

RAJAR DATA RELEASE



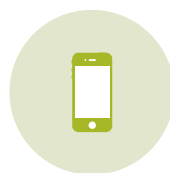
Quarter 1 2025 – May 15th 2025



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 - Q1 2025

Code Q (Quarter): 34,192 Diaries 15+

Code H (Half year): 68,686 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.

"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 Q1 25 May 15th 2025



	Q1 2024	Q4 2024	Q1 2025
All Radio Listening			
Weekly Reach ('000)	49,947	50,272	50,078
Weekly Reach (%)	88.6	87.2	86.9
Average hours per head	18.1	17.9	17.8
Average hours per listener	20.5	20.6	20.5
Total hours (millions)	1,023	1,033	1,027

All Radio Listening - Share Via Platform (%)			
AM/FM	27.0	27.8	26.7
Total Digital	73.0	72.2	73.3
DAB	42.6	42.7	42.1
DTV	2.6	2.5	2.7
Total Online	27.8	27	28.5
Website/Apps	11.2	10.9	10.8
Smart Speaker	16.6	16.1	17.6

All Digital Radio Listening

Reach%				Hours in 000s			Share%		
	Q1 24	Q4 24	Q1 25	Q1 24	Q4 24	Q1 25	Q1 24	Q4 24	Q1 25
All Radio	88.6	87.2	86.9	1,023	1,033	1,027	100	100	100
Total Digital	76.0	76.8	76.5	746	746	753	73.0	72.2	73.3
DAB	61.8	62.3	61.6	435	441	433	42.6	42.7	42.1
DTV	6.8	6.5	6.5	27	26	28	2.6	2.5	2.7
Total Online	43.0	44.0	43.8	284	279	293	27.8	27.0	28.5
Website/Apps	24.0	24.9	24.4	114	113	111	11.2	10.9	10.8
Smart Speaker	26.3	26.7	27.6	170	167	181	16.6	16.1	17.6

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 24	Q4 24	Q1 25		Q1 24	Q4 24	Q1 25
All BBC Radio	31,303	31,690	31,392	All Commercial Radio	39,670	39,934	39,873
All BBC Network Radio	28,680	29,089	28,726	All National Commercial	26,715	28,679	28,299
All BBC Local / Regional Radio	6,852	7,151	7,065	All Local Commercial	27,609	27,434	27,004

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 24	Q4 24	Q1 25		Q1 24	Q4 24	Q1 25
All BBC Radio	43.4	44.2	43.1	All Commercial Radio	54.2	53.9	54.9
All BBC Network Radio	39.0	39.6	38.7	All National Commercial	25.8	26.7	27.1
All BBC Local / Regional Radio	4.4	4.6	4.5	All Local Commercial	28.3	27.2	27.7

Platform Share

All BBC Radio

	Q1 24	Q4 24	Q1 25
AM/FM	36.1	35.5	32.6
Total Digital	63.9	64.5	67.4
DAB	38.9	39.6	40.6
DTV	3.2	3.2	3.4
Total Online	21.9	21.7	23.4
Website/Apps	10.3	10.1	10.4
Smart Speaker	11.6	11.7	13.0

All Commercial Radio

	Q1 24	Q4 24	Q1 25
AM/FM	19.3	21.0	21.4
Total Digital	80.7	79.0	78.6
DAB	46.4	46.0	44.1
DTV	2.2	2.0	2.3
Total Online	32.1	31.1	32.3
Website/Apps	11.4	11.2	10.9
Smart Speaker	20.7	19.8	21.4