

DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* exceeds over half of the UK (adults 15+) population. With 28.6 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

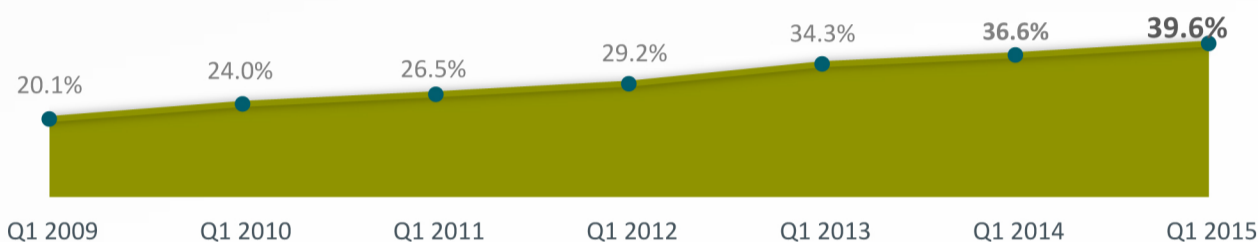
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



54%
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 **39.6%**, up from **36.6%** for the corresponding period last year. The **share** of listening to DAB has increased by 8% year on year to **25.9%** of all listening (**23.7%** in Q1, 2014).



ACCESS TO A DAB RECEIVER

26 million adults

have access to a DAB receiver, up **3%** Year on Year.



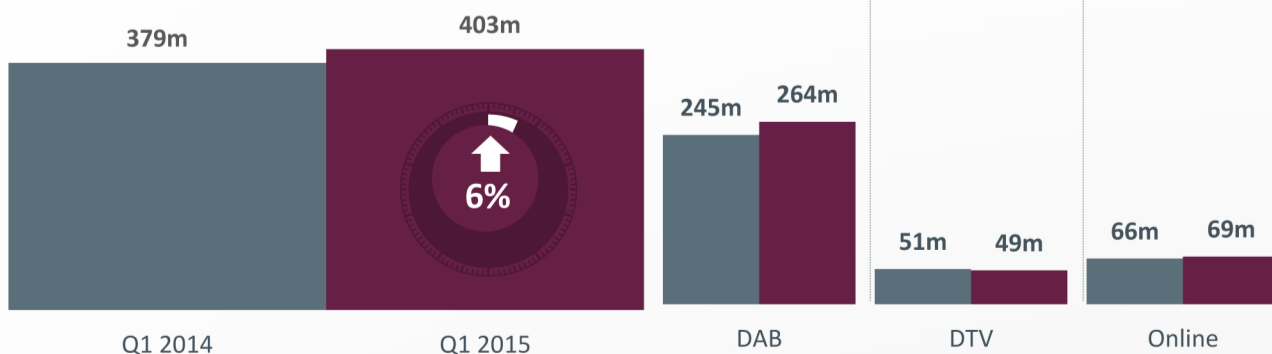
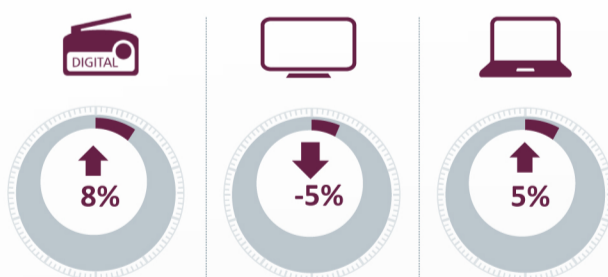
DIGITAL LISTENING HOURS

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Digital listening in an average week as of Q1 2015 are **403 million hours**.

DAB radio is the most popular device when it comes to listening digitally, accounting for **65% of all digital hours (26% of Total Hours)**. Listening via **DTV (Digital Television)** represents **12% (5% of Total Hours)** and listening **Online 17% (7% of Total Hours)** of all digital listening hours.

Year on Year



For Publication Enquiries contact;

Lyndsay Ferrigan – Communications Manager
RAJAR
Tel: 020 7395 0636
Email: Lyndsay@rajar.co.uk

MORE INFORMATION

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