

# RAJAR DATA RELEASE



Quarter 3 2023 – October 26<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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Q3 2023 – October 26<sup>th</sup> 2023



	Q3 2022	Q2 2023	Q3 2023
<b>All Radio Listening</b>			
Weekly Reach ('000)	49,677	49,473	49,529
Weekly Reach (%)	88.8	87.8	87.9
Average hours per head	18.3	18.0	18.0
Average hours per listener	20.6	20.5	20.5
Total hours (millions)	1,022	1,016	1,016

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	34.0	31.4	29.7
Total Digital	66.0	68.6	70.3
DAB	38.9	40.3	42.3
DTV	3.6	3.5	3.8
Total Online	23.6	24.9	24.2
Website/Apps	10.2	10.5	10.4
Smart Speaker	13.4	14.4	13.8

## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q3 22	Q2 23	Q3 23	Q3 22	Q2 23	Q3 23	Q3 22	Q2 23	Q3 23
<b>All Radio</b>	88.8	87.8	87.9	1,022	1,016	1,016	100	100	100
<b>Total Digital</b>	74.0	73.9	75.8	674	697	714	66.0	68.6	70.3
<b>DAB</b>	57.8	58.5	61.3	397	409	429	38.9	40.3	42.3
<b>DTV</b>	9.9	9.3	9.7	36	36	38	3.6	3.5	3.8
<b>Total Online</b>	39.9	40.6	41.0	241	253	246	23.6	24.9	24.2
<b>Website/Apps</b>	24.6	24.4	24.5	104	106	106	10.2	10.5	10.4
<b>Smart Speaker</b>	21.6	23.1	23.3	137	146	140	13.4	14.4	13.8

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q3 22	Q2 23	Q3 23		Q3 22	Q2 23	Q3 23
All BBC Radio	33,021	31,680	31,687	All Commercial Radio	38,188	39,192	39,283
All BBC Network Radio	30,296	28,808	29,015	All National Commercial	26,227	26,748	27,068
All BBC Local / Regional Radio	7,824	7,657	7,341	All Local Commercial	25,856	27,704	27,385

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q3 22	Q2 23	Q3 23		Q3 22	Q2 23	Q3 23
All BBC Radio	46.7	43.2	43.8	All Commercial Radio	50.9	54.5	54.1
All BBC Network Radio	41.3	37.6	38.7	All National Commercial	24.7	26.3	26.8
All BBC Local / Regional Radio	5.4	5.7	5.1	All Local Commercial	26.2	28.1	27.2

## Platform Share

### All BBC Radio

	Q3 22	Q2 23	Q3 23
AM/FM	38.1	37.6	36.8
<b>Total Digital</b>	61.9	62.4	63.2
DAB	38.9	39.2	40.8
DTV	3.6	3.5	3.4
<b>Total Online</b>	19.4	19.7	19.1
Website/Apps	9.4	9.1	9.2
Smart Speaker	9.9	10.6	9.9

### All Commercial Radio

	Q3 22	Q2 23	Q3 23
AM/FM	30.0	26.1	23.6
<b>Total Digital</b>	70.0	73.9	76.4
DAB	39.5	42.0	44.2
DTV	3.5	3.5	4.1
<b>Total Online</b>	27.0	28.3	28.2
Website/Apps	10.5	10.8	11.1
Smart Speaker	16.5	17.4	17.0