

Q2 2026

QUARTERLY REPORT

AUDIENCE

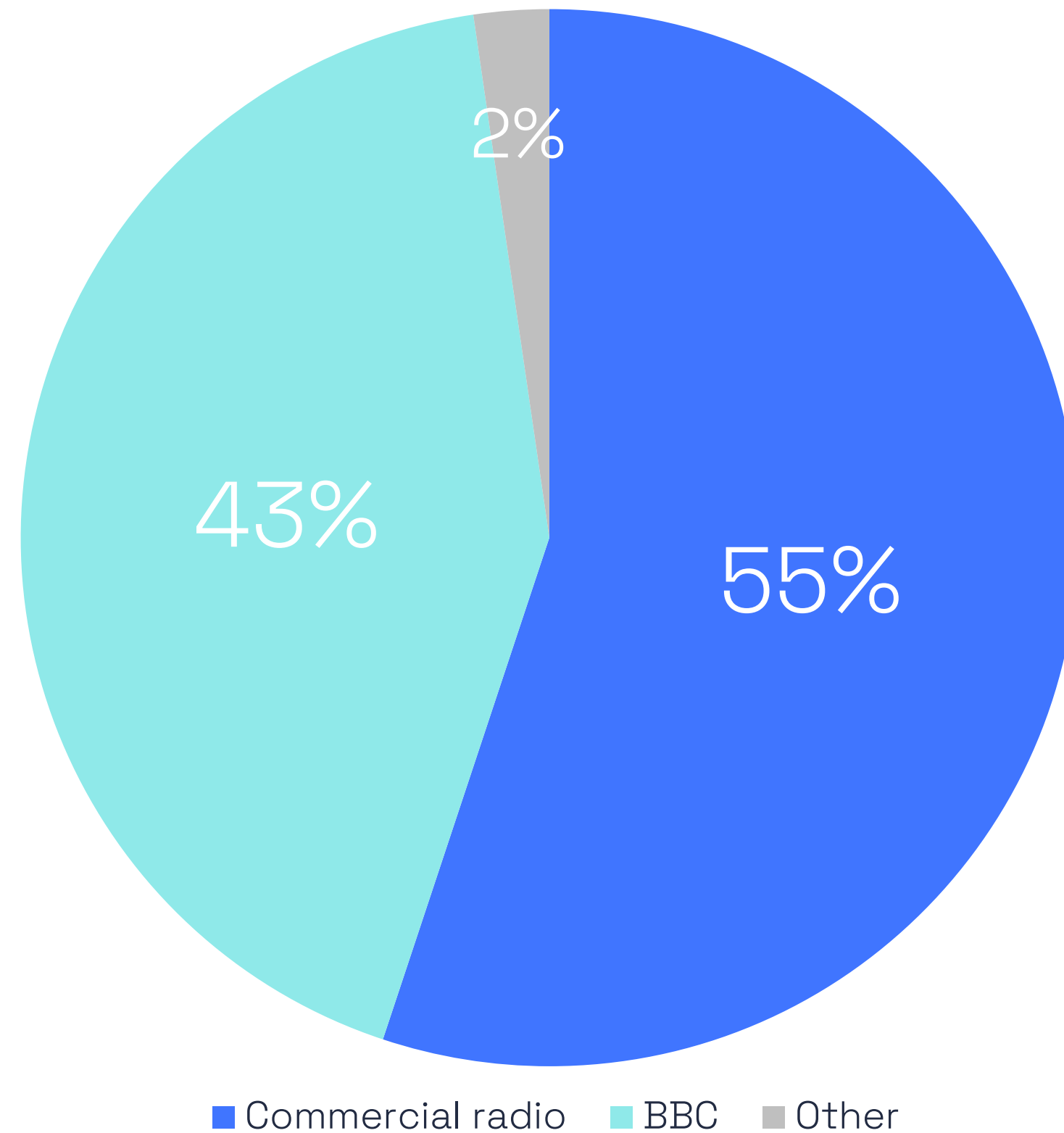


RAJAR

Commercial radio reaches
40.2 million
listeners every week.



Share of listening hours



RAJAR

Top 10 commercial radio brands and networks

By audience reach

	Reach (000's)
Heart Brand	12,826
Capital Brand	8,864
Smooth Brand	7,374
Greatest Hits Network	6,863
Hits Radio Network	6,536
Absolute Radio Network	5,398
Classic FM Brand	4,514
KISS Network	3,738
LBC Brand	3,688
talkSPORT Network	3,668

By listening hours

	Hours (000's)
Heart Brand	83,064
Greatest Hits Network	65,429
Smooth Brand	51,413
Capital Brand	48,683
Hits Radio Network	40,149
Classic FM Brand	37,750
Absolute Radio Network	35,523
LBC Brand	31,254
talkSPORT Network	23,634
Radio X Brand	19,697



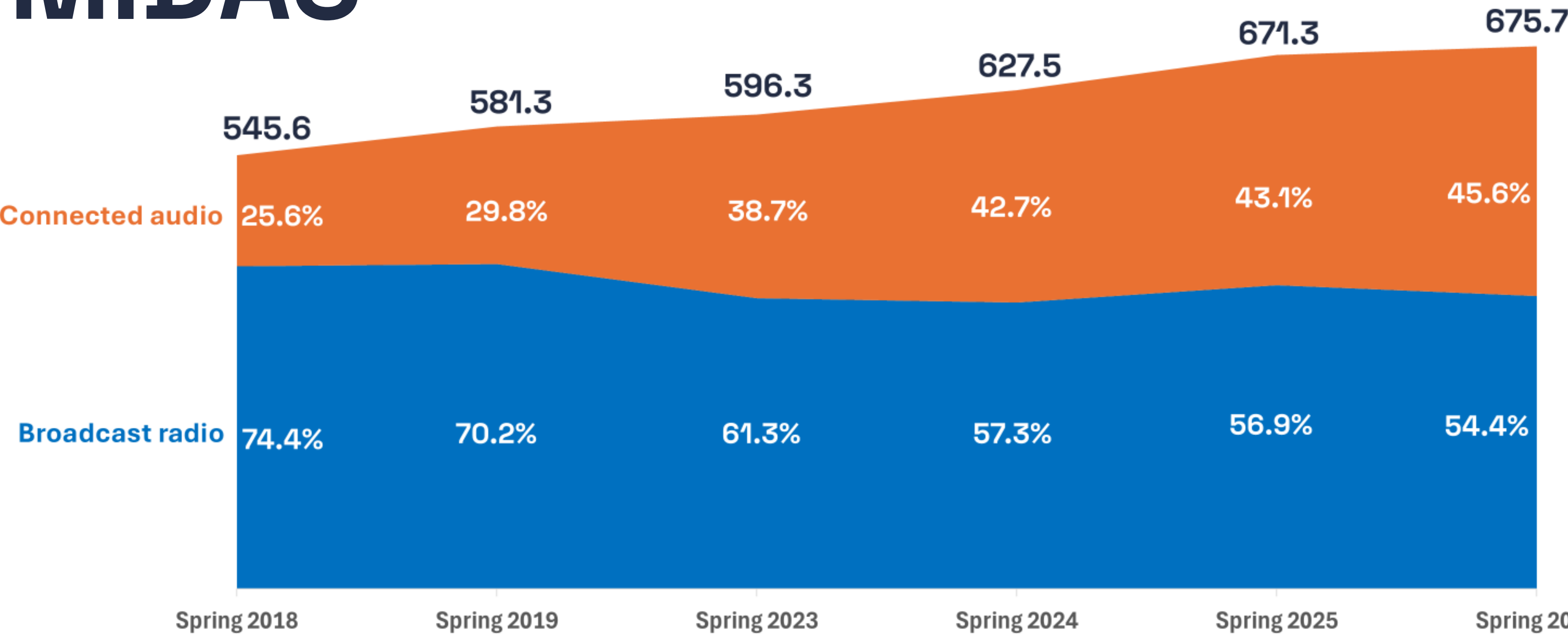
NB- Other network advertising platforms are also available, including [Newslink](#) and [GTN](#)

Source: RAJAR Q2 2026

Total commercial listening is up +24% since 2018

MIDAS

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



Source: RAJAR MIDAS

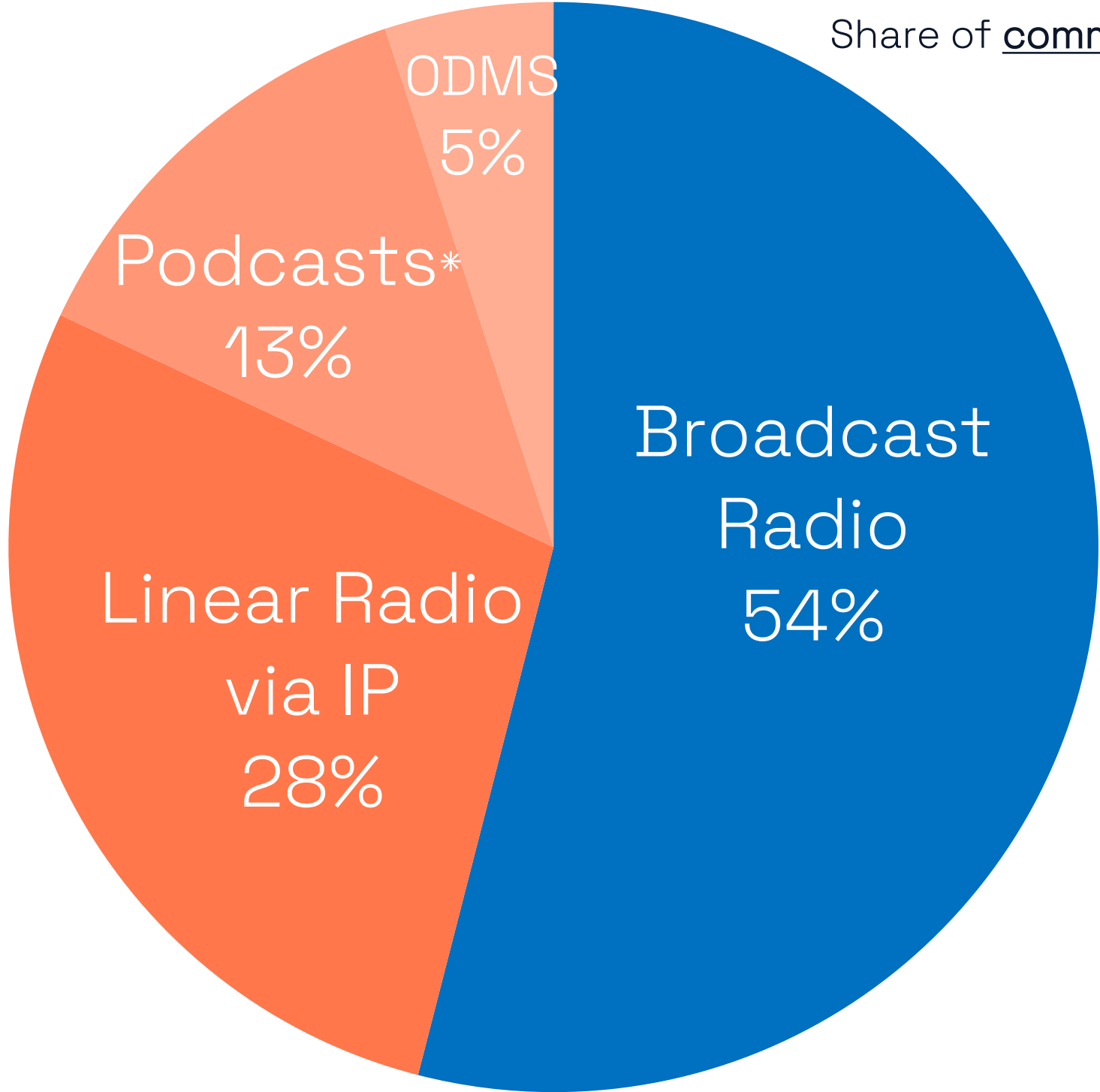
*Includes modelled listening data for Podcasts in 2026 (based on 25/26 y-o-y % change in other connected audio formats) to compensate for the impact of changes to the MIDAS questionnaire

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

Radio accounts for over 80% of total commercial listening time

MIDAS

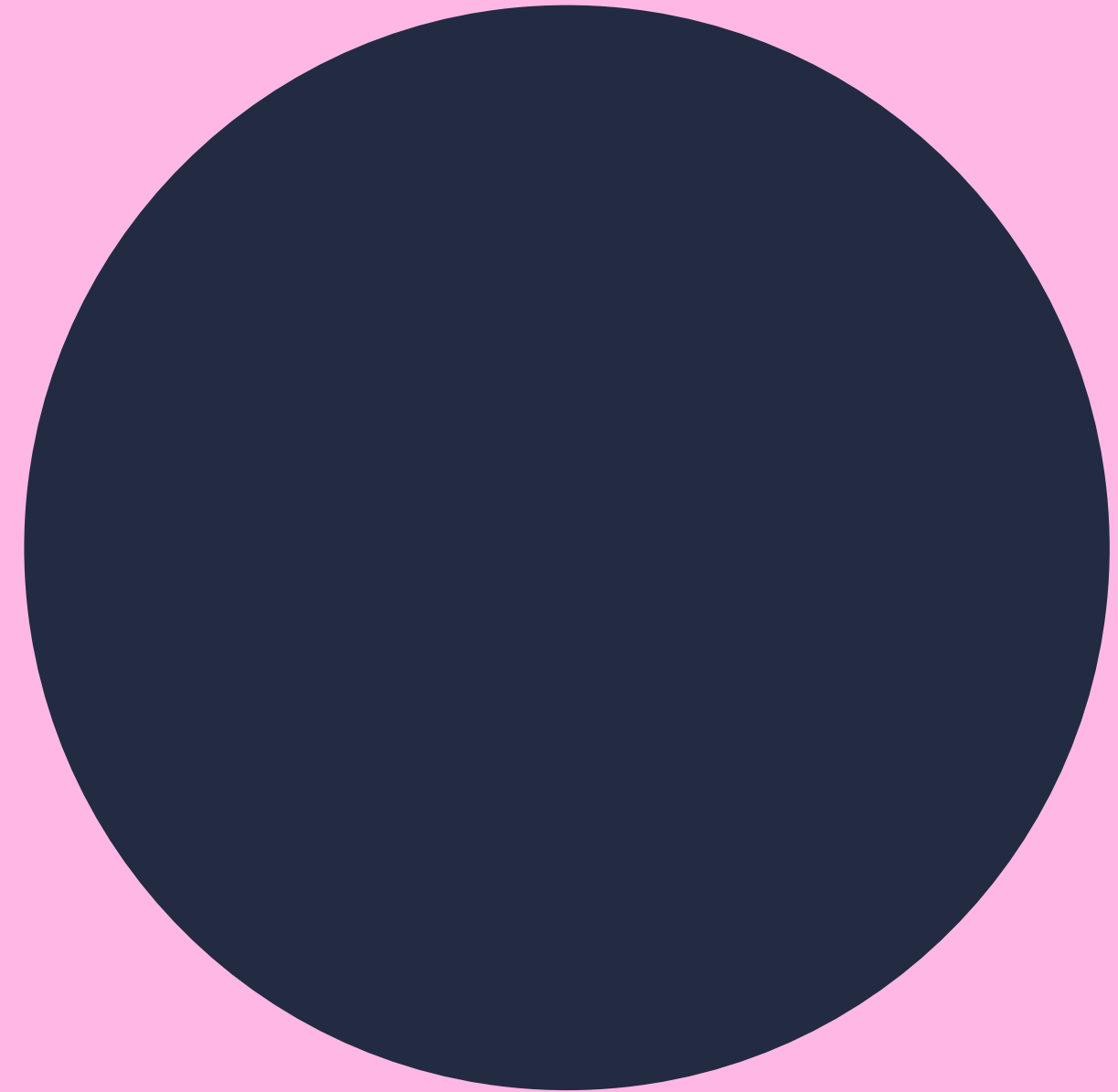


■ Broadcast Radio ■ Linear Radio via IP ■ Podcasts* (exc. BBC) ■ On-demand music (free with ads)



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



TOP SPENDERS

TOP 20 ADVERTISERS

Q2 2026

	Advertiser
1	McDonald's Restaurants Ltd
2	Octopus Energy Ltd
3	Tesco PLC
4	Jet2 Com Ltd
5	Wickes Building Supplies Ltd
6	Tesco Mobile Ltd
7	Boots UK Ltd
8	Specsavers Optical Group Ltd
9	Sainsbury's Supermarkets Ltd
10	Allwyn Entertainment Ltd
11	Sky UK Ltd
12	Vodafone Ltd
13	Department For International Trade (DIT)
14	Amazon (UK) Ltd
15	Aldi Stores Ltd
16	ITV Plc
17	Saga Group Ltd
18	EE Ltd
19	Allianz Insurance PLC
20	On The Beach

TOP 20 PRODUCT CATEGORIES

Q2 2026

	Product Category	Revenue Q2 2026 (£m)	YOY change
1	Entertainment & Leisure	31.0	-12%
2	Finance	24.5	-15%
3	Food	21.9	10%
4	Retail	21.8	-10%
5	Travel & Transport	21.7	1%
6	Business & Industrial	16.5	-7%
7	Telecoms	14.9	-9%
8	Automotive	13.4	-18%
9	Government Social Political Organisation	11.5	1%
10	Household Equipment & DIY	6.6	-17%
11	Health & Wellbeing	5.6	18%
12	Online Retail	4.6	-21%
13	Media	4.4	264%
14	Electronics, Household Appliances & Tech	4.4	100%
15	Computers	3.8	-12%
16	Drink	3.0	-29%
17	Household FMCG	1.7	-46%
18	Cosmetics & Personal Care	0.9	-50%
19	Property	0.9	-3%
20	Clothing & Accessories	0.8	-57%

TOP 20 BUYING AGENCIES

Q2 2026

	Buying Agency	Revenue Q2 2026 (£m)	YOY change
1	OMD Group UK	29.3	10%
2	EssenceMediacom London	22.8	14%
3	Carat (London) Ltd	10.5	23%
4	The7stars	9.3	-22%
5	Zenith	8.8	-12%
6	Mindshare Media UK Ltd	6.9	-36%
7	PHD Ltd	5.8	12%
8	Spark Foundry	5.5	16%
9	T&P	4.5	-17%
10	Starcom	4.3	1%
11	EssenceMediacom North	4.3	-10%
12	Goodstuff Communications	4.0	-23%
13	Active International Ltd	3.4	95%
14	Wavemaker Manchester	3.1	66%
15	Havas Media	3.0	-48%
16	Initiative Media London	3.0	-11%
17	Carat (Manchester) Ltd	2.8	69%
18	The Specialist Works Ltd	2.8	106%
19	Publicis Media	2.8	58%
20	Mediaplus UK	2.5	123%

NB – agencies reflect Nielsen data at time of reporting

TOP 20 ADVERTISERS

MAT June 2026

	Advertiser
1	McDonald's Restaurants Ltd
2	EE Ltd
3	Amazon (UK) Ltd
4	Octopus Energy Ltd
5	Tesco PLC
6	Allwyn Entertainment Ltd
7	Sainsbury's Supermarkets Ltd
8	Sky UK Ltd
9	Tesco Mobile Ltd
10	Jet2 Com Ltd
11	Boots UK Ltd
12	Asda Stores Ltd
13	Wickes Building Supplies Ltd
14	Lidl UK
15	HM Government
16	Vodafone Ltd
17	Specsavers Optical Group Ltd
18	Deliveroo
19	Postcode Lottery
20	British Gas PLC

Source: Nielsen (radio spot data only)

TOP 20 PRODUCT CATEGORIES

MAT June 2026

	Product Category	Revenue (£m)	YOY change
1	Entertainment & Leisure	134.5	-14%
2	Finance	104.7	-8%
3	Retail	91.8	-4%
4	Travel & Transport	79.2	3%
5	Food	78.5	11%
6	Business & Industrial	69.4	-4%
7	Telecoms	63.2	-16%
8	Automotive	63.0	-14%
9	Government Social Political Organisation	61.5	3%
10	Online Retail	29.9	21%
11	Household Equipment & DIY	24.7	-28%
12	Health & Wellbeing	19.9	6%
13	Computers	19.2	22%
14	Drink	16.6	70%
15	Electronics, Household Appliances & Tech	14.6	5%
16	Media	13.3	47%
17	Household FMCG	7.7	-24%
18	Property	5.0	6%
19	Clothing & Accessories	4.1	-39%
20	Cosmetics & Personal Care	3.6	-58%

TOP 20 BUYING AGENCIES

MAT June 2026

	Buying Agency	Revenue (£m)	YOY change
1	OMD Group UK	127.1	11%
2	EssenceMediacom London	91.2	-8%
3	The7stars	40.3	-19%
4	Zenith	36.8	-3%
5	Mindshare Media UK Ltd	35.0	-27%
6	Carat (London) Ltd	34.0	9%
7	PHD Ltd	29.8	-4%
8	Spark Foundry	25.2	25%
9	EssenceMediacom North	21.6	3%
10	Starcom	19.2	-20%
11	Havas Media	18.4	-15%
12	T&P	16.2	-16%
13	iProspect	15.4	16%
14	Goodstuff Communications	15.3	-13%
15	Wavemaker	13.7	-43%
16	OpenDoor	13.2	99%
17	Active International Ltd	12.8	37%
18	Initiative Media London	12.4	-29%
19	Hearts & Science Ltd	12.1	-38%
20	UM London	11.0	-27%

NB – agencies reflect Nielsen data at time of reporting



REVENUE

TOTAL COMMERCIAL RADIO REVENUES

Q2 2026 Commercial Radio Revenue (£m's)

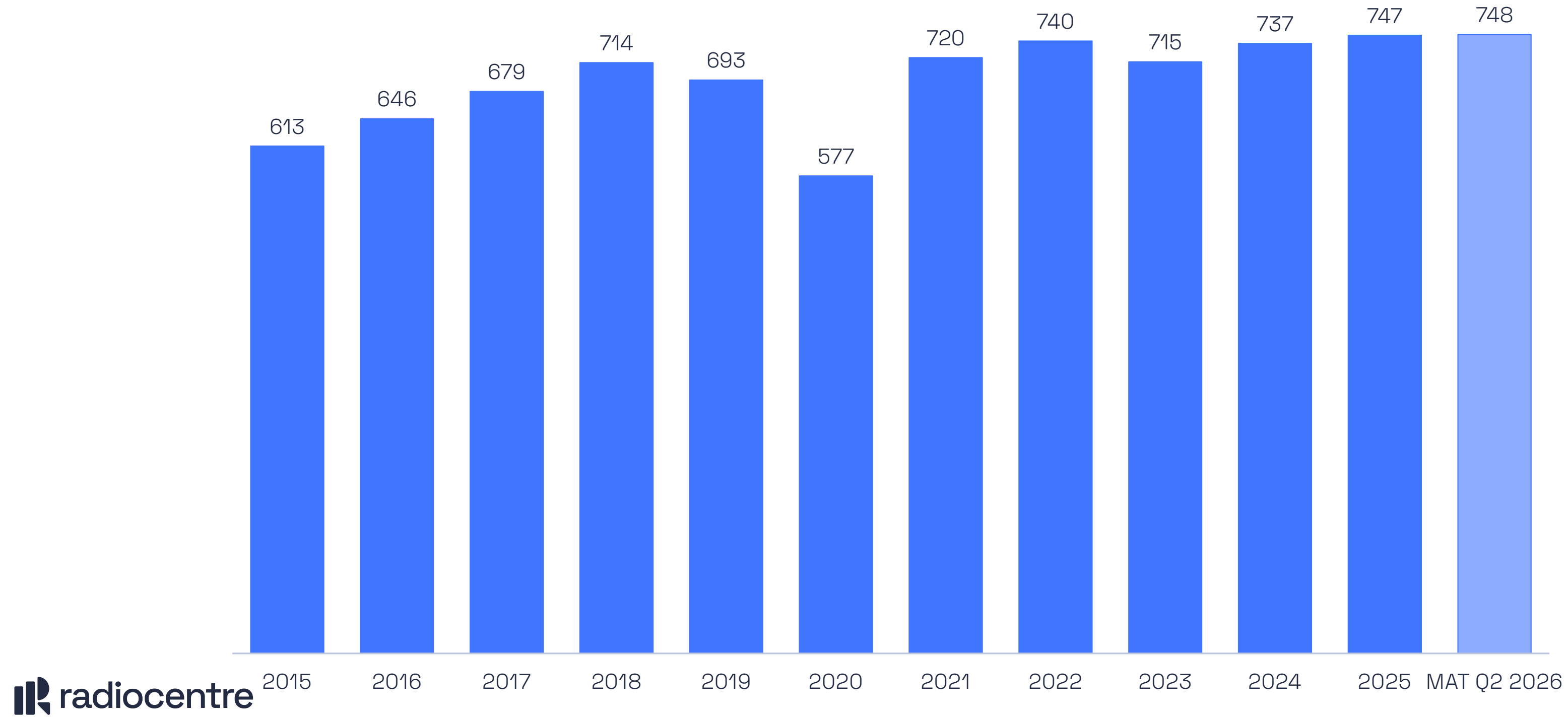
Period	Rev £m's					Rev YOY Growth %				
	Local	National	Branded Content	Digital	Total	Local	National	Branded Content	Digital	Total
Q2 2026	24.5	82.1	35.7	21.1	163.3	-11.9	-3.7	-4.7	3.2	-4.4

MAT Q2 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 Q2 2026	111.9	385.3	155.1	95.2	747.5	1.6	-2.7	4.5	14.1	1.3

TOTAL COMMERCIAL RADIO REVENUES

Annual commercial radio revenues (£m's): 2015-2025 (and MAT Q2 2026)



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

Annual commercial radio revenues by format (£m) 2015-2025 (and MAT Q2 2026)

