

RAJAR DATA RELEASE



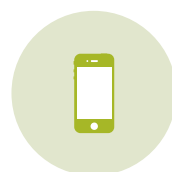
Quarter 4 2024 – February 6th 2025



ALL RADIO LISTENING CHARTS



1. ALL RADIO LISTENING



2. ALL DIGITAL LISTENING



3. BBC & COMMERCIAL REACH & SHARE



4. BBC & COMMERCIAL PLATFORM SHARE

SAMPLE SIZE: Survey period - Q4 2024
Code Q (Quarter): 34,494 Diaries 15+
Code H (Half year): 69,090 Diaries 15+

TERMS	WEEKLY REACH: The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.
	SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the area (TSA) in an average week.
	TOTAL HOURS: The overall number of hours of adult listening to a station in the UK/area in an average week.

TOTAL HOURS (in thousands): ALL BBC	Q4 23	437747	Q3 24	465372	Q4 24	456363
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 23	555160	Q3 24	557052	Q4 24	556477

"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".

RAJAR DATA RELEASE Q4 24 – February 6th 2025



	Q4 2023	Q3 2024	Q4 2024
All Radio Listening			
Weekly Reach ('000)	49,473	50,898	50,272
Weekly Reach (%)	87.8	88.3	87.2
Average hours per head	18.0	18.1	17.9
Average hours per listener	20.5	20.5	20.6
Total hours (millions)	1,013	1,045	1,033

All Radio Listening - Share Via Platform (%)			
AM/FM	28.0	25.7	27.8
Total Digital	72.0	74.3	72.2
DAB	42.7	44.0	42.7
DTV	3.7	2.6	2.5
Total Online	25.6	27.7	27.0
Website/Apps	10.9	10.8	10.9
Smart Speaker	14.7	16.9	16.1

All Digital Radio Listening

	Reach%			Hours in 000s			Share%		
	Q4 23	Q3 24	Q4 24	Q4 23	Q3 24	Q4 24	Q4 23	Q3 24	Q4 24
All Radio	87.8	88.3	87.2	1,013	1,045	1,033	100	100	100
Total Digital	76.0	77.5	76.8	729	776	746	72.0	74.3	72.2
DAB	61.3	63.4	62.3	433	460	441	42.7	44.0	42.7
DTV	9.4	6.9	6.5	37	27	26	3.7	2.6	2.5
Total Online	40.9	42.0	44.0	259	289	279	25.6	27.7	27.0
Website/Apps	24.3	23.7	24.9	110	113	113	10.9	10.8	10.9
Smart Speaker	23.8	26.5	26.7	149	176	167	14.7	16.9	16.1

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 23	Q3 24	Q4 24		Q4 23	Q3 24	Q4 24
All BBC Radio	31,286	32,620	31,690	All Commercial Radio	39,130	40,100	39,934
All BBC Network Radio	28,724	30,148	29,089	All National Commercial	26,705	27,642	28,679
All BBC Local / Regional Radio	6,986	6,756	7,151	All Local Commercial	27,009	28,035	27,434

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 23	Q3 24	Q4 24		Q4 23	Q3 24	Q4 24
All BBC Radio	43.2	44.5	44.2	All Commercial Radio	54.8	53.3	53.9
All BBC Network Radio	38.3	40.0	39.6	All National Commercial	26.8	26.1	26.7
All BBC Local / Regional Radio	4.9	4.6	4.6	All Local Commercial	28.0	27.2	27.2

Platform Share

All BBC Radio

	Q4 23	Q3 24	Q4 24
AM/FM	36.2	36.2	35.5
Total Digital	63.8	63.8	64.5
DAB	39.5	39.5	39.6
DTV	3.4	3.3	3.2
Total Online	20.9	21.1	21.7
Website/Apps	10.0	9.8	10.1
Smart Speaker	10.9	11.3	11.7

All Commercial Radio

	Q4 23	Q3 24	Q4 24
AM/FM	21.1	16.4	21.0
Total Digital	78.9	83.6	79.0
DAB	46.0	48.8	46.0
DTV	3.9	2.0	2.0
Total Online	28.9	32.8	31.1
Website/Apps	11.3	11.3	11.2
Smart Speaker	17.7	21.5	19.8