

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 26th 2017

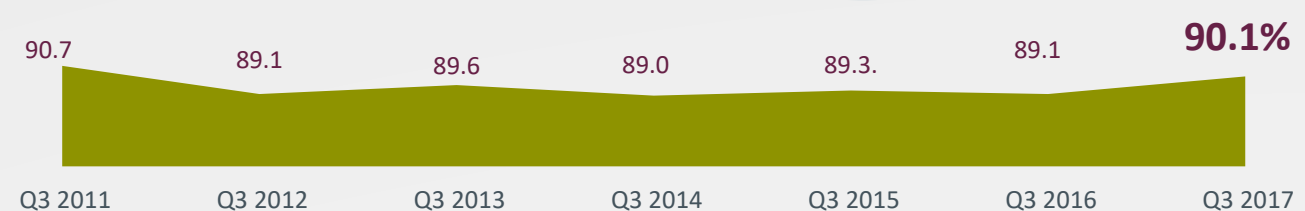
ALL RADIO LISTENING

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Today RAJAR announced **49.1 million adults** or **90%** of the adult (15+) UK population tuned in to their selected radio stations each week in the third quarter of 2017. This is up by approximately **900,000 adults** on the same Quarter of the previous Year (Q3,2016). The total average number of weekly hours listened to radio for this quarter is **1.046 Billion**.

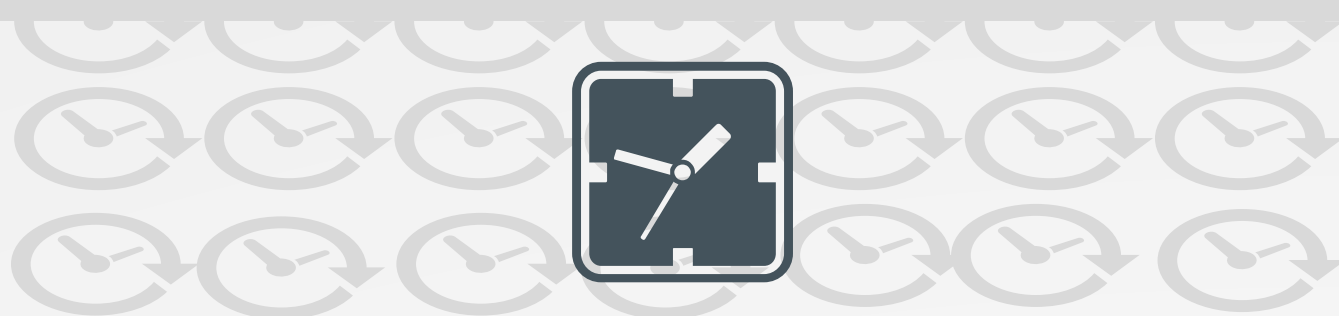


90%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.3 hours** of Live Radio per week.



DIGITAL PLATFORMS

More than 6 in 10 adults aged 15+ are listening to radio via a digital platform in terms of weekly reach*. With 33 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.

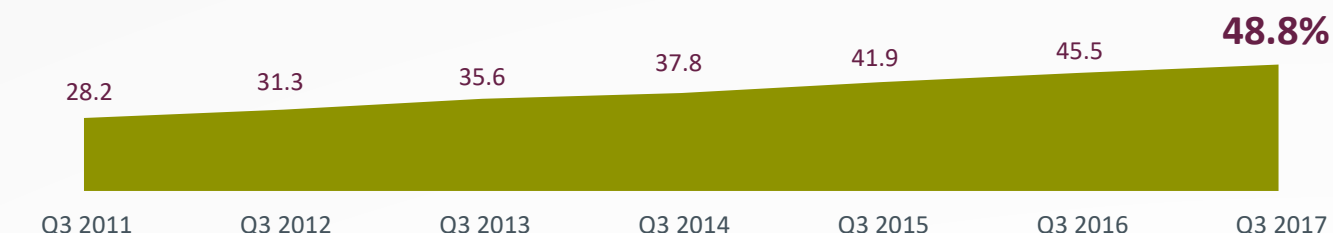


61%
of the population
tune in to digital
radio every week

DIGITAL SHARE OF ALL RADIO LISTENING

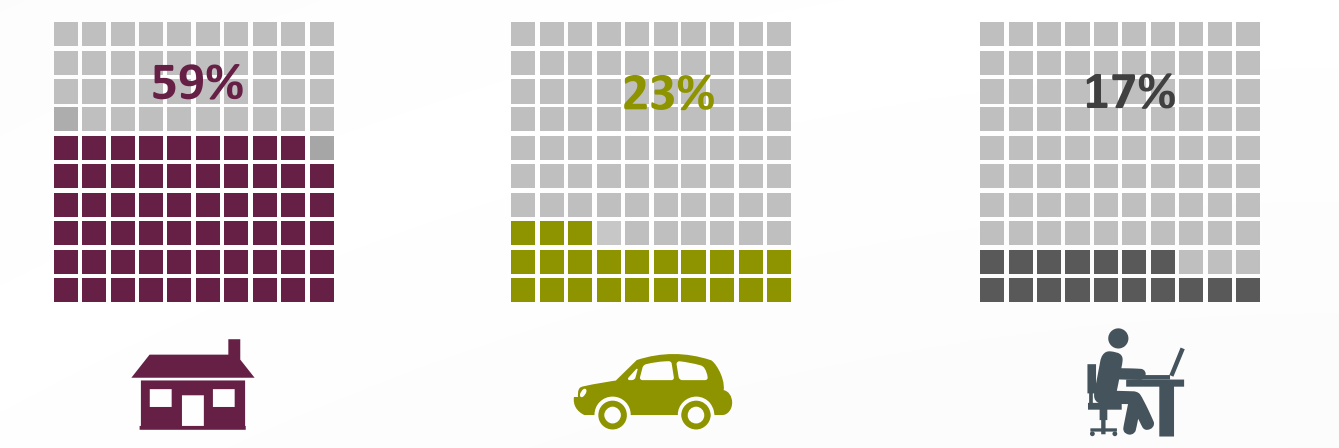
The **share** of all radio listening via a digital platform now stands at **48.8%** - up 8% year on year.

The digital share is comprised of DAB (**35.9%**), Online/App (**8.0%**) and Digital TV (**4.9%**)



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

LISTENING VIA LOCATION (SHARE %)

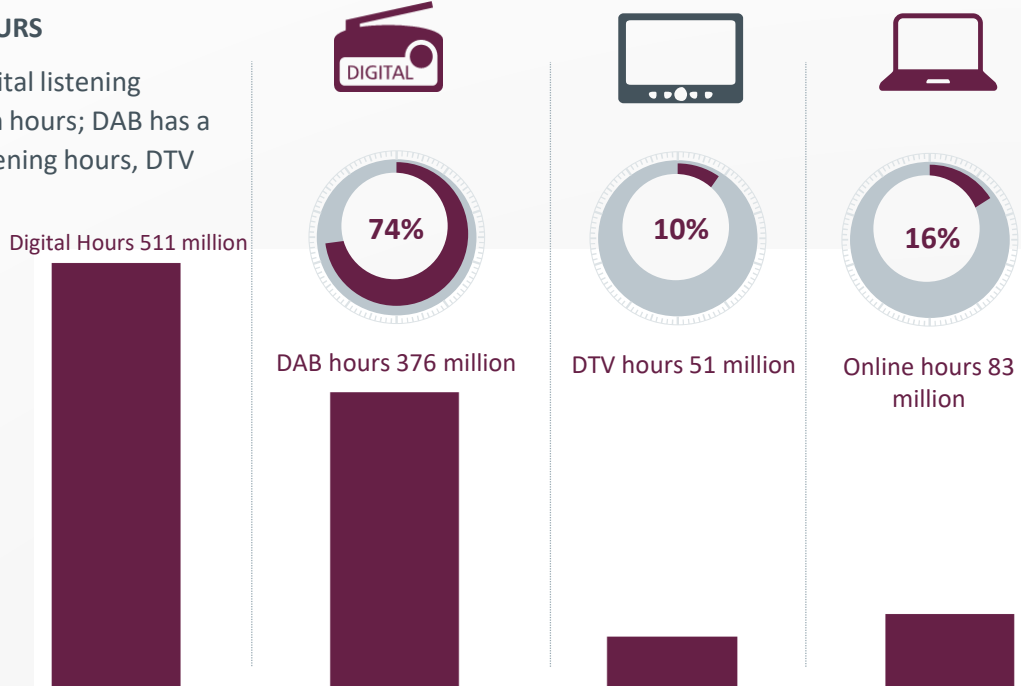


DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 511 million hours; DAB has a 74% share of digital listening hours, DTV 10% and Online 16%.

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



SOCIAL MEDIA



PERSONALISED RADIO LISTENING



*at least once per month

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MORE INFORMATION

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