

RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

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".

RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

	Q3 2017	Q2 2018	Q3 2018
All Radio Listening			
Weekly Reach ('000)	49,076	48,826	48,617
Weekly Reach (%)	90.1	89.2	88.8
Average hours per head	19.2	18.5	18.7
Average hours per listener	21.3	20.8	21.1
Total hours (millions)	1,046	1,016	1,026

All Radio Listening - Share Via Platform (%)			
AM/FM	51.2	49.8	47.6
All Digital	48.8	50.2	52.4
DAB	35.9	36.3	38.1
DTV	4.9	4.6	4.7
Online/Apps	8.0	9.3	9.6

RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q3 17	Q2 18	Q3 18	Q3 17	Q2 18	Q3 18	Q3 17	Q2 18	Q3 18
All Radio	90.1	89.2	88.8	1,046	1,106	1,026	100	100	100
All Digital	61.1	61.4	62.9	511	510	538	48.8	50.2	52.4
DAB	48.1	49.1	50.5	376	368	391	35.9	36.3	38.1
DTV	14.6	13.3	13.7	51	47	49	4.9	4.6	4.7
Online/Apps	18.3	19.6	20.3	83	94	99	8.0	9.3	9.6

RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

Weekly Reach (000s)							
BBC Radio Listening				Commercial Radio Listening			
	Q3 17	Q2 18	Q3 18		Q3 17	Q2 18	Q3 18
All BBC Radio	34,853	34,468	34,285	All Commercial Radio	35,559	35,507	35,813
All BBC Network Radio	32,110	31,613	31,464	All National Commercial	20,231	20,574	21,087
All BBC Local / Regional Radio	8,249	7,874	7,840	All Local Commercial	26,952	26,591	26,468

Share of Hours (%)							
BBC Radio Listening				Commercial Radio Listening			
	Q3 17	Q2 18	Q3 18		Q3 17	Q2 18	Q3 18
All BBC Radio	52.1	51.7	51.7	All Commercial Radio	45.3	45.7	45.7
All BBC Network Radio	45.2	45.0	45.0	All National Commercial	17.2	18.1	18.5
All BBC Local / Regional Radio	6.8	6.7	6.7	All Local Commercial	28.1	27.6	27.2

RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

Platform Share

All BBC Radio

	Q3 17	Q2 18	Q3 18
AM/FM	51.9	51.0	48.6
All Digital	48.1	49.0	51.4
DAB	37.3	37.2	39.1
DTV	4.4	4.0	3.9
Online/App	6.4	7.7	8.4

All Commercial Radio

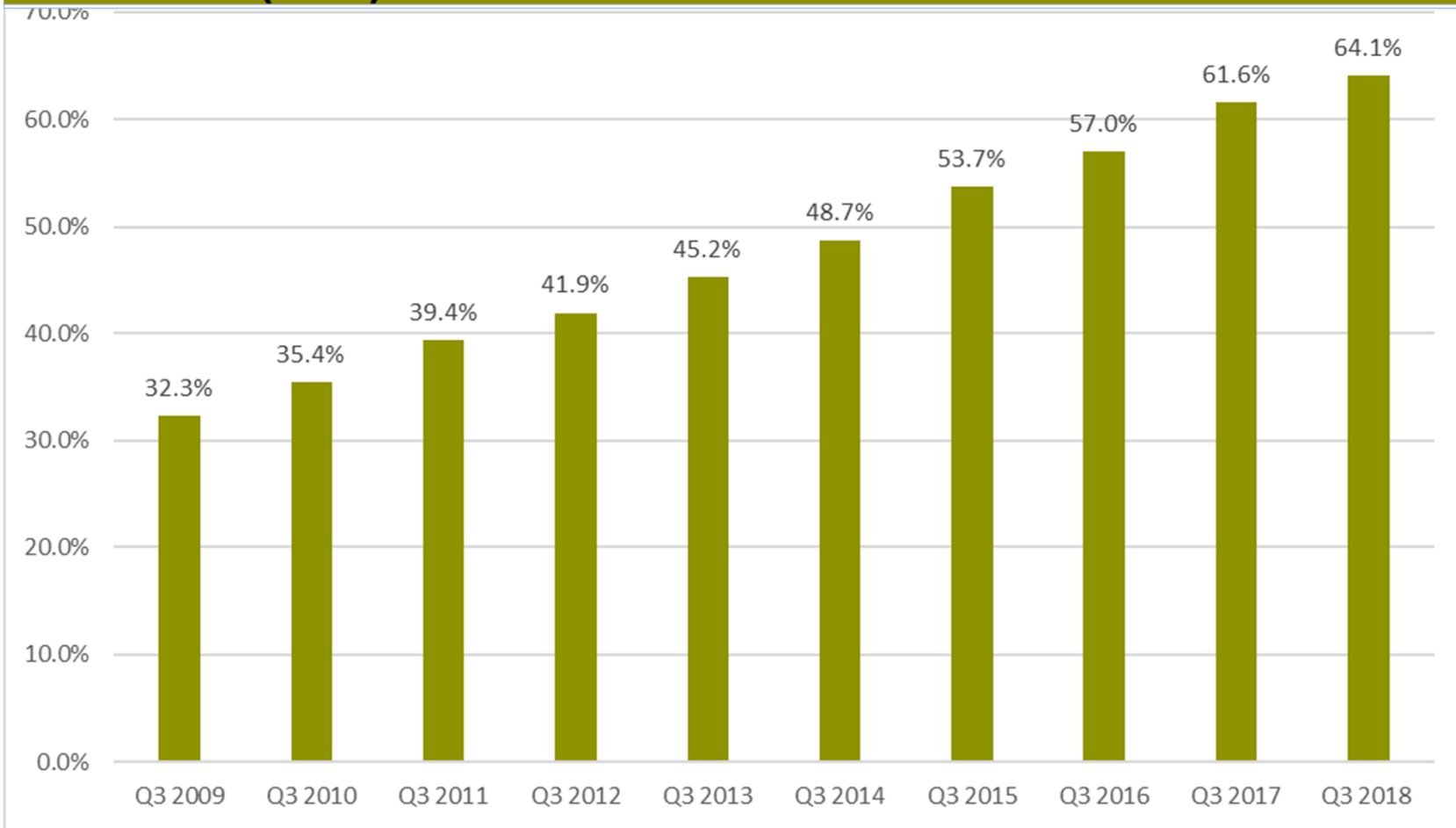
	Q3 17	Q2 18	Q3 18
AM/FM	50.5	48.5	46.3
All Digital	49.5	51.5	53.7
DAB	35.3	36.2	38.0
DTV	5.6	5.4	5.7
Online/App	8.6	9.9	10.1

RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

% Adults (15+) who claim to own a DAB set at home



RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

% who claim to listen via a mobile phone or tablet at least once per month

