

RAJAR DATA RELEASE



Quarter 4, 2019 – February 6th 2020

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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	Q4 2018	Q3 2019	Q4 2019
All Radio Listening			
Weekly Reach ('000)	48,401	48,537	48,136
Weekly Reach (%)	88.4	88.2	87.5
Average hours per head	18.3	18.0	17.7
Average hours per listener	20.7	20.4	20.3
Total hours (millions)	1,002	989	976

All Radio Listening - Share Via Platform (%)			
AM/FM	47.4	43.2	41.5
All Digital	52.6	56.8	58.5
DAB	38.3	39.7	41.0
DTV	5.0	4.2	5.0
Online/Apps	9.4	13.0	12.5

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q4 18	Q3 19	Q4 19	Q4 18	Q3 19	Q4 19	Q4 18	Q3 19	Q4 19
All Radio	88.4	88.2	87.5	1,002	989	975	100	100	100
All Digital	63.0	65.0	66.1	527	562	571	52.6	56.8	58.5
DAB	50.6	51.8	52.9	384	393	400	38.3	39.7	41.0
DTV	13.1	12.0	13.3	50	41	48	5.0	4.2	5.0
Online/Apps	19.8	25.1	24.5	94	128	122	9.4	13.0	12.5

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 18	Q3 19	Q4 19		Q4 18	Q3 19	Q4 19
All BBC Radio	33,966	33,451	33,584	All Commercial Radio	35,577	35,930	35,157
All BBC Network Radio	31,146	30,828	31,081	All National Commercial	20,800	22,361	22,416
All BBC Local / Regional Radio	7,799	7,430	7,500	All Local Commercial	26,281	25,988	24,348

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 18	Q3 19	Q4 19		Q4 18	Q3 19	Q4 19
All BBC Radio	50.9	49.4	51.0	All Commercial Radio	46.5	48.1	46.6
All BBC Network Radio	44.6	43.0	45.0	All National Commercial	18.6	21.4	22.0
All BBC Local / Regional Radio	6.3	6.3	6.0	All Local Commercial	27.9	26.7	24.6

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Platform Share

All BBC Radio

	Q4 18	Q3 19	Q4 19
AM/FM	48.5	44.7	44.3
All Digital	51.5	55.3	55.7
DAB	39.2	40.1	40.3
DTV	4.5	4.1	4.2
Online/App	7.8	11.0	11.1

All Commercial Radio

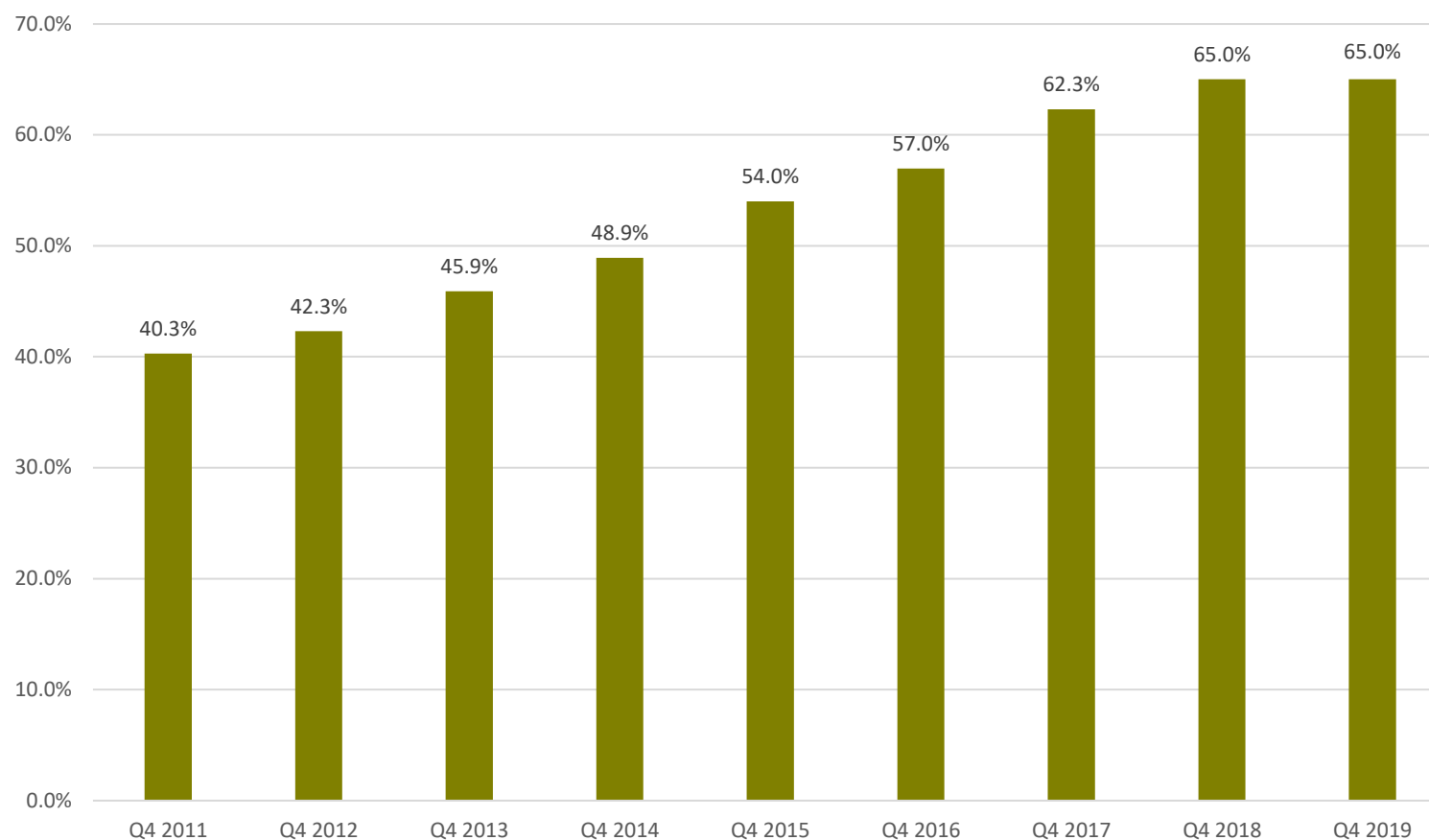
	Q4 18	Q3 19	Q4 19
AM/FM	46.1	41.2	38.2
All Digital	53.9	58.8	61.8
DAB	38.1	40.3	42.8
DTV	5.6	4.3	5.9
Online/App	10.2	14.2	13.1

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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

