

# RAJAR DATA RELEASE



Quarter 4, 2018 – February 6<sup>th</sup> 2019

## NATIONAL STATIONS

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
<b>ALL RADIO</b>	Q	48860	48617	48401	-0.9%	-0.4%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	35019	34285	33966	-3.0%	-0.9%	52.8	51.7	50.9
15-44	Q	13938	13681	13260	-4.9%	-3.1%	36.5	35.2	34.9
45+	Q	21081	20603	20705	-1.8%	0.5%	62.3	60.8	59.7
<b>ALL BBC NETWORK RADIO</b>	Q	32242	31464	31146	-3.4%	-1.0%	45.5	45.0	44.6
BBC RADIO 1	Q	9839	9600	9375	-4.7%	-2.3%	5.9	6.0	5.7
BBC RADIO 2	Q	15487	14637	14889	-3.9%	1.7%	18.3	17.1	18.1
BBC RADIO 3	Q	1951	1934	1826	-6.4%	-5.6%	1.1	1.2	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11667	11015	10855	-7.0%	-1.5%	13.0	12.9	12.7
BBC RADIO 4	Q	11253	10642	10484	-6.8%	-1.5%	11.8	11.6	11.2
BBC RADIO 4 EXTRA	Q	2264	2010	2130	-5.9%	6.0%	1.3	1.3	1.5
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5678	5585	5111	-10.0%	-8.5%	3.7	4.1	3.4
BBC RADIO 5 LIVE	Q	5453	5031	4965	-8.9%	-1.3%	3.4	3.4	3.3
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1065	1672	667	-37.4%	-60.1%	0.3	0.7	0.1
BBC 6 MUSIC	Q	2343	2518	2295	-2.0%	-8.9%	2.1	2.2	2.1
1XTRA FROM THE BBC	H	1065	1036	1056	-0.8%	1.9%	0.5	0.4	0.5
BBC ASIAN NETWORK UK	H	661	631	527	-20.3%	-16.5%	0.3	0.4	0.3
BBC WORLD SERVICE	Q	1510	1477	1556	3.0%	5.3%	0.7	0.7	0.8
<b>BBC LOCAL/REGIONAL</b>	Q	8297	7840	7799	-6.0%	-0.5%	7.3	6.7	6.3

# RAJAR DATA RELEASE



Quarter 4, 2018 – February 6<sup>th</sup> 2019

## NATIONAL STATIONS PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
<b>ALL COMMERCIAL</b>	Q	35466	35813	35577	0.3%	-0.7%	44.2	45.7	46.5
15-44	Q	17977	18241	17897	-0.4%	-1.9%	59.5	61.2	62.0
45+	Q	17489	17572	17680	1.1%	0.6%	35.4	37.0	38.0
<b>ALL NATIONAL COMMERCIAL</b>	Q	20254	21087	20800	2.7%	-1.4%	17.1	18.5	18.6
ABSOLUTE RADIO	Q	2608	2426	2387	-8.5%	-1.6%	1.8	1.9	1.7
ABSOLUTE RADIO 70S	H	259	250	229	-11.6%	-8.4%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1474	1762	1479	0.3%	-16.1%	0.6	0.8	0.8
ABSOLUTE RADIO 90S	H	745	913	969	30.1%	6.1%	0.3	0.4	0.4
ABSOLUTE CLASSIC ROCK	H	679	716	773	13.8%	8.0%	0.3	0.3	0.4
THE ARROW	Q	75	47	45	-40.0%	-4.3%	*	*	*
CAPITAL BRAND	H	8292	8412	8251	-0.5%	-1.9%	4.5	4.3	4.3
CAPITAL NETWORK (UK)	H	7438	7434	7266	-2.3%	-2.3%	3.9	3.6	3.6
CAPITAL XTRA (UK)	H	1559	1840	1792	14.9%	-2.6%	0.6	0.7	0.7
CLASSIC FM	Q	5673	5183	5309	-6.4%	2.4%	3.8	3.5	3.6
GOLD NETWORK (UK)	H	1117	1332	1253	12.2%	-5.9%	0.9	1.0	0.9
HEART BRAND (UK)	H	9178	9662	9743	6.2%	0.8%	6.3	6.4	6.5
HEART 80S	Q	1166	1357	1312	12.5%	-3.3%	0.6	0.5	0.5
HEART EXTRA	Q	487	681	583	19.7%	-14.4%	0.2	0.3	0.3
HEART NETWORK (UK)	H	8202	8479	8537	4.1%	0.7%	5.6	5.6	5.7
HEAT	H	599	638	652	8.8%	2.2%	0.2	0.2	0.3
HITS RADIO	H	562	801	804	43.1%	0.4%	0.2	0.3	0.3
JAZZ FM <sup>1</sup>	H		657	589		-10.4%		0.3	0.2
KERRANG!	H	607	650	582	-4.1%	-10.5%	0.2	0.3	0.2
KISS NETWORK	H	5566	5759	5573	0.1%	-3.2%	3.2	3.1	3.0
KISS FRESH	H	578	568	620	7.3%	9.2%	0.2	0.2	0.2
KISSTORY	Q	1714	2158	1805	5.3%	-16.4%	0.6	1.0	0.7
LBC NETWORK (UK)	H	2018	2090	2206	9.3%	5.6%	2.0	2.0	2.1

# RAJAR DATA RELEASE



Quarter 4, 2018 – February 6<sup>th</sup> 2019

## NATIONAL STATIONS PAGE 3

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
MAGIC NETWORK	H	3896	4055	4219	8.3%	4.0%	2.0	2.3	2.4
MAGIC CHILLED	H	268	336	337	25.7%	0.3%	0.1	0.1	0.1
MAGIC SOUL	H	254	355	307	20.9%	-13.5%	0.1	0.2	0.2
MELLOW MAGIC	H	473	537	603	27.5%	12.3%	0.2	0.3	0.3
PANJAB RADIO <sup>1</sup>	H			187					0.1
PLANET ROCK	Q	1040	1057	1092	5.0%	3.3%	0.8	0.7	0.7
SMOOTH BRAND (UK)	H	5450	5814	5832	7.0%	0.3%	3.6	4.1	4.2
SMOOTH EXTRA	Q	780	1162	908	16.4%	-21.9%	0.4	0.6	0.5
SMOOTH RADIO NETWORK (UK)	H	4891	5004	5103	4.3%	2.0%	3.2	3.5	3.7
SUNRISE RADIO NATIONAL <sup>1</sup>	H		315	303		-3.8%		0.2	0.1
TALKRADIO <sup>1</sup>	H		261	302		15.7%		0.1	0.1
TALKSPORT <sup>1</sup>	H		2959	2959		0.0%		1.9	1.9
TALKSPORT2 <sup>1</sup>	H		279	326		16.8%		0.1	0.1
UNION JACK	Q	88	111	153	73.9%	37.8%	*	*	0.1
VIRGIN RADIO	H	483	414	447	-7.5%	8.0%	0.1	0.1	0.2
RADIO X NETWORK (UK)	H	1580	1717	1648	4.3%	-4.0%	1.1	1.4	1.4
ALL LOCAL COMMERCIAL	Q	26532	26468	26281	-0.9%	-0.7%	27.1	27.2	27.9
OTHER LISTENING	Q	3815	3692	3535	-7.3%	-4.3%	2.9	2.7	2.5