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LIVE | Aasmah Mir and Stig Abell...

LIVE 6am - 10am

# Aasmah Mir and Stig Abell with Times Radio Breakfast



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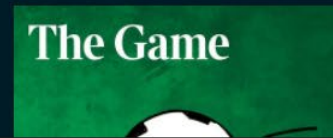


**John Pienaar with Times Radio Drive**  
4pm - 7pm

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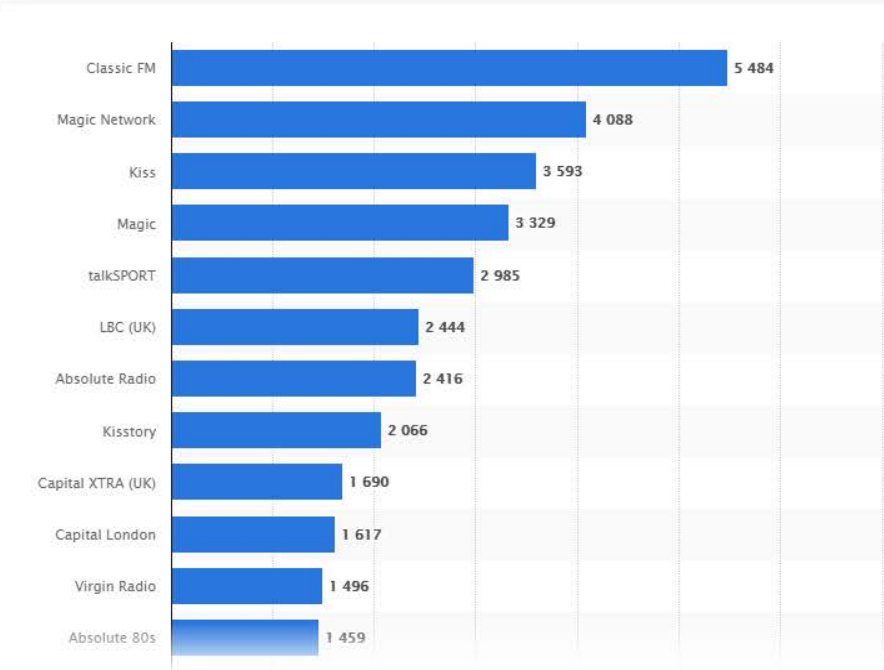
# Радио 4, (Би-би-си)

- **Аудитория:** 11,55 миллионов взрослых слушают Радио 4 еженедельно, 21,2% населения.
- **Часы:** Аудитория Радио 4 характеризуется лояльностью. В среднем слушатель Радио 4 настроен на волну этой станции 11 часов в неделю. В общей сложности это составляет более 127 миллионов часов в неделю.
- **Доля:** (Доля занимает все минуты прослушивания любого радио). Доля Радио 4 составляет 12,3%, или одну минуту из каждых 8 минут вещания всех станций.
- **Жанр:** Новости привлекают наибольшее количество слушателей: 10,34 млн в неделю, в то время как документальные передачи достигают 9,41 миллиона слушателей. Драма («Театр у микрофона») привлекает в среднем 6,96 миллиона слушателей в неделю, а комедия востребована 5,52 миллиона.
- **Онлайн:** Радио 4 привлекает 1,8 миллиона уникальных пользователей на свой сайт каждую неделю - самая большая аудитория из всех радиостанций Би-би-си. Из них 1,8 млн 68% заходят с мобильных телефонов или планшетов. 5,4 миллиона запросов поступает еженедельно на программы Четвертого радио с iPlayer, обеспечивая Радио 4 значительным охватом.
- **Станция** продолжает иметь гендерно сбалансированную аудиторию (49% мужчин / 51% женщин). Средний возраст слушателя Радио 4 составляет 56 лет. Отмечается перекося в сторону аудитории старшего возраста. Целевая задача станции – привлечь аудиторию 35-54 ABC1 (обычно их называют "replenishers" – «пополнение»); они в настоящее время составляют 24% аудитории. Станция также продолжает считаться магнитом для зажиточных и влиятельных - 75% из тех, кто настраивается на эту волну, демографически принадлежат к категории ABC1.

Media & Advertising > Radio, TV & Film

# Commercial radio stations ranked by weekly reach in the United Kingdom (UK) as of 1st quarter 2020

(in 1,000 listeners)



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### Source

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### Release date

May 2020

### Region

United Kingdom

### Survey time period

Q1 2020

### Age group

15 years and older

### Supplementary notes

\* The source provides the following commentary: "Reach is the number of people aged 15+ who tune to a radio station within at least 1 quarter-hour period over the course of a week. Respondents are included in the survey if they are aged 15+ and live in the United Kingdom." Source: [Radio Today](#)

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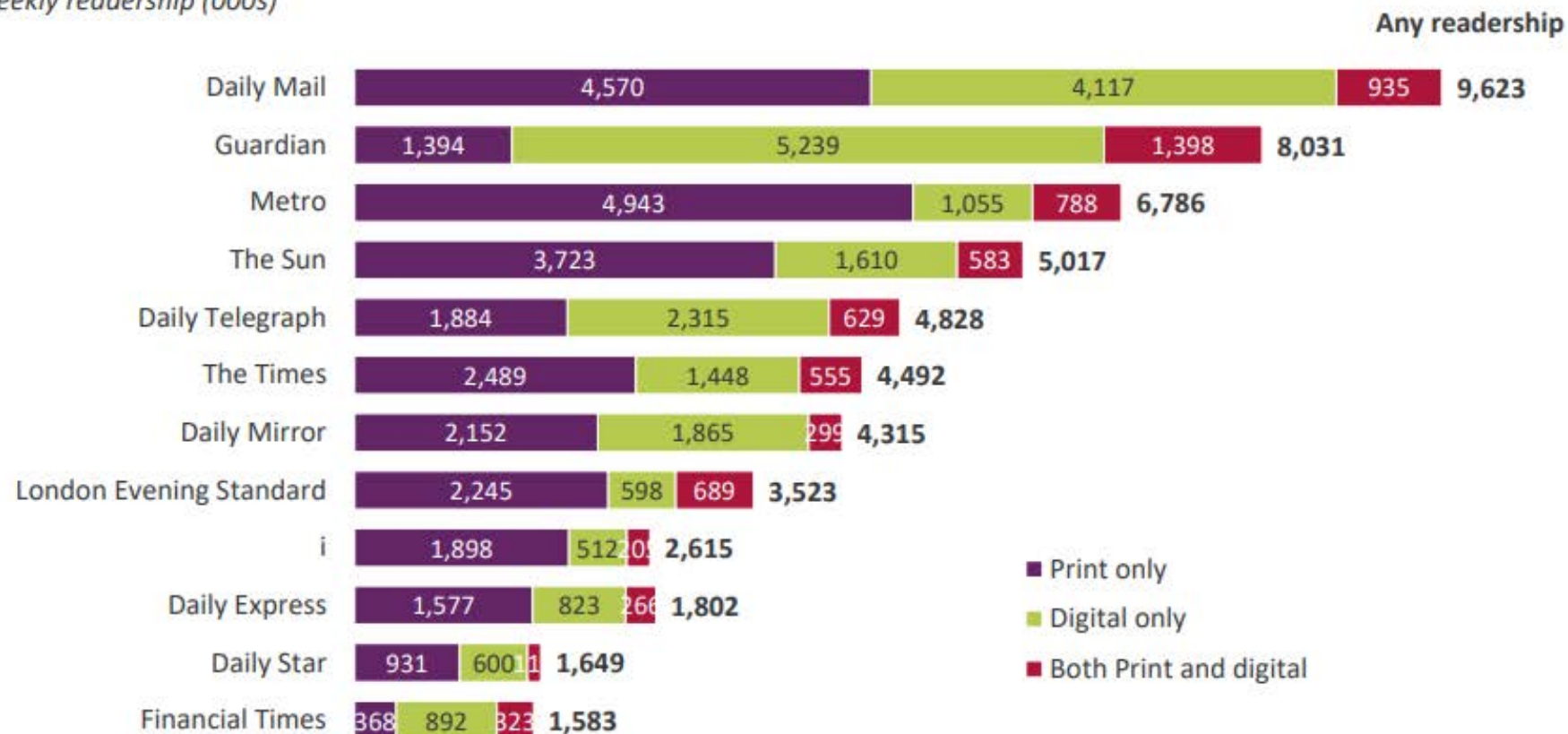
The Daily Mail is the most widely-read news title in the UK overall. The Guardian is the most widely-read digital title and the Metro the most read print newspaper



**Figure 6.4**

Print vs. online newspaper readership by title – 2018

Weekly readership (000s)



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## Free DAB radios for over 70s as BBC local radio aims to Make A Difference



Date: 26.03.2020 Last updated: 27.03.2020 at 17.38 Category: Radio; English Regions

BBC local radio is teaming up with manufacturers, retailers and a loneliness charity to offer free DAB radios to the most vulnerable people aged over 70.

It comes as millions of people are forced to stay in their homes and isolate from their friends and families because of the Coronavirus outbreak.

Radio is a vital source of news, information and companionship in these unprecedented times and BBC local radio wants to ensure as many people as possible have access to it.

So it will be giving away DAB digital radios to people nominated by local radio listeners. It's part of the BBC's Make A Difference campaign, which was launched in the wake of the Coronavirus outbreak. It is running across all 39 BBC local radio stations in England and is aimed at connecting

Local radio is a lifeline at this time and has never been more important as a source of trusted local news and information, and also as a companion for

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### Related Media Centre Links

- Appeal for stories of life under COVID-19 lockdown
- BBC One daytime HealthCheck UK Live to be presented by Michelle Ackerley, Dr Xand van Tulleken, Angela Rippon and Mr Motivator
- BBC Two to give insight into the Coronavirus crisis in episodes of Hospital and Horizon
- BBC Radio 6 Music announces temporary changes to its weekend schedule
- BBC Radio 1 implements changes to schedule amid Coronavirus crisis
- BBC Arts announces new programmes for Culture In Quarantine
- BBC entertains the nation in time of need
- BBC Sounds launches app for connected TVs
- Radio 4 programming to inform, educate and entertain during the coming weeks
- Changes to Radio 5 live schedule due to COVID-19
- Football on the BBC this weekend
- BBC unveils children's iPlayer experience for family viewing
- Audiences at the heart of BBC Wales's programmes and services during Coronavirus crisis