

Q1 2026

# QUARTERLY REPORT

# AUDIENCE

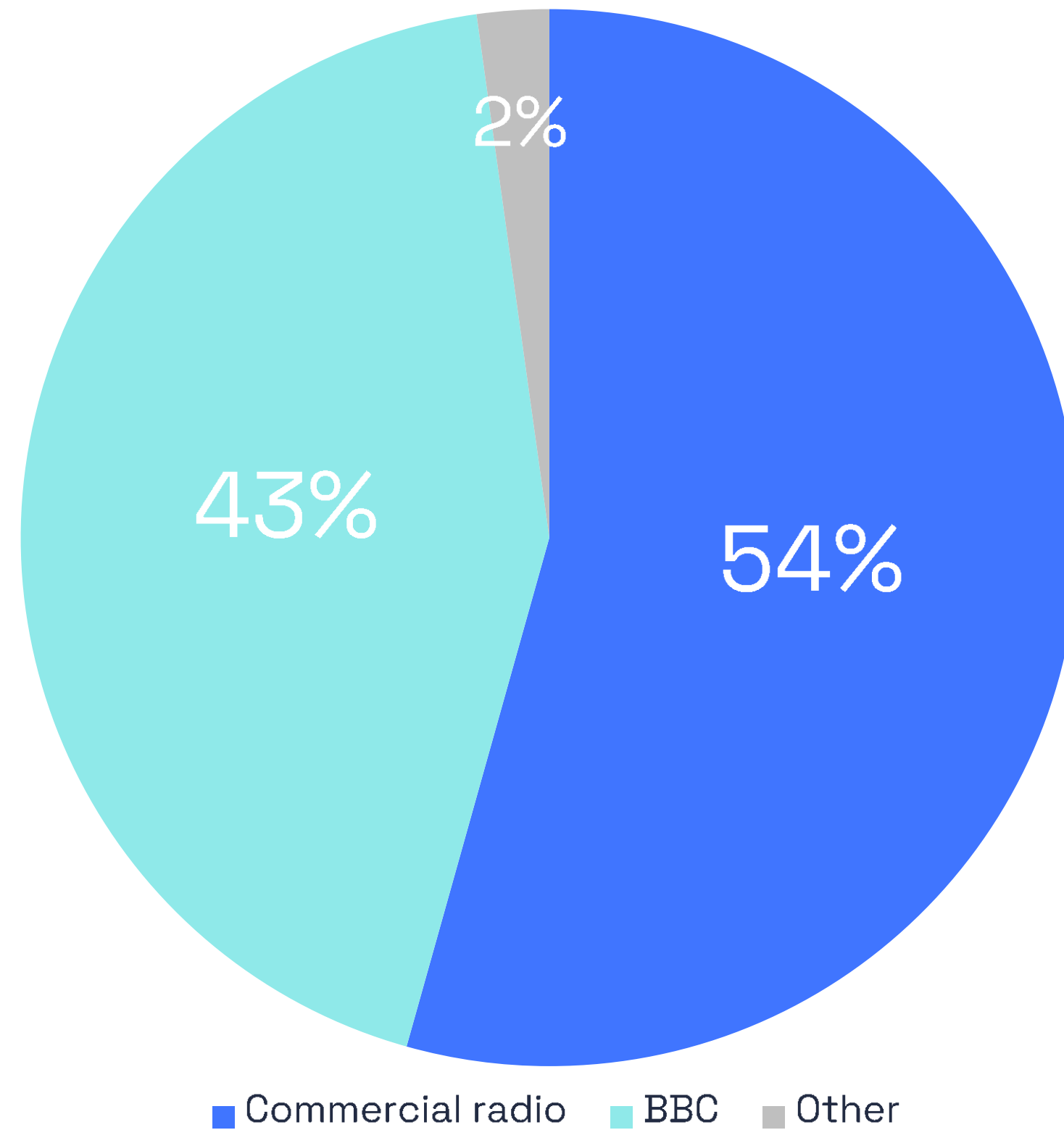


# RAJAR

Commercial radio reaches  
**39.3 million**  
listeners every week.



Share of listening hours



# RAJAR

## Top 10 commercial radio brands and networks

### By audience reach

	Reach (000's)
Heart Brand	12,505
Capital Brand	8,802
Smooth Brand	7,347
Greatest Hits Network	6,782
Hits Radio Network	6,535
Absolute Radio Network	5,277
Classic FM Brand	4,383
talkSPORT Network	3,621
LBC Brand	3,557
Magic Network	3,415

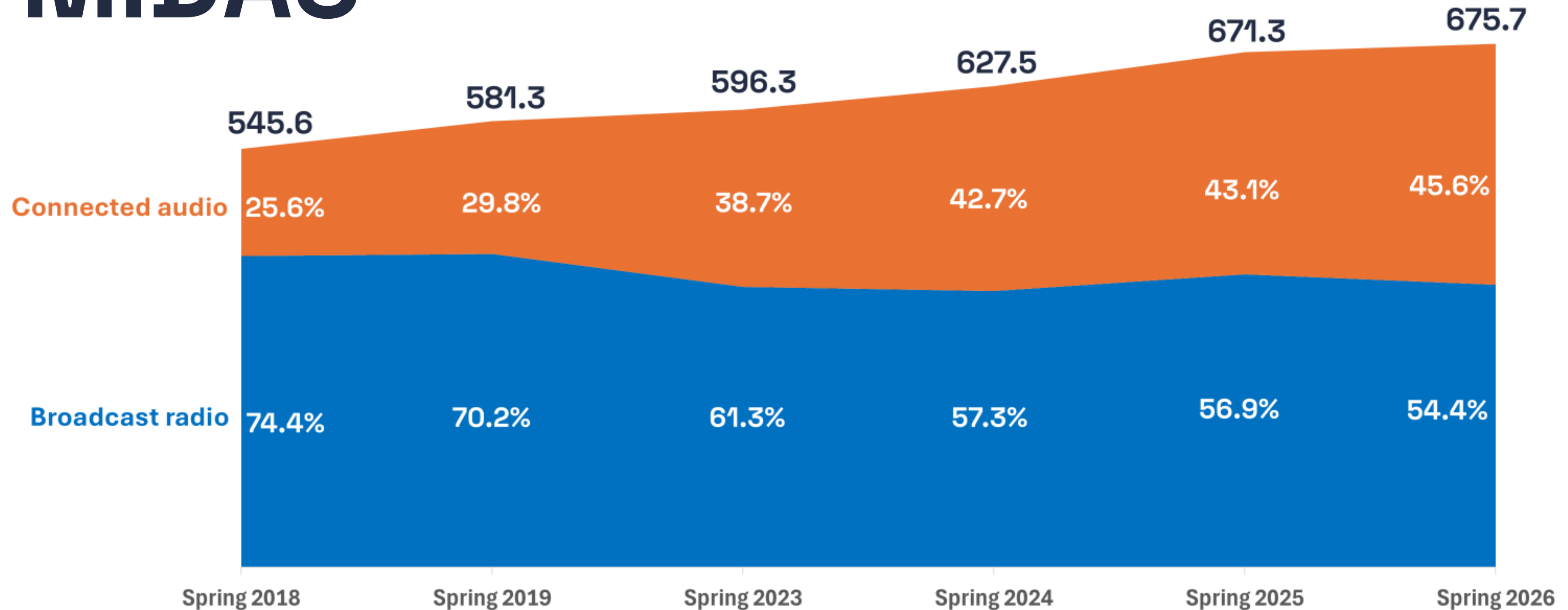
### By listening hours

	Hours (000's)
Heart Brand	80,888
Greatest Hits Network	64,009
Capital Brand	50,647
Smooth Brand	48,365
Hits Radio Network	38,976
Classic FM Brand	36,846
Absolute Radio Network	35,304
LBC Brand	30,803
talkSPORT Network	23,872
Radio X Brand	19,799

# Total commercial listening is up +24% since 2018

# MIDAS

Commercial audio weekly listening hours (m)  
and share by platform \*



Source: RAJAR MIDAS

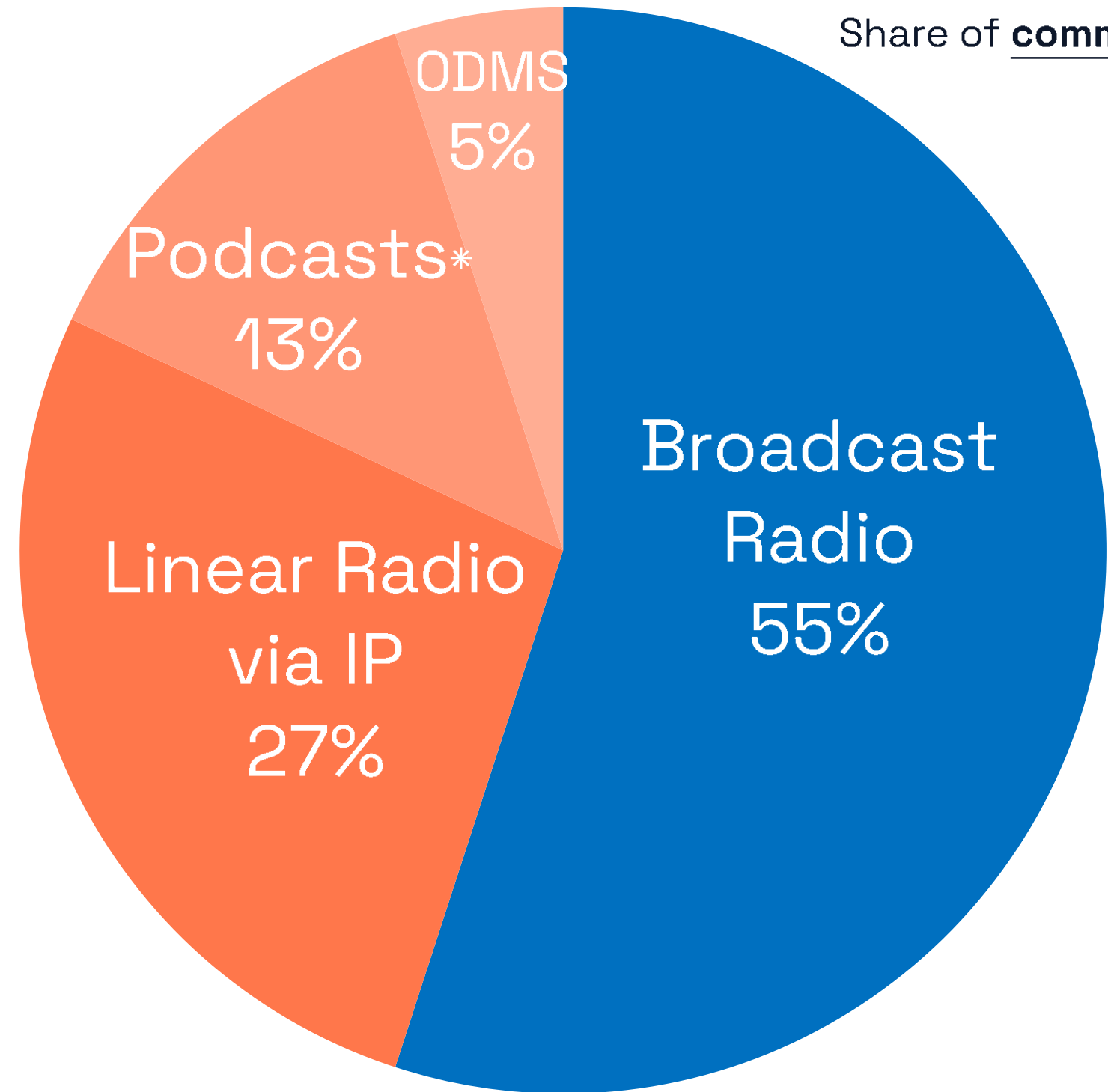
\*Includes modelled listening data for Podcasts in 2026 (based on 25/26 y-o-y % change in other connected audio formats) to compensate for the impact of changes to the MIDAS questionnaire

Includes live commercial radio, non-BBC podcasts, music streaming services 'free with ads' Due to restrictions on fieldwork during covid and changes to survey question wording no comparable data available for 2020-22

# Linear Radio accounts for over 80% of total commercial listening time

# MIDAS

Share of commercially accessible audio hours by format



- Broadcast Radio
- Linear Radio via IP
- Podcasts\* (exc. BBC)
- On-demand music (free with ads)



Base: Live Commercial Radio; Non-BBC Podcasts; Listeners whose main On-Demand Streaming service is 'free- with ads'

\*Includes modelled listening data for Podcasts in 2026 (based on 25/26 y-o-y % change in other connected audio formats) to compensate for the impact of changes to the MIDAS questionnaire

Source: RAJAR Midas Spring 2026



# TOP SPENDERS

# TOP 20 ADVERTISERS

Q1 2026

	Advertiser	Revenue Q1 2026 (£m)	YOY change
1	Octopus Energy Ltd	3.9	76%
2	McDonald's Restaurants Ltd	3.5	26%
3	Tesco PLC	3.2	114%
4	NHS England	3.0	155%
5	HM Government	3.0	-12%
6	Amazon (UK) Ltd	2.9	-13%
7	On The Beach	2.5	17%
8	Allwyn Entertainment Ltd	2.5	-44%
9	Jet2 Com Ltd	2.5	-7%
10	Asda Stores Ltd	2.4	37%
11	Sainsbury's Supermarkets Ltd	2.2	24%
12	EE Ltd	2.2	-40%
13	ITV PLC	2.1	317%
14	Aviva PLC	1.9	16%
15	Postcode Lottery	1.8	-41%
16	Tesco Bank	1.8	-7%
17	WM Morrison Supermarkets PLC	1.8	-31%
18	Lloyds Bank PLC	1.6	287%
19	Tesco Mobile Ltd	1.5	9%
20	Gousto	1.5	-16%

Source: Nielsen (radio spot data only)

# TOP 20 PRODUCT CATEGORIES

Q1 2026

	<b>Product Category</b>	<b>Revenue Q1 2026 (£m)</b>	<b>YOY change</b>
1	Finance	30.3	-2%
2	Entertainment & Leisure	29.2	-19%
3	Travel & Transport	22.6	-5%
4	Government Social Political Organisation	20.1	1%
5	Business & Industrial	17.9	4%
6	Food	17.3	9%
7	Retail	16.9	-5%
8	Automotive	16.7	-6%
9	Telecoms	10.7	-26%
10	Online Retail	7.1	28%
11	Household Equipment & DIY	6.4	-34%
12	Computers	4.6	38%
13	Health & Wellbeing	4.2	-2%
14	Media	4.0	51%
15	Drink	3.2	389%
16	Mail Order	2.7	-14%
17	Electronics, Household Appliances & Tech	2.6	9%
18	Household FMCG	1.7	-31%
19	Property	1.1	-27%
20	Cosmetics & Personal Care	0.9	-51%

Source: Nielsen (radio spot data only)

# TOP 20 BUYING AGENCIES

Q1 2026

	<b>Buying Agency</b>	<b>Revenue Q1 2026 (£m)</b>	<b>YOY change</b>
1	OMD Group UK	33.1	16%
2	EssenceMediacom London	20.1	-5%
3	Zenith	11.8	24%
4	PHD Ltd	8.7	18%
5	The7stars	8.5	-34%
6	Mindshare Media UK Ltd	8.1	-14%
7	Spark Foundry	6.4	66%
8	Carat (London) Ltd	6.3	-14%
9	EssenceMediacom North	5.9	-8%
10	Havas Media	5.5	4%
11	T&P	5.0	-5%
12	Starcom	4.6	-26%
13	Goodstuff Communications	4.3	-6%
14	Active International Ltd	3.9	76%
15	Wavemaker	3.3	-49%
16	Medialab Group Ltd	3.2	58%
17	Hearts & Science Ltd	3.1	-36%
18	iProspect	3.0	-8%
19	OpenDoor	2.9	-13%
20	Carat (Manchester) Ltd	2.7	14%

NB – agencies reflect Nielsen data at time of reporting

# TOP 20 ADVERTISERS

MAT March 2026

	<b>Advertiser</b>	<b>Revenue (£m)</b>	<b>YOY change</b>
1	EE Ltd	14.9	-29%
2	Amazon (UK) Ltd	14.5	23%
3	McDonald's Restaurants Ltd	14.4	8%
4	Tesco PLC	12.4	44%
5	Allwyn Entertainment Ltd	11.6	-37%
6	Octopus Energy Ltd	11.2	18%
7	Asda Stores Ltd	9.1	10%
8	Sainsbury's Supermarkets Ltd	9.1	6%
9	Sky UK Ltd	9.0	-14%
10	Boots UK Ltd	8.0	-15%
11	Wickes Building Supplies Ltd	7.5	5%
12	Lidl UK	7.4	17%
13	Tesco Mobile Ltd	7.4	1%
14	People's Postcode Lottery	7.0	-35%
15	Vodafone Ltd	6.9	-13%
16	Jet2 Com Ltd	6.9	-3%
17	HM Government	6.8	-6%
18	Ladbrokes Coral Group Ltd	6.7	48%
19	British Gas PLC	6.6	-4%
20	Deliveroo	6.2	74%

Source: Nielsen (radio spot data only)

# TOP 20 PRODUCT CATEGORIES

MAT March 2026

	<b>Product Category</b>	<b>Revenue (£m)</b>	<b>YOY change</b>
1	Entertainment & Leisure	139.2	-14%
2	Finance	110.0	-1%
3	Retail	82.2	-5%
4	Travel & Transport	79.4	3%
5	Food	76.9	12%
6	Business & Industrial	70.8	2%
7	Automotive	66.2	-17%
8	Telecoms	64.8	-18%
9	Government Social Political Organisation	60.1	-5%
10	Online Retail	31.2	41%
11	Household Equipment & DIY	26.1	-20%
12	Computers	19.7	17%
13	Drink	18.9	109%
14	Health & Wellbeing	18.9	7%
15	Electronics, Household Appliances & Tech	12.5	-21%
16	Mail Order	12.3	-26%
17	Media	10.2	-7%
18	Household FMCG	9.2	-11%
19	Clothing & Accessories	5.1	-24%
20	Property	5.1	3%

Source: Nielsen (radio spot data only)

# TOP 20 BUYING AGENCIES

MAT March 2026

	<b>Buying Agency</b>	<b>Revenue (£m)</b>	<b>YOY change</b>
1	OMD Group UK	123.5	9%
2	EssenceMediacom London	88.8	-20%
3	The7stars	43.1	-9%
4	Mindshare Media UK Ltd	39.0	-26%
5	Zenith	38.6	-5%
6	Carat (London) Ltd	31.7	10%
7	PHD Ltd	29.4	-18%
8	Spark Foundry	25.5	21%
9	EssenceMediacom North	22.1	6%
10	Havas Media	21.3	-2%
11	Starcom	19.2	-28%
12	Wavemaker	17.9	-26%
13	iProspect	17.4	39%
14	T&P	17.2	-3%
15	Goodstuff Communications	16.5	-13%
16	OpenDoor	14.5	336%
17	Hearts & Science Ltd	12.8	-42%
18	Initiative Media London	12.7	-26%
19	UM London	12.4	-24%
20	Active International Ltd	11.2	18%

NB – agencies reflect Nielsen data at time of reporting



# REVENUE

# TOTAL COMMERCIAL RADIO REVENUES

## Q1 2026 Commercial Radio Revenue (£m's)

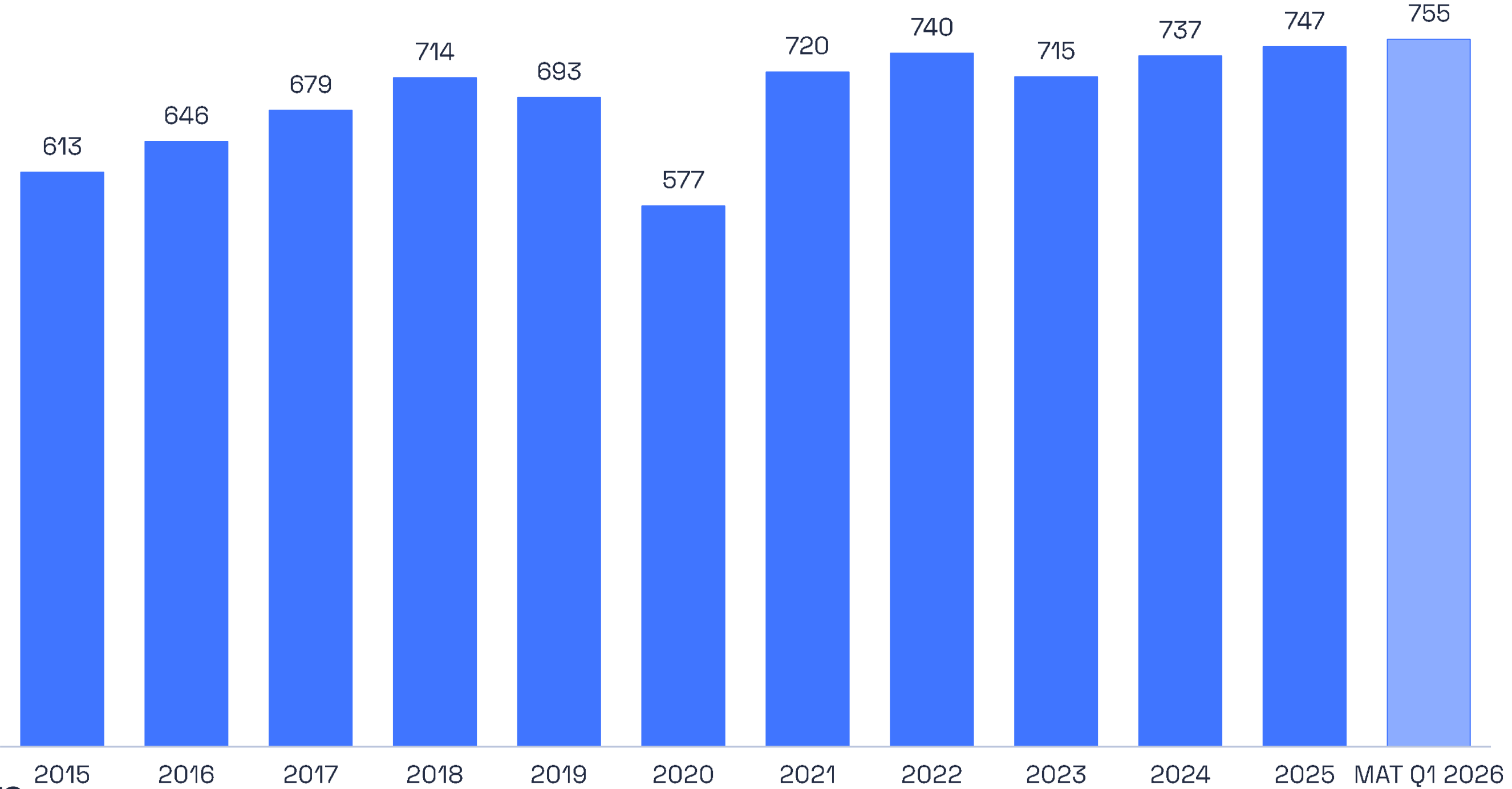
Period	Rev £m's					Rev YOY Growth %				
	Local	National	Branded Content	Digital	Total	Local	National	Branded Content	Digital	Total
Q1 2026	29.5	101.7	37.0	27.6	195.7	9.1	-4.2	15.0	22.1	4.2

## MAT Q1 2026 Commercial Radio Revenue (£m's)

Period	Rev £m's					Rev YOY Growth %				
	Local	National	Branded Content	Digital	Total	Local	National	Branded Content	Digital	Total
MAT Q1 2026	115.2	388.4	156.9	94.5	755.1	5.2	-3.4	8.1	16.2	2.3

# TOTAL COMMERCIAL RADIO REVENUES

Annual commercial radio revenues (£m's): 2015-2025 (and MAT Q1 2026)



# Digital ad revenue continues to grow, mirroring connected audio audience growth

Annual commercial radio revenues by format (£m) 2015-2025 (and MAT Q1 2026)

