



DIGITAL RADIO UK PRESS RELEASE

DIGITAL RADIO DELIVERS ONE THIRD OF LISTENING

- Digital radio listening is now one third (33%) of radio listening, up 14% year on year
- Over 25 million people (25.2 million) now listen to digital radio, up 2.1 million year on year
- DAB listening now accounts for 21.1% of all listening, up 9% year on year
- Online listening now represents 4.9% of all listening, up 43% year on year
- BBC 6 Music reach has now increased to 1.9 million making it the leading digital-only station

Digital radio has reached an important milestone and now represents one third (33%) of digital listening in Q4 2012, up 14% from 29.1% last year, according to the latest RAJAR data issued today.

This coincides with the latest data from CAP/SMMT which shows that one third of all new cars (33.3%) now has digital radio fitted as standard.

In total 25.2 million people now listen to radio via a digital platform each week, up 9% year on year from 23.1 million in Q4 2011. Weekly digital reach is now 48.2% of UK adults, or 53.6% of radio listeners.

DAB maintains its strong growth as the dominant digital platform representing 21.1% of all radio listening hours, up from 19.4% in Q4 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 219 million, up 9% year on year, representing 65.2% of all digital listening hours.

42% of the population now has a DAB digital radio set, up from 40.3% in Q4 2011. This equates to 22 million adults now having a DAB digital radio, up 6% year on year.

Radio listening online and via apps on mobile devices grew by 43% to 4.9% of listening hours in a quarter which saw the successful launch of industry radio apps including Radioplayer and the BBC Radio iPlayer. Listening to radio on a mobile phone was up 28% year on year.



Digital-only stations continued to show strong listening growth. BBC 6 Music grew 31% in reach and overtook Radio 4 Extra to be the number 1 digital-only station with almost 1.9 million listeners. BBC digital stations Radio 4 Extra (+ 7.8%), 1 Xtra (+2.7%) and Radio 5 Live (+ 37.5%) all grew, as did leading commercial digital stations Absolute 80s (+7.2%), Planet Rock (+8.0%), Jazz FM (+18.8%) and Absolute Radio 90s (+25.2%). The largest commercial digital station was Smash Hits with almost 1 million listeners, while Smooth 70s delivered another strong performance with over 700,000 listeners.

Ford Ennals, CEO of Digital Radio UK, says: *“I am delighted with these results. Digital radio continues to transform the way people listen to the radio and one third of all listening to digital platforms represents an important milestone. With a third of all new cars now having digital radio as standard, improvements to national and local DAB coverage and the positive impact of the D Love industry campaign, we are making good progress in the lead-up to a Government decision later this year.”*

TOP 20 STATIONS BY DIGITAL AUDIENCE

DIGITAL AUDIENCES: Q4 2012			
No.	Station	Digital Audience ('000s)	Year on year change
1	BBC Radio 2	5,716	13.2%
2	BBC Radio 4	5,411	12.8%
3	BBC Radio 1	3,753	4.8%
4	BBC Radio 5 Live	2,981	6.3%
5	Absolute Radio Network	2,577	13.9%
6	Capital	2,185	11.8%
7	Heart	2,119	7.1%
8	Classic FM	1,986	11.2%
9	BBC 6 Music	1,891	31.0%
10	Kiss	1,877	9.6%
11	BBC Radio 4 Extra	1,685	7.8%
12	Magic UK	1,642	0.0%
13	talkSPORT	1,251	9.2%
14	Smooth UK	1,072	7.3%
15	BBC Radio 1 Xtra	1,044	2.7%
16	Smash Hits Radio	992	0.0%
17	BBC World Service	990	10.0%
18	The Hits	905	-8.0%
19	Planet Rock	877	8.0%
20	BBC Radio 5 Live Sports Extra	847	37.5%



Source: RAJAR/ Ipsos - MORI/ RSMB, period ending December 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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