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Radioplayer celebrates a major digital milestone



Official RAJAR listening figures released today (May 17th) for Q1 2018 show that, for the first time, the majority of radio listening is digital. 50.9% of all radio listening hours in Q1 were delivered via a DAB digital radio, computer, radio app on a phone or tablet, a smart-speaker, or a digital TV set.

The RAJAR figures show that online listening hours (via apps like Radioplayer) have grown by 17% in the past year (Q1 2017 to Q1 2018). This jump, along with a steady rise in listening via DAB digital radio, has helped the industry break the 50% barrier today.

While the digital 'share of listening' has been steadily rising, up from 24% in Q1 2010 when the Government's Digital Radio Action Plan was launched, breaking the 50% barrier is a symbolic target for the UK radio industry. It's expected to trigger a Government review of options for the future of digital radio.

Michael Hill, Radioplayer Managing Director, said: *"These figures mark a significant shift in the way the UK listens to the radio. Although 50% is just a number, this feels like an important moment. With analogue listening now a minority activity, there can be no doubt that radio has a bright digital future, and Radioplayer is proud to be part of that. We saw our own internal figures rise to a record 7.6 million listeners in March, so we were pretty sure that the RAJAR numbers would echo that."*

Radioplayer's a non-profit collaboration between the BBC and commercial radio, and their mission is to keep radio listening simple, on devices connected to the internet. Since launching a pan-industry web player for computers in 2011, they've developed apps, smart-speaker integrations, hybrid radios, and systems for cars.

Alongside these UK developments, the Radioplayer team are concentrating on two other strategically important areas for radio – sharing the technology worldwide (Radioplayer is now operating under licence in eight countries), and working with car companies to improve radio in the dashboard.

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Notes to editors:

Radioplayer is the industry's shared radio platform, backed by the BBC, Global, Bauer and Radiocentre. The non-profit operation launched in the UK in 2011 and has now rolled out across eight countries including Germany, Canada, Ireland, Norway, Belgium, Austria, and Peru.