

DIGITAL RADIO UK

PRESS RELEASE

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DIGITAL LISTENING ACCELERATES TO OVER 29%

- **Digital listening now accounts for 29.1% of all radio listening, up 16.4% year on year**
- **Half of all radio listeners (49.4%) listen via a digital platform each week**
- **Over 40% of all people live in a household with a DAB digital radio**
- **DAB share of listening has increased to 19.4% of all listening, up 21% year on year**

Listening to digital platforms is now at 29.1%, up 16.4% year on year, according to the Q4 2011 RAJAR figures released today.

Over 23 million people listen to digital radio each week, an increase of 2.2 million people year on year, representing an increase in digital reach of 10% year on year. Of all radio listeners, half (49.4%) now listen via a digital platform each week.

Internet listening has increased year on year by 10% to 3.4%, and digital television by 5% to 4.5%, but the increase in digital listening is being driven by listening to DAB. The share of all radio listening to DAB is now at 19.4%, up from 18% in Q3 2011 and from 15.8% in Q4 2010, an increase of 21% year on year. Listening to DAB accounts for 71% of digital listening (excluding digital unspecified).

Ownership of DAB digital radios in the home has increased to 40.3%, up 13% year on year, with almost 21 million adults living in a household with a DAB digital radio. According to GfK, DAB digital radios sold strongly in Q4 2011 and showed positive growth in December, with cumulative total sales reaching 14.2 million.

Digital listening continues to grow strongly across the BBC and Commercial Radio stations [[see Top 20 Digital Audience table below](#)] and the three leading BBC digital-only stations have significantly increased their audience (Radio 4 Extra +65%, 6 Music +27%, and 1 Xtra +25%) and have a weekly digital reach of over 1 million.

Ford Ennals, Chief Executive of Digital Radio UK, said:

“This is a milestone moment for digital radio and demonstrates that the direction of travel for radio in the UK is digital. Almost 50% of all listeners now listen to digital radio every week and 40% of people live in a home with a DAB digital radio. In addition to strong digital radio sales at Christmas we have seen unprecedented growth in DAB listening, which is up by 21% year on year. Every week 23 million people listen to their favourite stations on digital and with the recent launch of Smooth 70s, Absolute Radio 60s, Absolute Radio 70s, and the upcoming BBC Radio 5 Live Olympics Extra, there is much to look forward to.”

DIGITAL AUDIENCES: Q4 2011			
No.	Station	Digital Audience ('000s)	Year on year
1	Radio 2	5,049	+16.1%
2	Radio 4	4,794	+15%
3	Radio 1	3,582	+7.1%
4	Radio Five Live	3,051	-0.3%
5	Heart	1,979	+6.9%
6	Capital	1,955	+23.2%
7	Classic FM	1,786	+3.5%
8	Kiss	1,712	+12.4%
9	Magic	1,634	+10.9%
10	Radio 4 Extra	1,554	+65.1%
11	6 Music	1,443	+26.9%
12	talkSPORT	1,145	+20.9%
13	1 Xtra	1,017	+24.6%
14	Smash Hits	1,004	-3.9%
15	Smooth UK	999	+ 19.9%
16	The Hits	984	-12.3%
17	Absolute Radio	951	+74.8%
18	BBC World Service	895	+45.1%
19	Radio 3	870	+1%
20	Absolute 80s	828	+24.5%

Source: RAJAR/Ipsos-MORI/RSMB, period ending December 2011, all stations and groups' results are reported on their specified reporting period and TSA.

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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, GMG Radio, Intellect and the Society of Motor Manufacturers and Traders.

For further information

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