

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY FEBRUARY 7th 2019

ALL RADIO LISTENING

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Today RAJAR announced **48.4 million adults** or **88% of the adult (15+) UK population** tuned in to their selected radio stations each week in the fourth Quarter of 2018. The total average number of weekly hours listened to radio for this Quarter is **1.002 Billion**.



88%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.7 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 35 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.

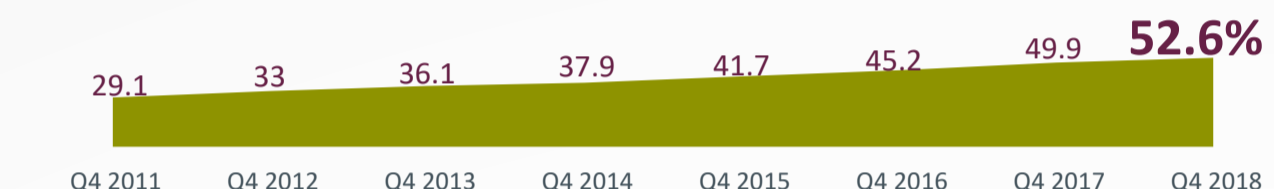


63%
of the population
tune in to digital
radio every week

DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **52.6% (2% year on year)**.

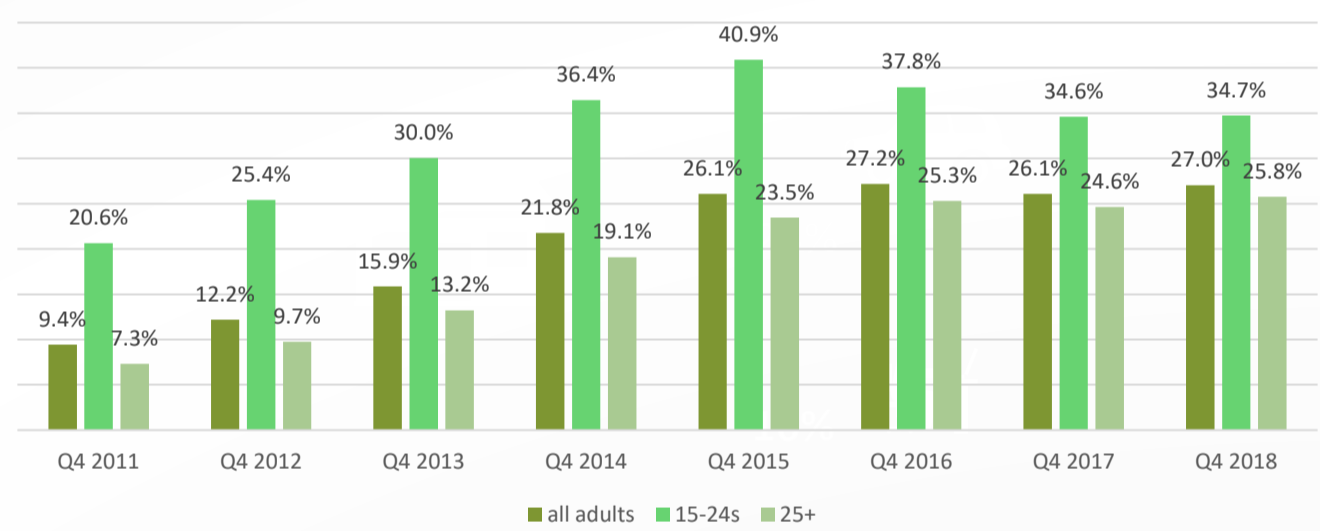
The digital share is comprised of DAB (**38.3%**), Online/App (**9.4%**) and Digital TV (**5.0%**)



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

MOBILE/TABLET LISTENING

Claim to listen to Live Radio via a Smartphone or Tablet at least once per month

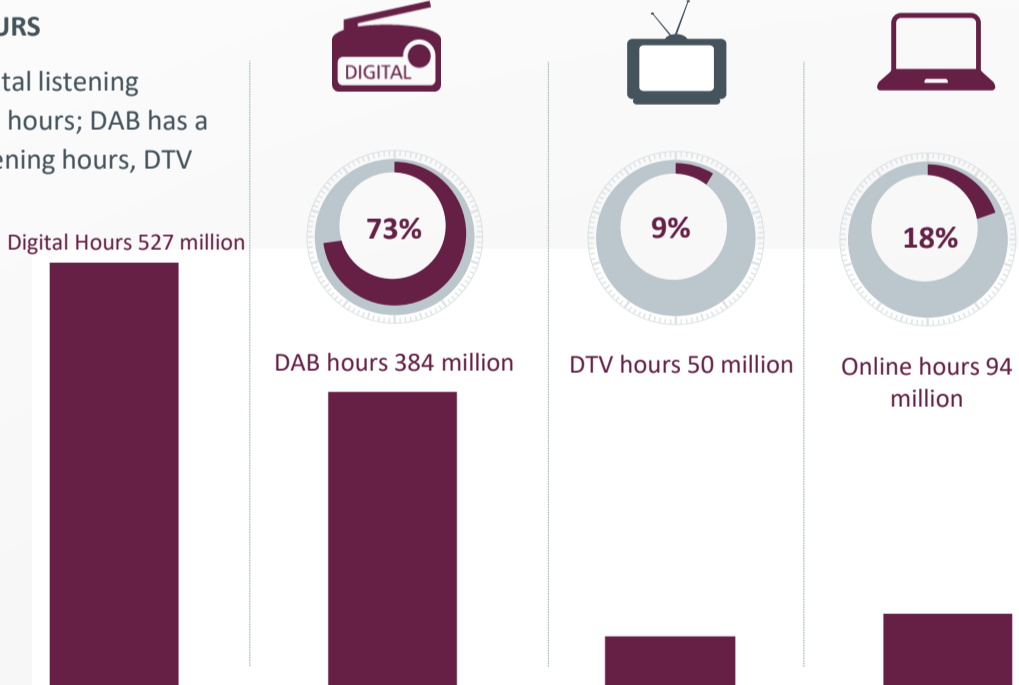


DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 527 million hours; DAB has a 73% share of digital listening hours, DTV 9% and Online 18%.

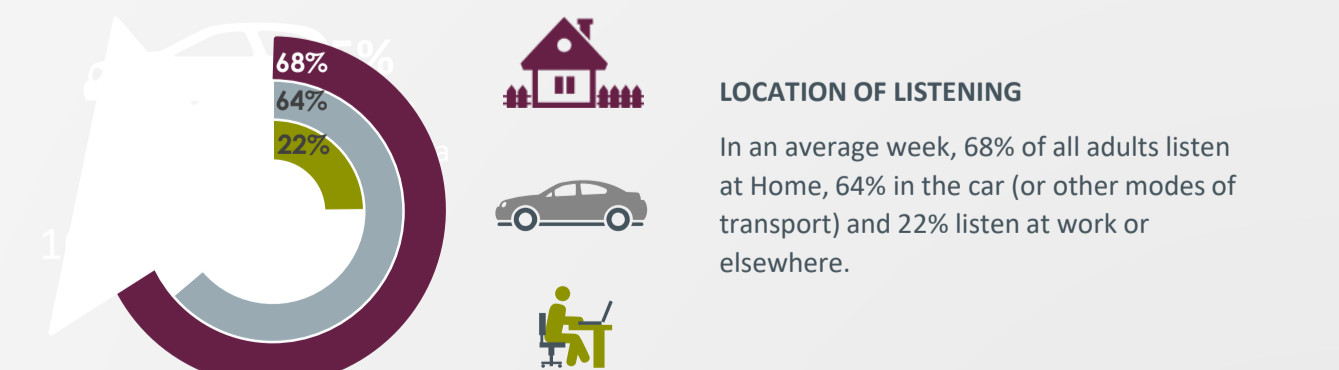
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SOCIAL MEDIA



LISTENING VIA LOCATION (REACH%)



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MORE INFORMATION

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