

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

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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	Q4 2017	Q3 2018	Q4 2018
All Radio Listening			
Weekly Reach ('000)	48,860	48,617	48,401
Weekly Reach (%)	89.7	88.8	88.4
Average hours per head	19.1	18.7	18.3
Average hours per listener	21.3	21.1	20.7
Total hours (millions)	1,039	1,026	1,002

All Radio Listening - Share Via Platform (%)			
AM/FM	50.1	47.6	47.4
All Digital	49.9	52.4	52.6
DAB	36.3	38.1	38.3
DTV	5.1	4.7	5.0
Online/Apps	8.5	9.6	9.4

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q4 17	Q3 18	Q4 18	Q4 17	Q3 18	Q4 18	Q4 17	Q3 18	Q4 18
All Radio	89.7	88.8	88.4	1,039	1,026	1,002	100	100	100
All Digital	61.7	62.9	63.0	518	538	527	49.9	52.4	52.6
DAB	49.2	50.5	50.6	377	391	384	36.3	38.1	38.3
DTV	14.1	13.7	13.1	53	49	50	5.1	4.7	5.0
Online/Apps	18.9	20.3	19.8	88	99	94	8.5	9.6	9.4

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 17	Q3 18	Q4 18		Q4 17	Q3 18	Q4 18
All BBC Radio	35,019	34,285	33,966	All Commercial Radio	35,466	35,813	35,577
All BBC Network Radio	32,242	31,464	31,146	All National Commercial	20,254	21,087	20,800
All BBC Local / Regional Radio	8,297	7,840	7,799	All Local Commercial	26,532	26,468	26,281

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 17	Q3 18	Q4 18		Q4 17	Q3 18	Q4 18
All BBC Radio	52.8	51.7	50.9	All Commercial Radio	44.2	45.7	46.5
All BBC Network Radio	45.5	45.0	44.6	All National Commercial	17.7	18.5	18.6
All BBC Local / Regional Radio	7.3	6.7	6.3	All Local Commercial	27.1	27.2	27.9

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Platform Share

All BBC Radio

	Q4 17	Q3 18	Q4 18
AM/FM	51.7	48.6	48.5
All Digital	48.3	51.4	51.5
DAB	37.2	39.1	39.2
DTV	4.2	3.9	4.5
Online/App	6.8	8.4	7.8

All Commercial Radio

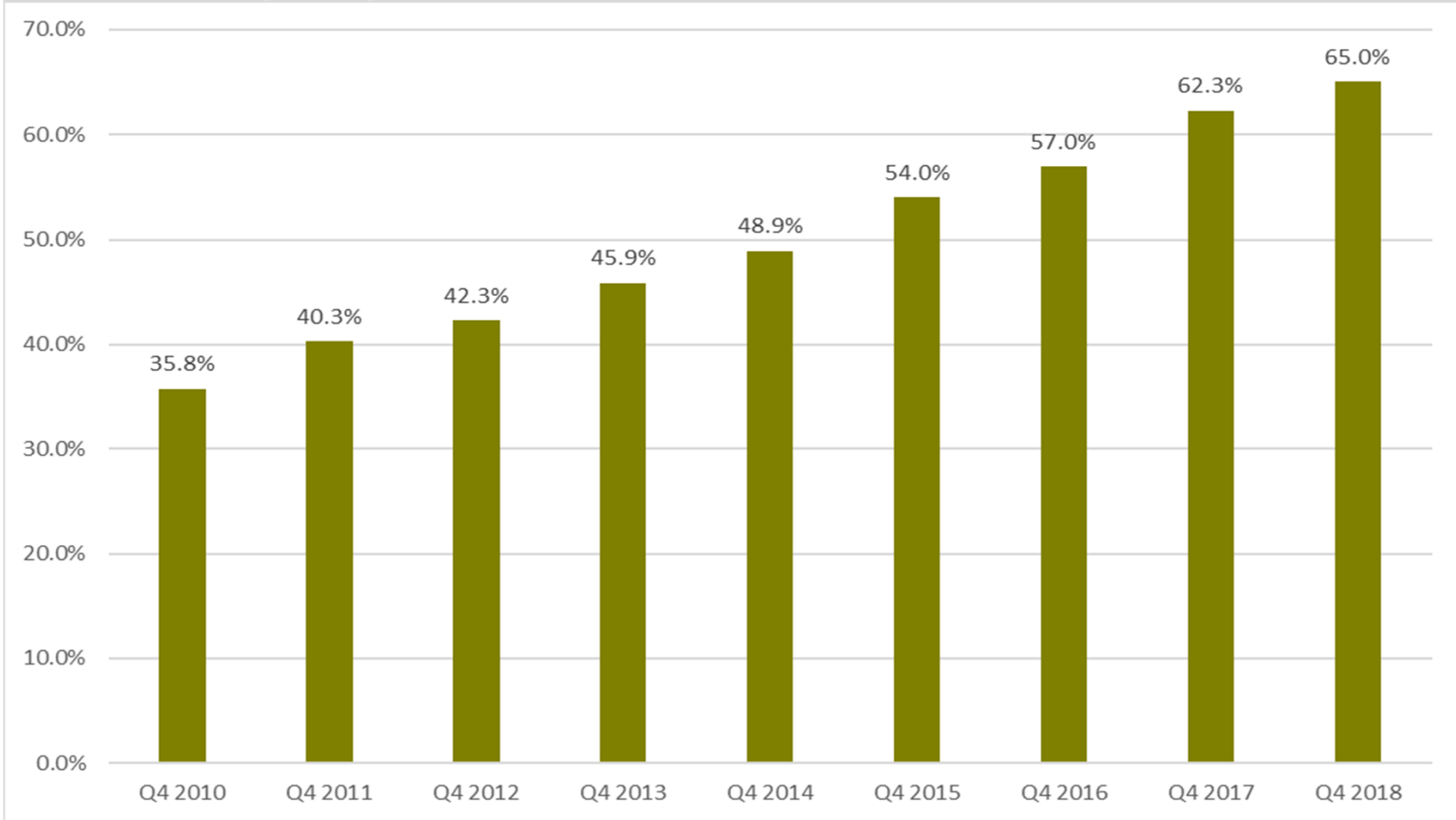
	Q4 17	Q3 18	Q4 18
AM/FM	48.4	46.3	46.1
All Digital	51.6	53.7	53.9
DAB	36.2	38.0	38.1
DTV	6.1	5.7	5.6
Online/App	9.3	10.1	10.2

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% Adults (15+) who claim to own a DAB set at home



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