

# RAJAR DATA RELEASE – Q4 2021



## NATIONAL STATIONS – PAGE 1

| STATIONS                             | SURVEY | REACH | REACH | REACH | % CHANGE  | % CHANGE        | SHARE | SHARE | SHARE |
|--------------------------------------|--------|-------|-------|-------|-----------|-----------------|-------|-------|-------|
|                                      | PERIOD | '000  | '000  | '000  | REACH Y/Y | REACH Q/Q       | %     | %     | %     |
|                                      |        | Q4 20 | Q3 21 | Q4 21 |           | Q4 21 vs. Q3 21 |       | Q3 21 | Q4 21 |
| <b>ALL RADIO</b>                     | Q      |       | 49495 | 49495 |           | 0.0%            |       | 100.0 | 100.0 |
| <b>ALL BBC</b>                       | Q      |       | 34629 | 34510 |           | -0.3%           |       | 50.9  | 49.9  |
| 15-44                                | Q      |       | 12867 | 12859 |           | -0.1%           |       | 34.9  | 34.8  |
| 45+                                  | Q      |       | 21762 | 21651 |           | -0.5%           |       | 58.3  | 57.1  |
| <b>ALL BBC NETWORK RADIO</b>         | Q      |       | 31580 | 31404 |           | -0.6%           |       | 44.7  | 43.6  |
| BBC RADIO 1                          | Q      |       | 8251  | 8167  |           | -1.0%           |       | 5.3   | 5.4   |
| BBC RADIO 2                          | Q      |       | 14596 | 14866 |           | 1.8%            |       | 16.2  | 16.4  |
| BBC RADIO 3                          | Q      |       | 2165  | 1993  |           | -7.9%           |       | 1.6   | 1.4   |
| BBC RADIO 4 (INCLUDING 4 EXTRA)      | Q      |       | 11228 | 10957 |           | -2.4%           |       | 13.6  | 13.0  |
| BBC RADIO 4                          | Q      |       | 10762 | 10483 |           | -2.6%           |       | 12.1  | 11.6  |
| BBC RADIO 4 EXTRA                    | Q      |       | 2036  | 1889  |           | -7.2%           |       | 1.5   | 1.4   |
| BBC RADIO 5 LIVE (INC. SPORTS EXTRA) | Q      |       | 6579  | 6266  |           | -4.8%           |       | 4.0   | 3.7   |
| BBC RADIO 5 LIVE                     | Q      |       | 5909  | 5887  |           | -0.4%           |       | 3.5   | 3.4   |
| BBC RADIO 5 LIVE SPORTS EXTRA        | Q      |       | 1697  | 1218  |           | -28.2%          |       | 0.6   | 0.3   |
| BBC 6 MUSIC                          | Q      |       | 2687  | 2604  |           | -3.1%           |       | 2.7   | 2.6   |
| 1XTRA FROM THE BBC                   | H      |       | 880   | 744   |           | -15.5%          |       | 0.3   | 0.3   |
| BBC ASIAN NETWORK UK                 | H      |       | 533   | 489   |           | -8.3%           |       | 0.2   | 0.2   |
| BBC WORLD SERVICE                    | Q      |       | 1394  | 1240  |           | -11.0%          |       | 0.7   | 0.6   |
| <b>BBC LOCAL/REGIONAL</b>            | Q      |       | 9164  | 9041  |           | -1.3%           |       | 6.1   | 6.3   |

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## 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 20 | Q3 21 | Q4 21 |           | Q4 21 vs. Q3 21 |       | Q3 21 | Q4 21 |
| <b>ALL COMMERCIAL</b>                           | Q             |       | 36806 | 36773 |           | -0.1%           |       | 47.1  | 48.0  |
| 15-44   | Q             |       | 17629 | 17521 |           | -0.6%           |       | 62.4  | 62.5  |
| 45+   | Q             |       | 19177 | 19252 |           | 0.4%            |       | 39.9  | 41.0  |
| <b>ALL NATIONAL COMMERCIAL</b>                  | Q             |       | 24502 | 24557 |           | 0.2%            |       | 23.2  | 23.4  |
| ABSOLUTE RADIO NETWORK                          | H             |       | 5189  | 5334  |           | 2.8%            |       | 3.5   | 3.6   |
| ABSOLUTE RADIO                                  | Q             |       | 2583  | 2229  |           | -13.7%          |       | 1.6   | 1.5   |
| ABSOLUTE RADIO 60S                              | H             |       | 98    | 126   |           | 28.6%           |       | *     | *     |
| ABSOLUTE RADIO 70S                              | H             |       | 309   | 421   |           | 36.2%           |       | 0.1   | 0.1   |
| ABSOLUTE 80S                                    | Q             |       | 1690  | 1605  |           | -5.0%           |       | 0.8   | 0.7   |
| ABSOLUTE RADIO 90S                              | H             |       | 950   | 1026  |           | 8.0%            |       | 0.4   | 0.5   |
| ABSOLUTE RADIO 00S                              | H             |       | 165   | 162   |           | -1.8%           |       | 0.1   | *     |
| ABSOLUTE RADIO 10S <sup>1</sup>                 | H             |       |       | 15    |           |                 |       |       | *     |
| ABSOLUTE CLASSIC ROCK                           | H             |       | 895   | 980   |           | 9.5%            |       | 0.4   | 0.5   |
| ABSOLUTE RADIO COUNTRY (WAS COUNTRY HITS RADIO) | H             |       | 220   | 205   |           | -6.8%           |       | 0.1   | 0.1   |
| BOOM RADIO                                      | Q             |       | 233   | 242   |           | 3.9%            |       | 0.2   | 0.2   |
| CAPITAL BRAND (UK)                              | H             |       | 7627  | 7599  |           | -0.4%           |       | 3.6   | 3.6   |
| CAPITAL DANCE                                   | Q             |       | 287   | 592   |           | 106.3%          |       | 0.1   | 0.2   |
| CAPITAL NETWORK (UK)                            | H             |       | 6528  | 6349  |           | -2.7%           |       | 2.9   | 2.9   |
| CAPITAL XTRA BRAND UK                           | H             |       | 1669  | 1508  |           | -9.6%           |       | 0.6   | 0.6   |
| CAPITAL XTRA (UK)                               | H             |       | 1538  | 1359  |           | -11.6%          |       | 0.5   | 0.5   |
| CAPITAL XTRA RELOADED                           | Q             |       | 214   | 277   |           | 29.4%           |       | 0.1   | 0.1   |
| CLASSIC FM                                      | Q             |       | 5077  | 5060  |           | -0.3%           |       | 4.3   | 4.3   |
| GOLD NETWORK (UK)                               | H             |       | 1290  | 1348  |           | 4.5%            |       | 1.0   | 1.2   |
| GREATEST HITS NETWORK                           | H             |       | 3213  | 3323  |           | 3.4%            |       | 2.5   | 2.6   |
| GREATEST HITS RADIO                             | H             |       | 2894  | 3026  |           | 4.6%            |       | 2.1   | 2.3   |
| HEART BRAND (UK)                                | H             |       | 10027 | 10274 |           | 2.5%            |       | 6.2   | 6.4   |
| HEART 70S                                       | Q             |       | 301   | 319   |           | 6.0%            |       | 0.1   | 0.1   |
| HEART 80S                                       | Q             |       | 1493  | 1326  |           | -11.2%          |       | 0.6   | 0.5   |
| HEART 90S                                       | Q             |       | 555   | 545   |           | -1.8%           |       | 0.2   | 0.2   |
| HEART DANCE                                     | Q             |       | 464   | 348   |           | -25.0%          |       | 0.2   | 0.1   |
| HEART NETWORK (UK)                              | H             |       | 8496  | 8542  |           | 0.5%            |       | 5.2   | 5.3   |
| HEAT  | H             |       | 402   | 361   |           | -10.2%          |       | 0.2   | 0.2   |

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| STATIONS                           | SURVEY PERIOD | REACH | REACH       | REACH       | % CHANGE  | % CHANGE        | SHARE | SHARE      | SHARE      |
|------------------------------------|---------------|-------|-------------|-------------|-----------|-----------------|-------|------------|------------|
|                                    |               | '000  | '000        | '000        | REACH Y/Y | REACH Q/Q       | %     | %          | %          |
|                                    |               | Q4 20 | Q3 21       | Q4 21       |           | Q4 21 vs. Q3 21 |       | Q3 21      | Q4 21      |
| HITS RADIO BRAND                   | H             |       | 8711        | 8383        |           | -3.8%           |       | 7.3        | 7.3        |
| HITS RADIO NETWORK                 | H             |       | 6155        | 5660        |           | -8.0%           |       | 4.8        | 4.7        |
| HITS RADIO                         | H             |       | 851         | 797         |           | -6.3%           |       | 0.4        | 0.4        |
| JAZZ FM                            | H             |       | 469         | 424         |           | -9.6%           |       | 0.2        | 0.2        |
| KERRANG!                           | H             |       | 473         | 470         |           | -0.6%           |       | 0.2        | 0.2        |
| KISS NETWORK                       | H             |       | 4741        | 4534        |           | -4.4%           |       | 2.3        | 2.2        |
| KISS FRESH                         | H             |       | 416         | 307         |           | -26.2%          |       | 0.1        | 0.1        |
| KISSTORY                           | Q             |       | 2255        | 2301        |           | 2.0%            |       | 1.0        | 1.0        |
| LBC BRAND (UK)                     | H             |       | 3051        | 3202        |           | 4.9%            |       | 3.0        | 2.9        |
| MAGIC NETWORK                      | H             |       | 4127        | 4076        |           | -1.2%           |       | 2.5        | 2.3        |
| MAGIC AT THE MUSICALS <sup>1</sup> | H             |       |             | 200         |           |                 |       |            | 0.1        |
| MAGIC CHILLED                      | H             |       | 237         | 263         |           | 11.0%           |       | 0.1        | 0.1        |
| MAGIC SOUL                         | H             |       | 355         | 287         |           | -19.2%          |       | 0.2        | 0.1        |
| MELLOW MAGIC                       | H             |       | 481         | 404         |           | -16.0%          |       | 0.2        | 0.2        |
| PLANET ROCK                        | Q             |       | 1332        | 1396        |           | 4.8%            |       | 1.1        | 1.1        |
| SCALA RADIO                        | H             |       | 399         | 400         |           | 0.3%            |       | 0.2        | 0.3        |
| SMOOTH BRAND (UK)                  | H             |       | 5925        | 5983        |           | 1.0%            |       | 3.9        | 4.0        |
| SMOOTH RADIO CHILL                 | Q             |       | 377         | 449         |           | 19.1%           |       | 0.2        | 0.2        |
| SMOOTH RADIO COUNTRY               | Q             |       | 216         | 216         |           | 0.0%            |       | 0.1        | 0.1        |
| SMOOTH RADIO NETWORK (UK)          | H             |       | 5474        | 5426        |           | -0.9%           |       | 3.6        | 3.7        |
| SUNRISE RADIO NATIONAL             | Y             |       | 387         | 365         |           | -5.7%           |       | 0.2        | 0.2        |
| TALKRADIO                          | H             |       | 450         | 542         |           | 20.4%           |       | 0.3        | 0.5        |
| TALKSPORT                          | H             |       | 2740        | 2846        |           | 3.9%            |       | 1.8        | 1.7        |
| TALKSPORT2                         | H             |       | 499         | 389         |           | -22.0%          |       | 0.1        | 0.1        |
| TIMES RADIO                        | Q             |       | 637         | 502         |           | -21.2%          |       | 0.3        | 0.3        |
| UNION JACK                         | H             |       | 143         | 160         |           | 11.9%           |       | 0.1        | 0.1        |
| UNION JACK DANCE (WAS JACK RADIO)  | H             |       | 88          | 51          |           | -42.0%          |       | *          | *          |
| UNION JACK ROCK                    | Q             |       | 52          | 51          |           | -1.9%           |       | *          | *          |
| VIRGIN RADIO                       | Q             |       | 1631        | 1620        |           | -0.7%           |       | 0.9        | 1.0        |
| VIRGIN RADIO ANTHEMS               | Q             |       | 388         | 309         |           | -20.4%          |       | 0.1        | 0.1        |
| VIRGIN RADIO CHILLED               | Q             |       | 447         | 410         |           | -8.3%           |       | 0.1        | 0.1        |
| VIRGIN RADIO GROOVE                | Q             |       | 45          | 59          |           | 31.1%           |       | *          | *          |
| RADIO X NETWORK (UK)               | H             |       | 1940        | 2106        |           | 8.6%            |       | 1.6        | 1.8        |
| ALL LOCAL COMMERCIAL               | Q             |       | 24427       | 24334       |           | -0.4%           |       | 23.9       | 24.6       |
| <b>OTHER LISTENING</b>             | <b>Q</b>      |       | <b>2913</b> | <b>3484</b> |           | <b>19.6%</b>    |       | <b>2.1</b> | <b>2.1</b> |