

# RAJAR DATA RELEASE



Quarter 3 2024 – October 24<sup>th</sup> 2024

## 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".

# RAJAR DATA RELEASE Q3 24 – October 24<sup>th</sup> 2024



## RAJAR DATA RELEASE rajar Audio measurement

	Q3 2023	Q2 2024	Q3 2024
<b>All Radio Listening</b>			
Weekly Reach ('000)	49,529	50,813	50,898
Weekly Reach (%)	87.9	88.2	88.3
Average hours per head	18.0	18.2	18.1
Average hours per listener	20.5	20.6	20.5
Total hours (millions)	1,016	1,048	1,045

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	29.7	26.3	25.7
Total Digital	70.3	73.7	74.3
DAB	42.3	42.8	44.0
DTV	3.8	2.7	2.6
Total Online	24.2	28.1	27.7
Website/Apps	10.4	11.1	10.8
Smart Speaker	13.8	17.0	16.9



## RAJAR DATA RELEASE



### All Digital Radio Listening

Reach%				Hours in 000s				Share%			
	Q3 23	Q2 24	Q3 24		Q3 23	Q2 24	Q3 24		Q3 23	Q2 24	Q3 24
All Radio	87.9	88.2	88.3	1,016	1,048	1,045	100	100	100		
Total Digital	75.8	77.2	77.5	714	772	776	70.3	73.7	74.3		
DAB	61.3	62.9	63.4	429	449	460	42.3	42.8	44.0		
DTV	9.7	6.7	6.9	38	29	27	3.8	2.7	2.6		
Total Online	41.0	42.8	42.0	246	295	289	24.2	28.1	27.7		
Website/Apps	24.5	24.4	23.7	106	117	113	10.4	11.1	10.8		
Smart Speaker	23.3	26.0	26.5	140	178	176	13.8	17.0	16.9		

# RAJAR DATA RELEASE

Q3 24 – October 24<sup>th</sup> 2024



## RAJAR DATA RELEASE



### Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q3 23	Q2 24	Q3 24		Q3 23	Q2 24	Q3 24
All BBC Radio	31,687	32,019	32,620	All Commercial Radio	39,283	40,457	40,100
All BBC Network Radio	29,015	29,472	30,148	All National Commercial	27,068	27,801	27,642
All BBC Local / Regional Radio	7,341	7,046	6,756	All Local Commercial	27,385	28,201	28,035

### Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q3 23	Q2 24	Q3 24		Q3 23	Q2 24	Q3 24
All BBC Radio	43.8	42.6	44.5	All Commercial Radio	54.1	55.0	53.3
All BBC Network Radio	38.7	38.2	40.0	All National Commercial	26.8	26.1	26.1
All BBC Local / Regional Radio	5.1	4.3	4.6	All Local Commercial	27.2	28.9	27.2

# RAJAR DATA RELEASE

Q3 24 – October 24<sup>th</sup> 2024



## RAJAR DATA RELEASE



### Platform Share

#### All BBC Radio

	Q3 23	Q2 24	Q3 24
AM/FM	36.8	36.4	36.2
<b>Total Digital</b>	63.2	63.6	63.8
DAB	40.8	37.7	39.5
DTV	3.4	3.5	3.3
<b>Total Online</b>	19.1	22.4	21.1
Website/Apps	9.2	10.5	9.8
Smart Speaker	9.9	11.9	11.3

#### All Commercial Radio

	Q3 23	Q2 24	Q3 24
AM/FM	23.6	18.0	16.4
<b>Total Digital</b>	76.4	82.0	83.6
DAB	44.2	47.6	48.8
DTV	4.1	2.1	2.0
<b>Total Online</b>	28.2	32.3	32.8
Website/Apps	11.1	11.4	11.3
Smart Speaker	17.0	20.8	21.5