

# RAJAR DATA RELEASE



Quarter 1 2023 – May 18<sup>th</sup> 2023

## 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

"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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	Q1 2022	Q4 2022	Q1 2023
<b>All Radio Listening</b>			
Weekly Reach ('000)	49,717	49,696	49,360
Weekly Reach (%)	89.3	88.8	88.2
Average hours per head	18.2	18.0	18.0
Average hours per listener	20.4	20.3	20.4
Total hours (millions)	1,012	1,010	1,008

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	32.1	33.4	32.4
Total Digital	67.9	66.6	67.6
DAB	41.1	38.8	39.8
DTV	4.5	3.7	3.4
Total Online	22.4	24.1	24.4
Website/Apps	12.4	10.5	10.5
Smart Speaker	9.9	13.6	14.0

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## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q1 22	Q4 22	Q1 23	Q1 22	Q4 22	Q1 23	Q1 22	Q4 22	Q1 23
<b>All Radio</b>	89.3	88.8	88.2	1,012	1,010	1,008	100	100	100
<b>Total Digital</b>	75.4	73.9	73.9	689	672	682	67.9	66.6	67.6
<b>DAB</b>	59.6	57.7	58.2	416	391	402	41.1	38.8	39.8
<b>DTV</b>	11.9	9.2	8.8	45	38	34	4.5	3.7	3.4
<b>Total Online</b>	38.1	40.3	40.4	227	243	246	22.4	24.1	24.4
<b>Website/Apps</b>	27.1	24.3	24.2	126	106	105	12.4	10.5	10.5
<b>Smart Speaker</b>	15.7	22.5	22.9	101	137	141	9.9	13.6	14.0

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 22	Q4 22	Q1 23		Q1 22	Q4 22	Q1 23
All BBC Radio	33,810	33,233	32,201	All Commercial Radio	37,168	38,080	38,690
All BBC Network Radio	30,801	30,510	29,571	All National Commercial	25,498	26,249	26,519
All BBC Local / Regional Radio	8,644	7,779	7,381	All Local Commercial	24,325	25,364	26,726

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 22	Q4 22	Q1 23		Q1 22	Q4 22	Q1 23
All BBC Radio	49.2	47.1	46.3	All Commercial Radio	48.4	50.2	51.4
All BBC Network Radio	43.1	41.7	40.9	All National Commercial	24.6	24.9	25.8
All BBC Local / Regional Radio	6.1	5.4	5.5	All Local Commercial	23.8	25.4	25.7

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## Platform Share

### All BBC Radio

	Q1 22	Q4 22	Q1 23
AM/FM	35.3	37.1	38.2
Total Digital	64.7	62.9	61.8
DAB	41.5	39.7	38.7
DTV	4.5	3.8	3.5
Total Online	18.7	19.4	19.6
Website/Apps	10.4	9.4	9.2
Smart Speaker	8.3	10.0	10.5

### All Commercial Radio

	Q1 22	Q4 22	Q1 23
AM/FM	28.3	29.3	26.7
Total Digital	71.7	70.7	73.3
DAB	41.8	38.8	41.7
DTV	4.5	3.8	3.3
Total Online	25.4	28.2	28.3
Website/Apps	13.8	11.0	11.1
Smart Speaker	11.6	17.1	17.2