

RAJAR DATA RELEASE



Quarter 1, 2019 – May 16th 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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	Q1 2018	Q4 2018	Q1 2019
All Radio Listening			
Weekly Reach ('000)	49,153	48,401	48,945
Weekly Reach (%)	90.2	88.4	89.4
Average hours per head	18.8	18.3	18.7
Average hours per listener	20.8	20.7	20.9
Total hours (millions)	1,024	1,002	1,023

All Radio Listening - Share Via Platform (%)			
AM/FM	49.1	47.4	43.6
All Digital	50.9	52.6	56.4
DAB	36.8	38.3	40.4
DTV	4.8	5.0	5.0
Online/Apps	9.3	9.4	11.0

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q1 18	Q4 18	Q1 19	Q1 18	Q4 18	Q1 19	Q1 18	Q4 18	Q1 19
All Radio	90.2	88.4	89.4	1,024	1,002	1,023	100	100	100
All Digital	62.8	63.0	66.3	521	527	577	50.9	52.6	56.4
DAB	50.0	50.6	52.9	377	384	413	36.8	38.3	40.4
DTV	13.8	13.1	13.9	49	50	51	4.8	5.0	5.0
Online/Apps	20.1	19.8	23.0	95	94	113	9.3	9.4	11.0

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 18	Q4 18	Q1 19		Q1 18	Q4 18	Q1 19
All BBC Radio	35,007	33,966	34,436	All Commercial Radio	35,968	35,577	36,130
All BBC Network Radio	32,148	31,146	31,846	All National Commercial	20,656	20,800	22,032
All BBC Local / Regional Radio	8,573	7,799	7,857	All Local Commercial	26,871	26,281	25,790

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 18	Q4 18	Q1 19		Q1 18	Q4 18	Q1 19
All BBC Radio	51.9	50.9	51.4	All Commercial Radio	44.9	46.5	45.7
All BBC Network Radio	44.6	44.6	44.8	All National Commercial	17.5	18.6	19.9
All BBC Local / Regional Radio	7.3	6.3	6.6	All Local Commercial	27.4	27.9	25.9

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Platform Share

All BBC Radio

	Q1 18	Q4 18	Q1 19
AM/FM	50.0	48.5	46.1
All Digital	50.0	51.5	53.9
DAB	37.6	39.2	40.4
DTV	4.3	4.5	4.5
Online/App	8.2	7.8	8.9

All Commercial Radio

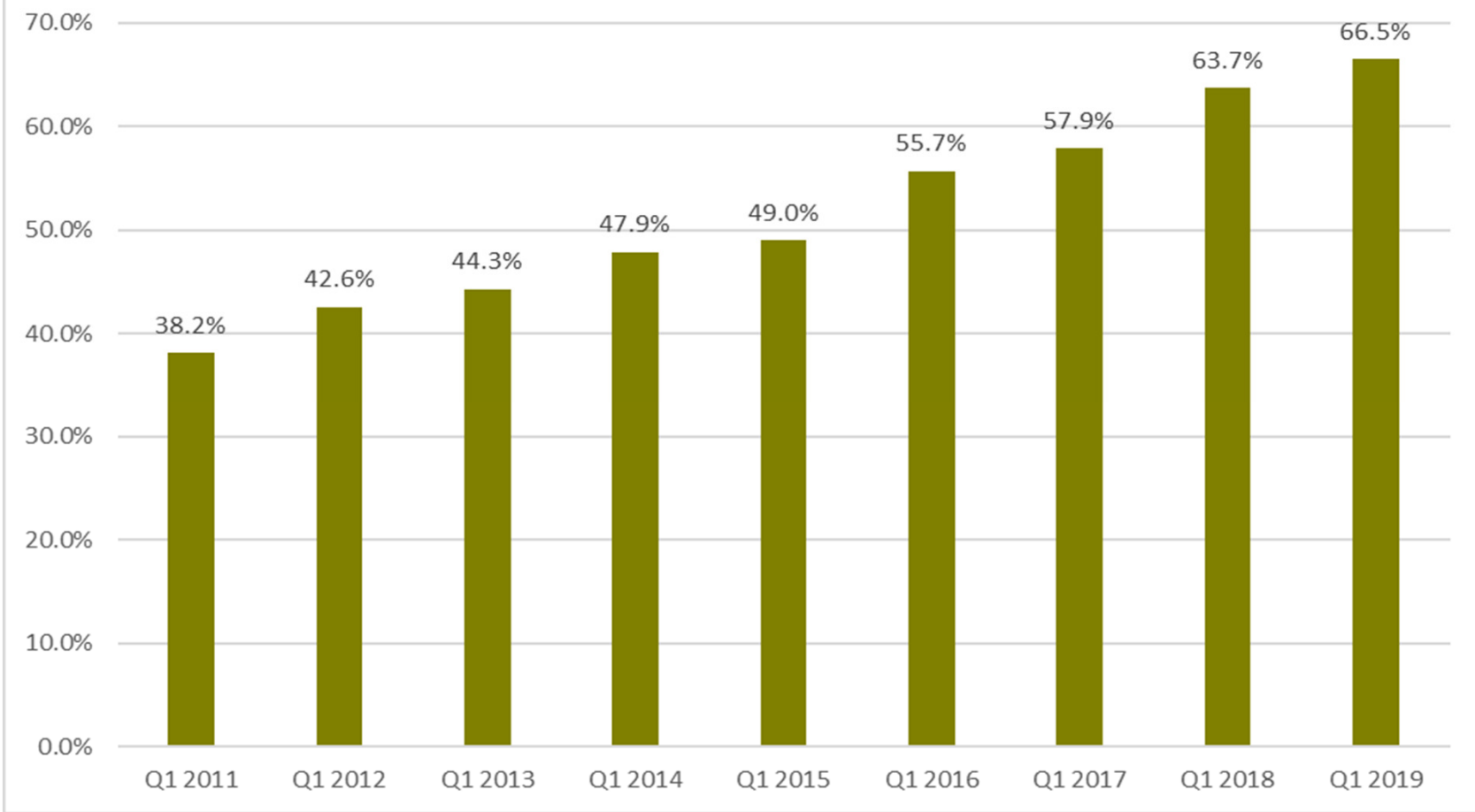
	Q1 18	Q4 18	Q1 19
AM/FM	47.8	46.1	40.3
All Digital	52.2	53.9	59.7
DAB	36.9	38.1	41.7
DTV	5.5	5.6	5.7
Online/App	9.8	10.2	12.3

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



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

