

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY FEBRUARY 8TH 2018

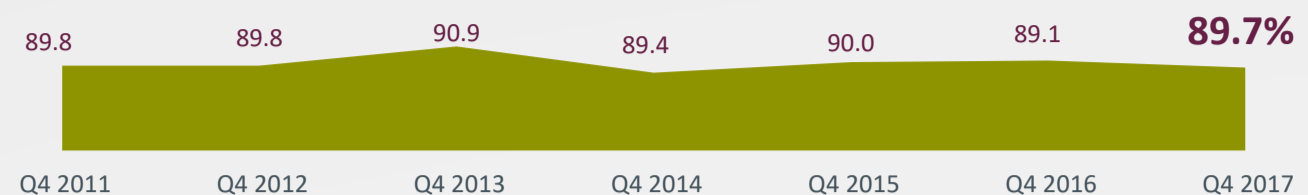
ALL RADIO LISTENING

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Today RAJAR announced **48.9 million adults** or **90% of the adult (15+) UK population** tuned in to their selected radio stations each week in the fourth quarter of 2017. This is up by approximately **178,000 adults** on the same Quarter of the previous Year (Q4,2016). The total average number of weekly hours listened to radio for this quarter is **1.039 Billion**.



90%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.3 hours** of Live Radio per week.



DIGITAL PLATFORMS

More than 3 in 5 adults aged 15+ are listening to radio via a digital platform in terms of weekly reach*. With 34 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online or App) each week.

* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.

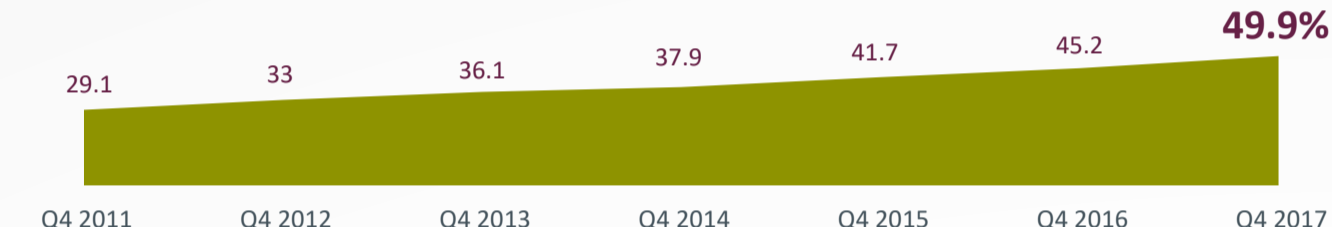


62%
of the population
tune in to digital
radio every week

DIGITAL SHARE OF ALL RADIO LISTENING

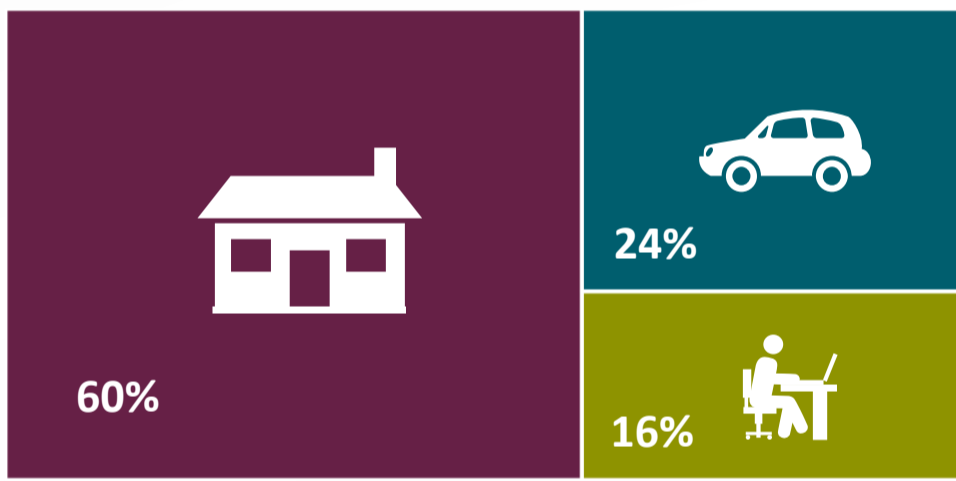
The **share** of all radio listening via a digital platform now stands at **49.9%** - up 9% year on year.

The digital share is comprised of DAB (**36.3%**), Online/App (**8.5%**) and Digital TV (**5.1%**)



*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

LISTENING VIA LOCATION (SHARE)

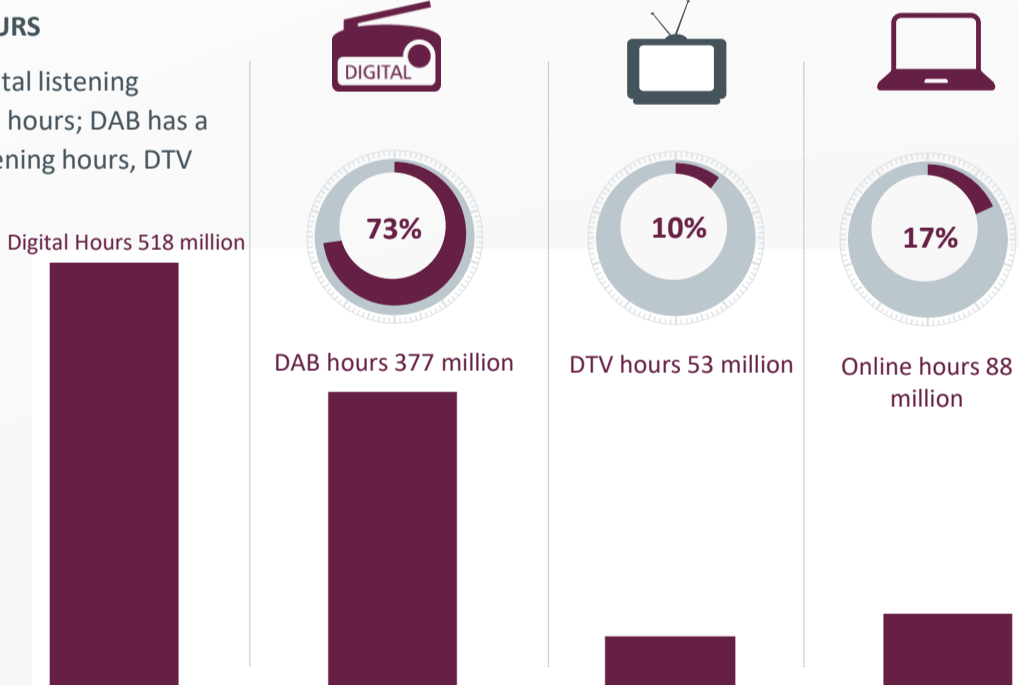


DIGITAL LISTENING HOURS

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In an average week, digital listening accounts for 518 million hours; DAB has a 73% share of digital listening hours, DTV 10% and Online 17%.

*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.



SOCIAL MEDIA



PERSONALISED RADIO LISTENING



*at least once per month

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MORE INFORMATION

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