

RAJAR DATA RELEASE



Quarter 2, 2018 – August 1st 2018

ALL RADIO LISTENING CHARTS

1. All Radio Listening including share via platform
2. All Digital Radio listening
3. BBC Radio / Commercial Radio – weekly reach and share
4. BBC Radio / Commercial Radio – platform share
5. DAB set ownership
6. Listening to radio via a mobile phone and/or tablet

"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".

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	Q2 2017	Q1 2018	Q2 2018
All Radio Listening			
Weekly Reach ('000)	49,206	49,153	48,826
Weekly Reach (%)	90.3	90.2	89.2
Average hours per head	19.0	18.8	18.5
Average hours per listener	21.0	20.8	20.8
Total hours (millions)	1,033	1,025	1,016

All Radio Listening - Share Via Platform (%)			
AM/FM	51.3	49.1	49.8
All Digital	48.7	50.9	50.2
DAB	34.5	36.8	36.3
DTV	5.4	4.8	4.6
Online/Apps	8.8	9.3	9.3

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q2 17	Q1 18	Q2 18	Q2 17	Q1 18	Q2 18	Q2 17	Q1 18	Q2 18
All Radio	90.0	90.2	89.2	1,033	1,025	1,106	100	100	100
All Digital	61.2	62.8	61.4	503	521	510	48.7	50.9	50.2
DAB	47.5	50.0	49.1	357	377	368	34.5	36.8	36.3
DTV	14.7	13.8	13.3	56	49	47	5.4	4.8	4.6
Online/Apps	19.6	20.1	19.6	91	95	94	8.8	9.3	9.3

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Weekly Reach (000s)							
BBC Radio Listening				Commercial Radio Listening			
	Q2 17	Q1 18	Q2 18		Q2 17	Q1 18	Q2 18
All BBC Radio	34,945	35,007	34,468	All Commercial Radio	35,881	35,968	35,507
All BBC Network Radio	32,136	32,148	31,613	All National Commercial	19,905	20,656	20,574
All BBC Local / Regional Radio	8,632	8,573	7,874	All Local Commercial	27,277	26,871	26,591

Share of Hours (%)							
BBC Radio Listening				Commercial Radio Listening			
	Q2 17	Q1 18	Q2 18		Q2 17	Q1 18	Q2 18
All BBC Radio	52.3	51.9	51.7	All Commercial Radio	45.0	44.9	45.7
All BBC Network Radio	45.0	44.6	45.0	All National Commercial	16.7	17.5	18.1
All BBC Local / Regional Radio	7.3	7.3	6.7	All Local Commercial	28.3	27.4	27.6

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Platform Share

All BBC Radio

	Q2 17	Q1 18	Q2 18
AM/FM	52.0	50.0	51.0
All Digital	48.0	50.0	49.0
DAB	36.6	37.6	37.2
DTV	4.5	4.3	4.0
Online/App	6.9	8.2	7.7

All Commercial Radio

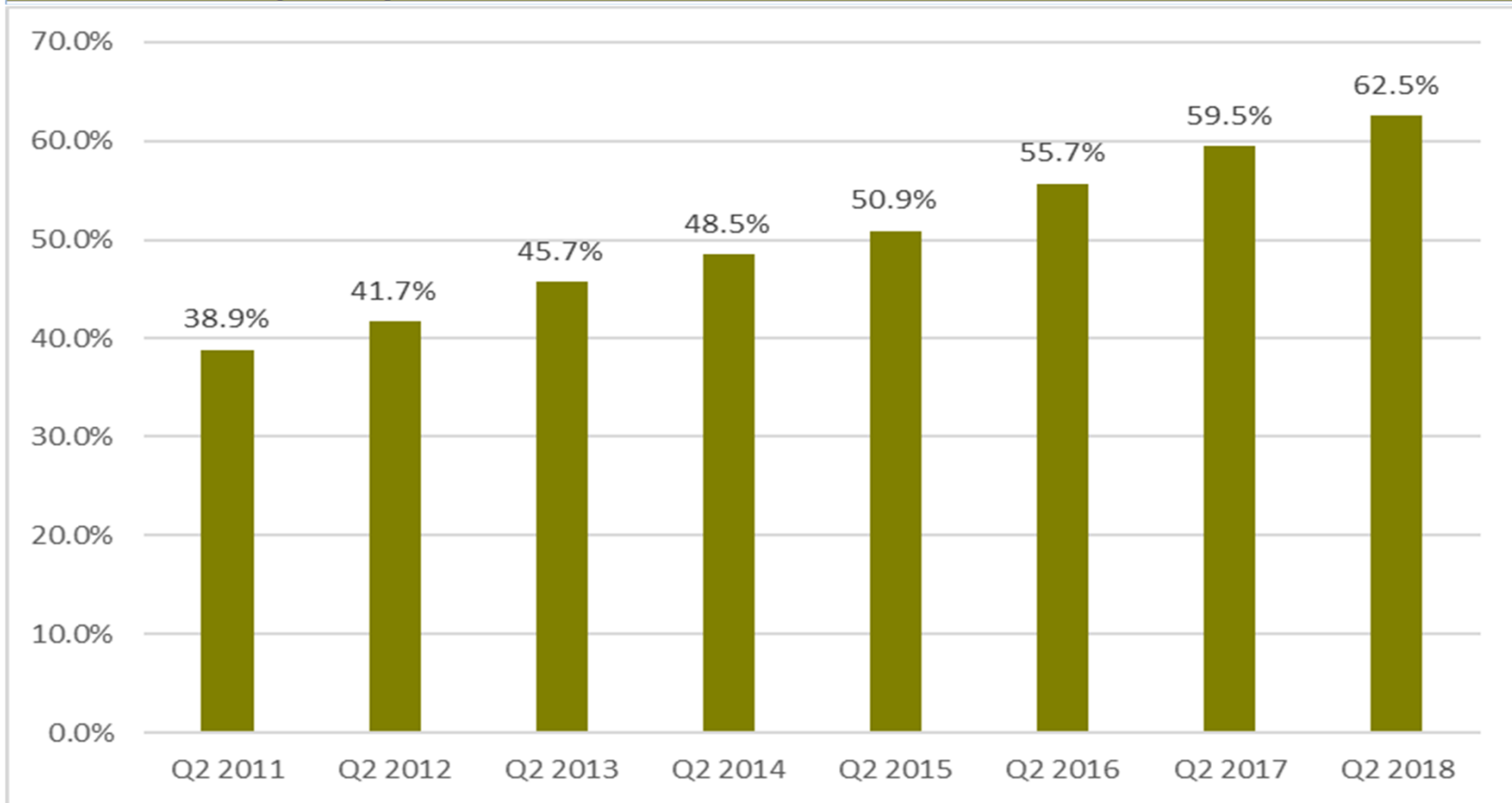
	Q2 17	Q1 18	Q2 18
AM/FM	50.6	47.8	48.5
All Digital	49.4	52.2	51.5
DAB	33.4	36.9	36.2
DTV	6.6	5.5	5.4
Online/App	9.5	9.8	9.9

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% Adults (15+) who claim to own a DAB set at home



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% who claim to listen via a mobile phone or tablet at least once per month

