



DIGITAL RADIO UK PRESS RELEASE

LONDON LEADS THE WAY ON DIGITAL

- London is leading the way on digital listening, and listening to radio on AM/FM in London has fallen below 50% for the first time (48.6%, down 10% year on year).
- 55% of Londoners listen to radio on a digital platform each week, and digital listening in London is now 44.1% of all radio listening hours, up 9% from 40.3% in Q1 2013.
- Nationally, analogue radio's listening share is now below 60%, at 57.8% of all listening hours.
- Digital's share of listening is now 36.6% (up 7% year on year from 34.4%), and 51% of the UK tunes in via a digital platform each week, up 4% year on year.
- DAB is the most popular device for digital listening (65% of all digital hours), and 47.9% of adults - 25 million people - have access to a DAB digital radio, up 10% year on year.
- DAB's share of listening is 23.7% (up 5% year on year) online/apps is 6.4% (up 27% year on year) and DTV is 5% (flat year on year).

The latest Q1 2014 listening data from Rajar confirms that the long term drive to digital listening continues, particularly in London, where analogue radio listening has fallen below 50% for the first time at 48.6%, down 10% year on year. Analogue listening in-home in London has now declined to 38.9% of listening, while digital listening in-home is 50.9% in London.

London leads the way in the UK with over 6.4 million listeners, or 55% of Londoners, listening to radio on digital radio platforms each week. London's digital share is now 44.1% of radio listening hours, up 9% from 40.3% in Q2 2013.

The London increase in digital listening is led by strong digital growth by stations including LBC with their popular Radio Academy award-winning Ask Boris phone-in, Heart, Kiss, Smooth and Magic.



Nationally, analogue radio listening share is at its lowest ever, at 57.8% of all listening hours. Across the UK, digital listening via a digital platform is up 7% year on year, in terms of hours, and is now 36.6% up from 34.3% last year. 51% of the population now tunes in each week (27 million people) up 4% year on year.

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The most popular digital-only station is BBC 6 Music with over 1.9 million weekly listeners, and the most-listened to commercial digital-only station is Absolute 80s with 1.1 million weekly listeners [[see top 20 charts below](#)]. Digital station Planet Rock grew by 21% to 1.1 million listeners helped by the benefit of the station's introduction on FM in West Midlands.

There was strong digital growth from the major National networks - Smooth, Kiss, Heart and Capital. For the first time almost 50% of all listening to Bauer stations is on a digital platform, and 78% of listening to the Absolute Network of stations is to digital platforms.

Ford Ennals, CEO of Digital Radio UK, says: *"The shift to digital listening continues, with London leading the way. The fact that in London analogue radio listening is now below 50% overall and analogue listening in home is under 40% shows a dramatic and sustained transformation in radio listening. London has benefited from the growth in digital coverage and strong station performance on digital and we would expect to see the rest of the country follow suit, following the build-out of digital coverage across the UK, and the national expansion of LBC, Heart, Smooth and Kiss."*



TOP 20 STATIONS BY DIGITAL AUDIENCE (Q1 2014)

DIGITAL REACH:Q1 2014			
No.	Station	Digital Audience (000's)	Year on year change
1	BBC Radio 2	6,552	5.1%
2	BBC Radio 4	5,584	no change
3	BBC Radio 1	3,820	11.3%
4	BBC Radio 5 live	3,369	9.0%
5	Total Absolute Radio Network	2,820	6.4%
6	Heart Network (UK)	2,817	30.8%
7	Kiss UK	2,730	44.7%
8	Capital Network (UK)	2,681	15.6%
9	Classic FM	2,061	-3.4%
10	BBC 6 Music	1,927	6.3%
11	Smooth Radio Network UK	1,710	58.6%
12	BBC Radio 4 Extra	1,664	1.3%
13	Magic UK	1,575	1.4%
14	talkSPORT	1,431	10.8%
15	1Xtra from the BBC	1,102	10.2%
16	BBC Radio 3	985	-8.2%
17	Kerrang!	977	30.6%
18	The Hits	950	8.3%
19	Planet Rock UK	948	5.8%
20	BBC World Service	873	-4.5%

TOP 20 STATIONS BY DIGITAL HOURS (Q4 2013)

DIGITAL HOURS:Q1 2014			
No.	Station	Digital Hours (000's)	Year on year change
1	BBC Radio 2	59,706	11.3%
2	BBC Radio 4	47,034	-4.4%
3	BBC Radio 5 live	20,989	14.8%
4	Total Absolute Radio Network	19,971	3.2%
5	BBC Radio 1	18,880	9.2%
6	BBC 6 Music	17,141	7.2%
7	Heart Network (UK)	14,726	41.3%
8	Kiss UK	13,959	83.8%
9	Classic FM	12,777	-2.0%
10	Capital Network (UK)	11,883	17.3%
11	Smooth Radio Network UK	11,725	70.2%
12	BBC Radio 4 Extra	10,464	6.7%
13	Magic UK	9,022	0.4%
14	talkSPORT	7,887	15.5%
15	Planet Rock UK	6,485	10.3%
16	1Xtra from the BBC	5,259	-0.4%
17	BBC Radio 3	5,037	0.8%
18	BBC World Service	4,155	14.2%
19	LBC 97.3	3,956	64.5%
20	Kerrang!	3,909	19.2%

Source: RAJAR/ Ipsos - MORI/ RSMB, period ending March 2014, all stations and groups' results are reported on their specified reporting period and TSA.

About Digital Radio UK

Digital Radio UK works with Government, broadcasters, manufacturers, retailers, and a wide range of stakeholders to make digital radio the natural choice at home, in car and on the move, and to help secure UK radio's digital future. Digital Radio UK's Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media, Communicorp, together with techUK and the Society of Motor Manufacturers and Traders.

For further information

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