



DIGITAL RADIO UK PRESS RELEASE

DIGITAL-ONLY STATIONS DRIVE DIGITAL MOMENTUM

- 51% of the population tunes in via a digital platform each week, up 13% year on year
- Digital listening hours up 14% year on year from 320 million to 366 million
- Impressive first reach figures for Kisstory and Kiss Fresh, and strong performances from digital-only stations including Kiss, Absolute 80s, Smooth and BBC Radio 5 Live Sports Extra
- Digital listening now 35.6%, up 14% year on year from 31.3%
- DAB is the most popular device for digital listening (65% of all digital hours) and 24 million adults have access to a DAB digital radio, up 10% year on year
- All platforms show growth in hours, with DAB up 13% year on year, online/apps up 37% and DTV up 7%.
- The share of analogue listening in home is below 50%, at 49.7%.

Listening via a digital platform is up 13% year on year in terms of reach, with 51% of the population now tuning in each week (27 million people), according to the Q3 2013 Rajar data released today. Digital listening hours are up 14% year on year, from 320 million in Q3 2012 to 366 million in Q3 2013.

This growth has been driven by increasing choice and strong performances from digital-only stations. BBC Radio 5 Live Sports Extra showed a 51% increase in listeners year on year to over 1.5 million listeners, driven by the popularity of the Ashes coverage. Kiss showed an increase of over 50% in the number of people listening via a digital platform, while Kiss Fresh and Kisstory showed impressive debuts with 857,000 listeners and 854,000 listeners respectively in their first-ever Rajar quarter. Decade stations also performed well, with Absolute 80s up 35% year on year to 1.2 million listeners, and Absolute Radio 90s up 20% over the same period to 522,000 listeners. New digital only stations continue to launch – the most recent being Capital XTRA earlier this month.



Individual station performance reflects itself in total hours of listening on Digital One (the national commercial multiplex), with total hours of listening to national commercial stations increasing by over 23% year on year. BBC 6 Music is the no.1 BBC digital-only station, and Absolute 80s is the no.1 commercial digital-only station.

Digital listening share is up 14% year on year from 31.3% to 35.6%. It showed a slight decline quarter on quarter, which also occurred in the summer quarter of 2012. All digital platforms showed growth, with DAB hours up 13% year on year, online/apps up 37% and DTV up 7%.

DAB is the most popular device for digital listening - 65% of all digital hours. 24 million adults have access to a DAB digital radio, up 10% year on year.

The increased choice and popularity of digital stations is reflected in share of analogue listening in the home, which is below 50% (49.7%).

Ford Ennals, CEO of Digital Radio UK, says: *"This quarter shows excellent digital station performance, with outstanding growth from Kiss and debut figures for Kisstory, strong growth from decade stations and BBC Radio 5 Live over the summer. Digital radio offers listeners a wide and increasing range of station choice and the popularity of these stations has brought about a fundamental shift in listening with listening to analogue stations in home now being less than 50%."*

Steve Parkinson, Managing Director, Bauer Media London Radio, says: *"It's a great day for Team Kiss. Kiss Group PD Andy Roberts has been crafting the three digitally-driven flavours of Kiss – KissFMUK, Kiss Fresh and Kisstory – over this last quarter. To have seen such a leap in reach and engagement so quickly is a demonstration of our audience understanding and our ability to deliver great content, on whichever platforms our listeners want."*

Donnach O'Driscoll, CEO of Absolute Radio, says: *"Over 75% of our audience is already digital and more people than ever are listening to our great digital services including Absolute 80s, Absolute Radio 90s and Absolute Radio 60s. We are also seeing huge increases in our internet listening, up from 9.0% to 13.6% in one quarter. More and more of our audience continues to go digital, which is brilliant."*

TOP 20 STATIONS BY DIGITAL AUDIENCE (Q3 2013)

DIGITAL AUDIENCES (REACH) : Q3 2013			
No.	Station	Digital Audience ('000s)	Year on year change
1	BBC Radio 2	6,187	22.0%
2	BBC Radio 4	5,466	6.4%
3	BBC Radio 1	3,822	10.4%
4	Capital Network (UK)	2,876	39.1%
5	BBC Radio FIVE LIVE	2,872	6.1%
6	Kiss UK	2,869	50.4%
7	Absolute Radio Network	2,826	23.6%
8	Heart Network (UK)	2,442	16.4%
9	Classic FM	2,144	8.1%
10	BBC 6 Music	1,731	6.9%
11	Magic UK	1,602	8.2%
12	BBC Radio 4 Extra	1,593	-6.0%
13	FIVE LIVE SPORTS EXTRA	1,522	51.4%
14	talkSPORT	1,292	12.1%
15	Smooth Radio Brand UK	1,247	23.1%
16	1Xtra from the BBC	1,189	6.7%
17	Planet Rock UK	1,014	17.4%
18	BBC Radio 3	975	3.4%
19	BBC World Service	953	7.8%
20	Smash Hits (Now Kiss Fresh)	887	91.4%



TOP 20 STATIONS BY DIGITAL HOURS

DIGITAL AUDIENCES (HOURS) : Q3 2013			
No.	Station	Digital Audience ('000s)	Year on year
1	BBC Radio 2	55,772	39.1%
2	BBC Radio 4	42,135	9.1%
3	Absolute Radio Network	19,159	28.4%
4	BBC Radio 1	17,618	-6.3%
5	BBC Radio FIVE LIVE	16,402	-6.2%
6	BBC 6 Music	15,872	15.7%
7	Capital Network (UK)	13,185	48.1%
8	Classic FM	12,488	15.8%
9	Kiss UK	12,460	58.2%
10	Heart Network (UK)	12,316	11.8%
11	BBC Radio 4 Extra	10,604	13.7%
12	Magic UK	9,187	36.8%
13	FIVE LIVE SPORTS EXTRA	8,200	106.7%
14	Planet Rock UK	7,724	19.7%
15	talkSPORT	7,657	18.8%
16	Smooth Radio Brand UK	7,501	16.2%
17	1Xtra from the BBC	6,382	39.9%
18	Gold Network (UK)	5,276	-9.9%
19	BBC Radio 3	4,933	8.9%
20	Smooth 70s	4,850	0.0%

Source: RAJAR/ Ipsos - MORI/ RSMB, period ending September 2013, 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

Jane Ostler, Communications Director, Digital Radio UK
Jane.ostler@digitalradiouk.com 07817 411240