



DIGITAL RADIO UK PRESS RELEASE

DAB SHOWS DOUBLE-DIGIT GROWTH

- DAB records its highest ever share of radio listening, up to 20.4% from 18% in Q3 2011
- Weekly DAB reach is at an all time high of 15.3 million adults, up 10% from 13.9 million adults in Q3 2011
- 31.3% of radio listening hours are now to digital platforms, flat over the Olympics quarter but up 6% year on year
- Online/apps listening is 4.2%, up from 3.7% in Q3 2011 but down from 4.6% quarter on quarter, with workplace listening hours down by 17% in the quarter
- Radio 4 Extra is the number one digital-only station, and Radio 4 has the highest digital audience with over 5 million digital listeners each week
- Many digital-only stations record highest ever reach, with strong performances from spoken word and genre music stations

DAB maintains its strong growth as the dominant digital platform representing 20.4% of all radio listening hours, up from 18% in Q3 2011. On a weekly basis, DAB now reaches 15.3 million UK adults, up 10% from 13.9 million in Q3 2011. DAB listening hours have reached a record 209 million, up 8% year on year, representing 65.2% of all digital listening hours.

42% of the population now has a DAB digital radio set, up from 39.4% in Q3 2011. This equates to 22 million adults now having a DAB digital radio, up 7% year on year. Latest Q3 GfK digital radio sales data released today shows that digital radio sales were up 10.6% in the quarter to September 2012.

Listening to digital radio platforms now accounts for 31.3% of radio listening hours, up from 26.9% the year before, an increase of 7.6%, in what was a unique listening quarter due to the Olympic Games. Weekly digital reach is now 46% of UK adults, or 51% of radio listeners. In total 23.9 million



people now listen to radio via a digital platform each week, up 5% year on year from 22.8 million in Q3 2011.

Listening to online/apps now shows a 4.2% share compared to 3.7% in Q3 2011, but down from 4.6% in Q2 2012. Notably, there was a 17% drop in online listening hours at work in the quarter, possibly due to the Olympics effect.

There were strong performances from spoken word and music genre stations, including Radio 4 Extra, BBC 6 Music and Smooth 70s. Radio 4 Extra is the number one digital-only station and Radio 4 is now the number one digital station by reach, with over 5.1 million listeners each week listening via a digital platform. New station Smooth 70s records its debut listening figure of 750,000 listeners.

Ford Ennals, CEO of Digital Radio UK, says: *“It is pleasing to see that DAB has reached record levels of hours, share and reach in this atypical Olympics quarter. Digital stations are showing strong growth in reach, with spoken word and music genre stations performing particularly well.”*

TOP 20 STATIONS BY DIGITAL AUDIENCE

| | | Digital Audience (millions) | Year on year change |
|----|-------------------------------|-----------------------------|---------------------|
| 1 | Radio 4 | 5,136 | 9.0% |
| 2 | Radio 2 | 5,073 | 5.0% |
| 3 | Radio 1 | 3,462 | 1.0% |
| 4 | BBC Radio 5 live | 2,707 | -0.5% |
| 5 | Absolute Radio Network | 2,287 | 1.0% |
| 6 | Heart Network | 2,098 | 7.2% |
| 7 | Capital Network | 2,068 | 16.0% |
| 8 | Classic FM | 1,984 | 12.2% |
| 9 | Kiss UK | 1,907 | 15.3% |
| 10 | BBC Radio 4 Extra | 1,694 | 11.0% |
| 11 | BBC 6 Music | 1,620 | 31.8% |
| 12 | Magic UK | 1,480 | 5.7% |
| 13 | 1 Xtra | 1,114 | 23.2% |
| 14 | BBC Radio 5 live Sports Extra | 1,005 | -12.6% |
| 15 | Smash Hits | 970 | 9.1% |
| 16 | Smooth Brand UK | 966 | 1.6% |
| 17 | BBC Radio 3 | 943 | 13.5% |
| 18 | The Hits | 893 | -11.2% |
| 19 | Planet Rock | 864 | 2.9% |
| 20 | Kerrang! UK | 804 | -1.0% |



Source: RAJAR/ Ipsos - MORI/ RSMB, period ending September 2012, 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 accelerate digital listening, to enable the expansion of the digital radio platform, and to ensure that industry meets the consumer-led criteria to be achieved for a proposed radio switchover. Digital Radio UK's Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media, Real and Smooth Ltd. and Absolute Radio, together with Intellect and the Society of Motor Manufacturers and Traders.

For further information

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