

RAJAR DATA RELEASE



Quarter 1, 2018 – May 17th 2018

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 2017	Q4 2017	Q1 2018
All Radio Listening			
Weekly Reach ('000)	48,232	48,860	49,153
Weekly Reach (%)	89.3	89.7	90.2
Average hours per head	18.9	19.1	18.8
Average hours per listener	21.2	21.3	20.8
Total hours (millions)	1,023	1,039	1,025

All Radio Listening - Share Via Platform (%)			
AM/FM	52.8	50.1	49.1
All Digital	47.2	49.9	50.9
DAB	33.8	36.3	36.8
DTV	5.5	5.1	4.8
Online/Apps	8.0	8.5	9.3

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q1 17	Q4 17	Q1 18	Q1 17	Q4 17	Q1 18	Q1 17	Q4 17	Q1 18
All Radio	89.3	89.7	90.2	1,023	1,039	1,025	100	100	100
All Digital	58.6	61.7	62.8	483	518	521	47.2	49.9	50.9
DAB	44.6	49.2	50.0	346	377	377	33.8	36.3	36.8
DTV	14.7	14.1	13.8	56	53	49	5.5	5.1	4.8
Online/Apps	18.1	18.9	20.1	82	88	95	8.0	8.5	9.3

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 17	Q4 17	Q1 18		Q1 17	Q4 17	Q1 18
All BBC Radio	34,182	35,019	35,007	All Commercial Radio	34,534	35,466	35,968
All BBC Network Radio	31,405	32,242	32,148	All National Commercial	18,709	20,254	20,656
All BBC Local / Regional Radio	8,264	8,297	8,573	All Local Commercial	26,662	26,532	26,871

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 17	Q4 17	Q1 18		Q1 17	Q4 17	Q1 18
All BBC Radio	52.8	52.8	51.9	All Commercial Radio	44.6	44.2	44.9
All BBC Network Radio	46.1	45.5	44.6	All National Commercial	16.0	17.1	17.5
All BBC Local / Regional Radio	6.7	7.3	7.3	All Local Commercial	28.6	27.1	27.4

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Platform Share

All BBC Radio

	Q1 17	Q4 17	Q1 18
AM/FM	53.3	51.7	50.0
All Digital	46.7	48.3	50.0
DAB	35.5	37.2	37.6
DTV	4.4	4.2	4.3
Online/App	6.8	6.8	8.2

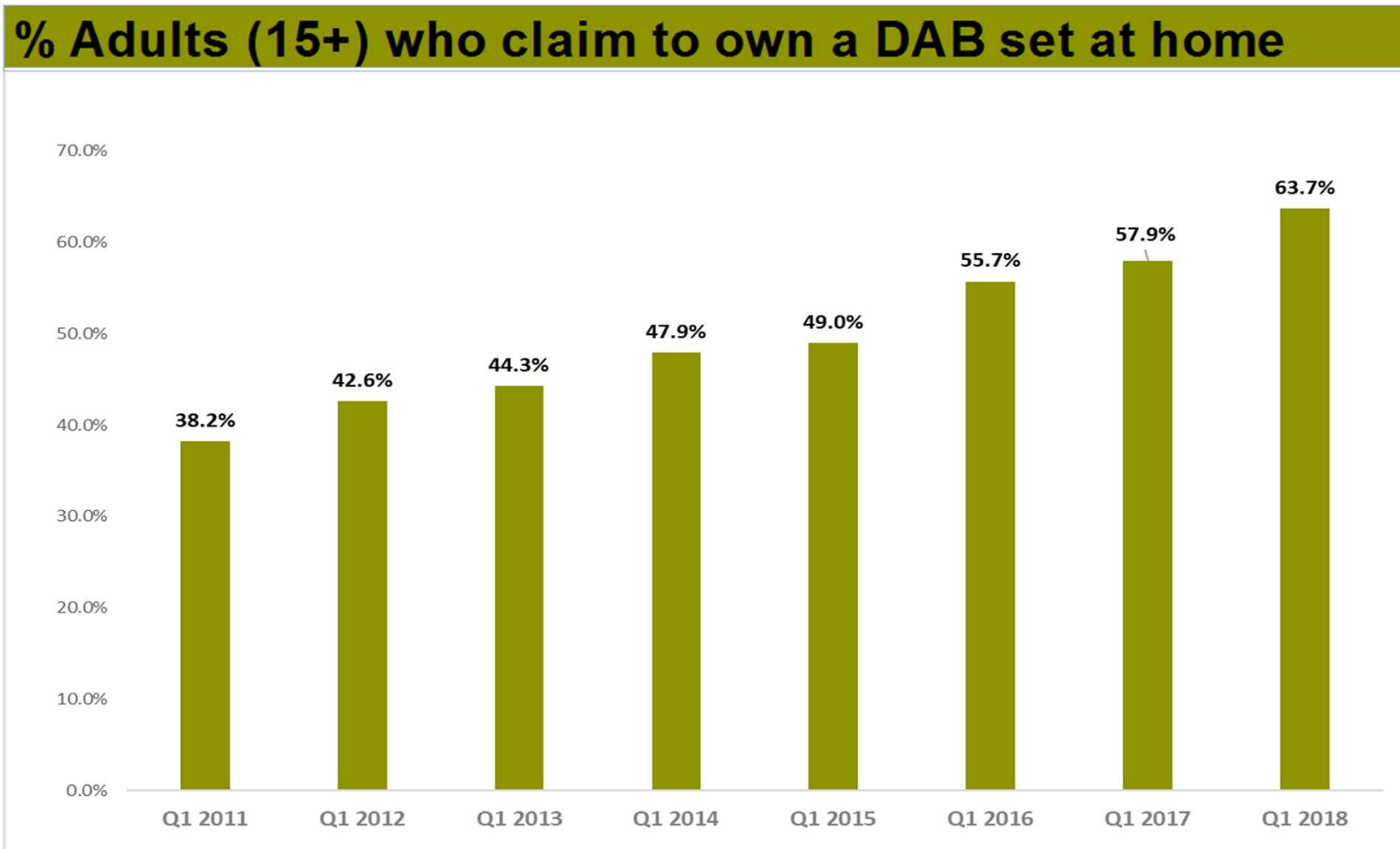
All Commercial Radio

	Q1 17	Q4 17	Q1 18
AM/FM	52.4	48.4	47.8
All Digital	47.6	51.6	52.2
DAB	32.6	36.2	36.9
DTV	6.7	6.1	5.5
Online/App	8.4	9.3	9.8

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

