.6	310	345	346	30.9	32.9	33.8
<b>DTV</b>	14.9	14.3	14.7	55	51	56	5.4	4.9	5.5
<b>Online/Apps</b>	18.1	18.3	18.1	79	78	82	7.8	7.4	8.0

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 16	Q4 16	Q1 17		Q1 16	Q4 16	Q1 17
All BBC Radio	34,869	35,197	34,182	All Commercial Radio	34,277	34,957	34,534
All BBC Network Radio	32,014	32,180	31,405	All National Commercial	18,220	18,832	18,709
All BBC Local / Regional Radio	8,793	8,891	8,264	All Local Commercial	26,884	27,066	26,662

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 16	Q4 16	Q1 17		Q1 16	Q4 16	Q1 17
All BBC Radio	54.1	53.5	52.8	All Commercial Radio	43.2	43.9	44.6
All BBC Network Radio	46.6	45.9	46.1	All National Commercial	14.6	15.7	16.0
All BBC Local / Regional Radio	7.5	7.5	6.7	All Local Commercial	28.5	28.2	28.6

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## Platform Share

### All BBC Radio

	Q1 16	Q4 16	Q1 17
<b>AM/FM</b>	55.7	54.6	53.3
<b>All Digital</b>	44.3	45.4	46.7
<b>DAB</b>	33.4	35.3	35.5
<b>DTV</b>	4.6	4.1	4.4
<b>Online/App</b>	6.3	6.0	6.8

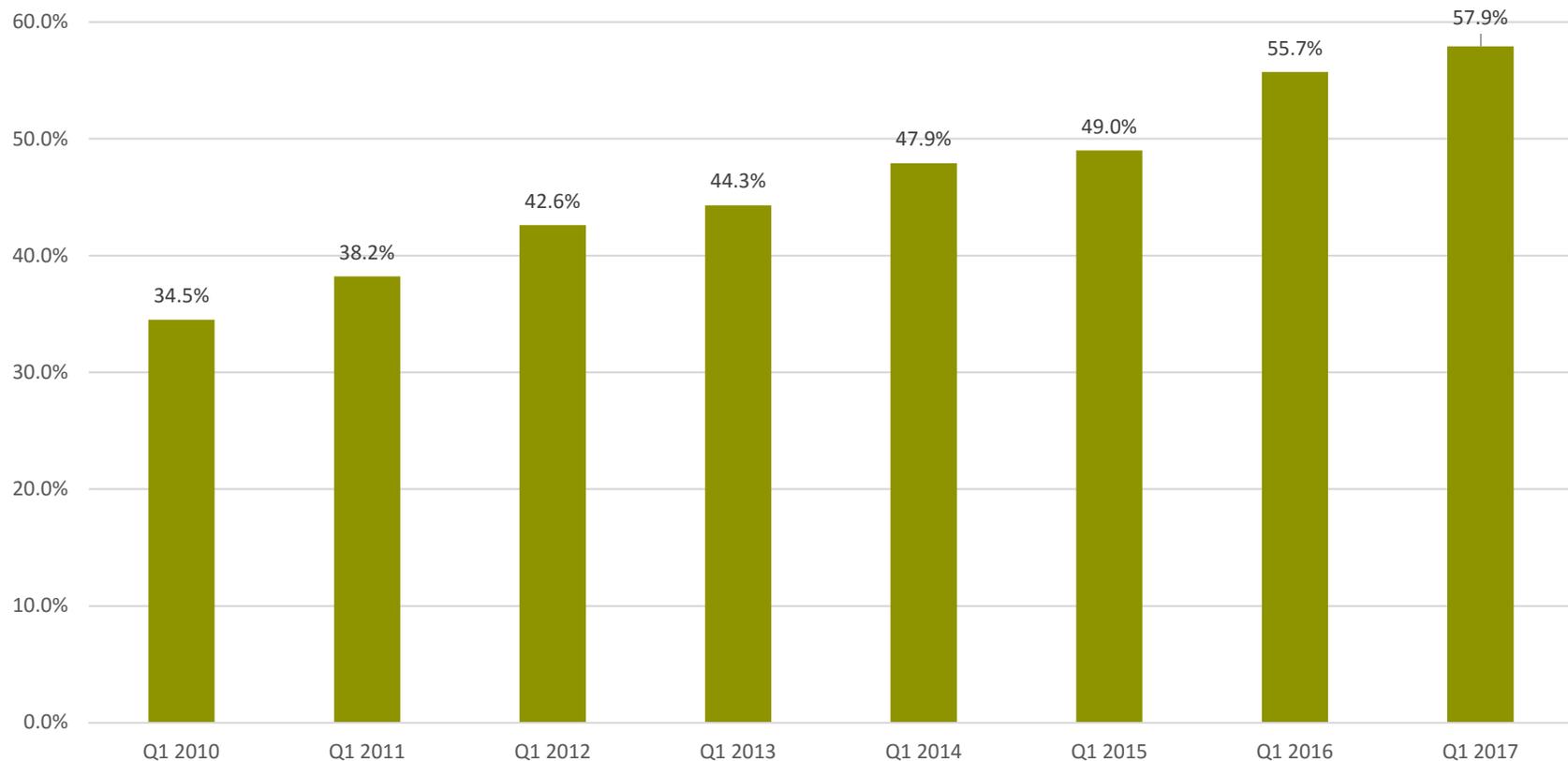
### All Commercial Radio

	Q1 16	Q4 16	Q1 17
<b>AM/FM</b>	56.3	55.0	52.4
<b>All Digital</b>	43.7	45.0	47.6
<b>DAB</b>	28.6	31.1	32.6
<b>DTV</b>	6.4	5.9	6.7
<b>Online/App</b>	8.6	8.0	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

