

Platform Share

All BBC Radio

	Q4 23	Q3 24	Q4 24
AM/FM	36.2	36.2	35.5
Total Digital	63.8	63.8	64.5
DAB	39.5	39.5	39.6
DTV	3.4	3.3	3.2
Total Online	20.9	21.1	21.7
Website/Apps	10.0	9.8	10.1
Smart Speaker	10.9	11.3	11.7

All Commercial Radio

	Q4 23	Q3 24	Q4 24
AM/FM	21.1	16.4	21.0
Total Digital	78.9	83.6	79.0
DAB	46.0	48.8	46.0
DTV	3.9	2.0	2.0
Total Online	28.9	32.8	31.1
Website/Apps	11.3	11.3	11.2
Smart Speaker	17.7	21.5	19.8