

Platform Share

All BBC Radio

	Q1 25	Q4 25	Q1 26
AM/FM	32.6	32.2	29.8
Total Digital	67.4	67.8	70.2
DAB	40.6	38.9	40.5
DTV	3.4	3.9	3.3
Total Online	23.4	25.0	26.4
Website/Apps	10.4	11.2	11.4
Smart Speaker	13.0	13.7	15.0

All Commercial Radio

	Q1 25	Q4 25	Q1 26
AM/FM	21.4	19.7	19.1
Total Digital	78.6	80.3	80.9
DAB	44.1	45.3	46.1
DTV	2.3	1.9	1.9
Total Online	32.3	33.1	32.9
Website/Apps	10.9	10.9	11.1
Smart Speaker	21.4	22.2	21.8