

Quarter 4 2025

BBC
SOUNDS

BETWEEN OCTOBER AND DECEMBER 2025 ON BBC SOUNDS WE HAD...

A **record total of 706 million plays (+2% YoY)** of all content across radio, podcasts and music mixes.

A **total of 11 million accounts** across the quarter to Sounds.

An **average weekly audience of 4.9 million users** across the mobile app, website, TV and voice-activated devices with a **peak of 5.1m users** (w/c 03/11/2025).

An **average weekly audience of 5.5 million users** across Pan BBC audio including visualised podcasts with a **peak of 6.2m users** (w/c 03/11/25).

A **total of 268 million plays** of on-demand radio and podcast content

A **total 3.7 million plays** of music mixes*

ACROSS 2025 ON BBC SOUNDS WE HAD...

A **total of 2.8 billion plays (+8% YoY)** of all content across radio podcasts and music mixes on BBC Sounds

A **total of 17 million accounts** across the year for all content across radio, podcasts and music mixes on BBC Sounds.

A **total of 894 million plays** of on-demand radio and podcast content across the year, with a **12% increase in podcast plays** compared with 2024

BBC PODCASTS AND ON-DEMAND RADIO PROGRAMMES ON THIRD PARTY PLATFORMS

A total of 885 million (+5% YoY) downloads for BBC podcasts and on demand radio programmes on third party platforms in 2025

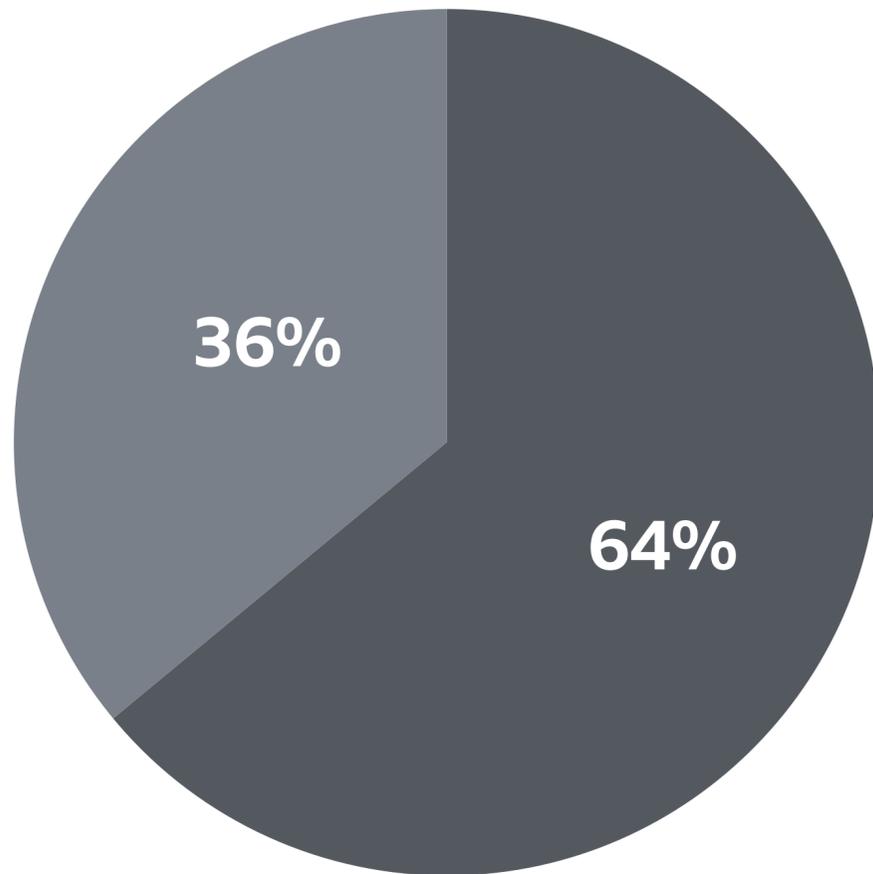
A total of 227 million (+5% YoY) downloads of BBC podcasts and on demand radio programmes between October and December 2025

A total of 4.3 billion (+24% YoY) social video views of BBC audio content in 2025 (January – December)

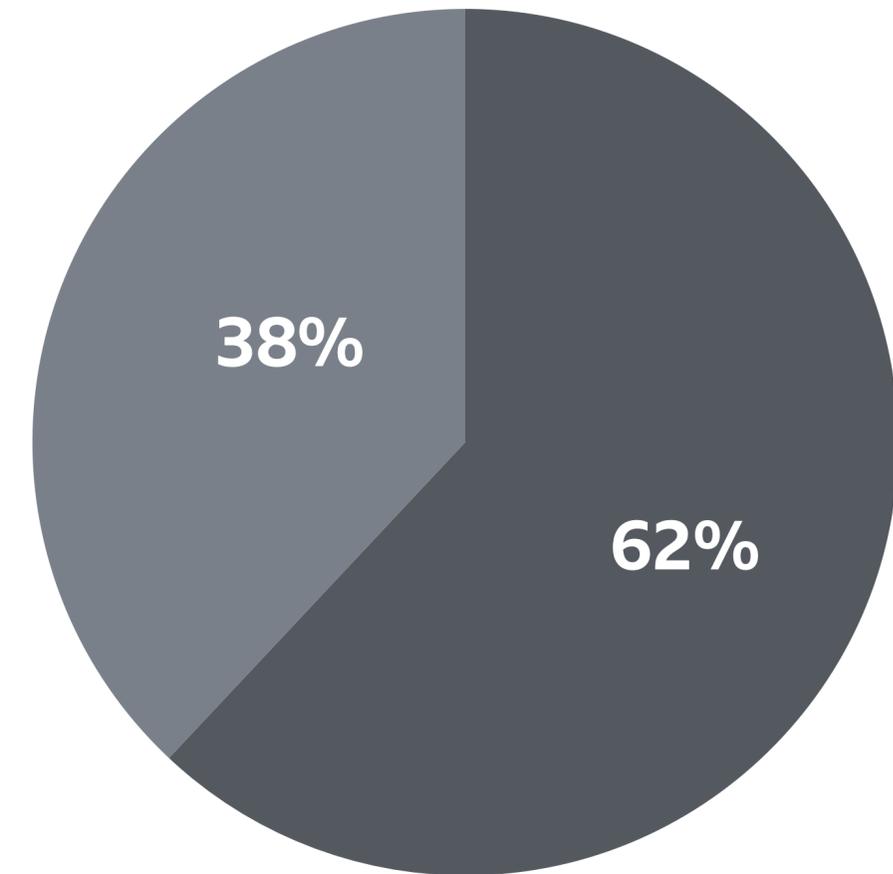
A total of 1.14 billion (+10% YoY) social video views of BBC audio content between October and December 2025

How are audiences listening?

Live vs. On-Demand (Hours)



Live vs. On-Demand (Plays)



■ Live
■ On-Demand

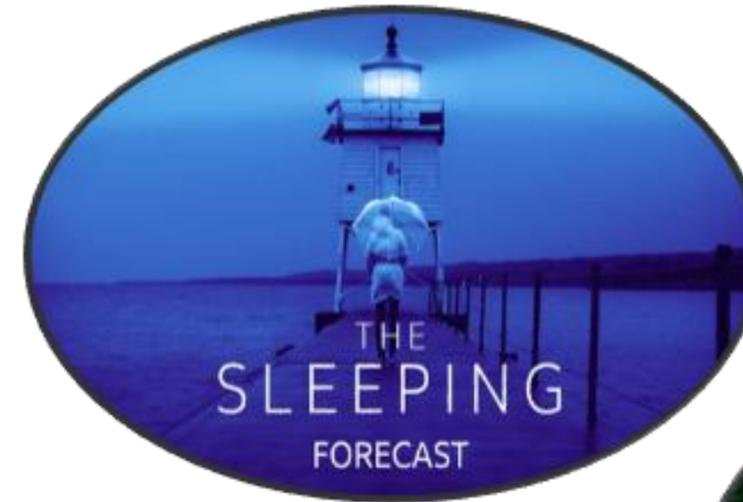
BBC Sounds – On-Demand Radio

Top Ten OD Programmes: Plays – All		Top Ten OD Programmes: Plays – U35		Top Ten OD Programmes: % – U35 skew	
1	The Archers – R4	1	Elis James and John Robins – R5L	1	Radio 1 00s – R1
2	Whodunnits – R4 Extra	2	The Archers – R4	2	Radio 1 Traitors – R1
3	Desert Island Discs – R4	3	Radio 1 Breakfast with Greg James - R1	3	Radio 1 Breakfast with Greg James – R1
4	Drama on 4 – R4	4	I’m Sorry I Haven’t Got A Clue – R4	4	Radio 1 Pop Anthems – R1
5	I’m Sorry I haven’t A Clue – R4	5	Radio 1’s Live Lounge – R1	5	Radio 1 Anthems – R1
6	Elis James and John Robins – R5L	6	In Our Time – R4	6	Radio 1’s New Music Show R1
7	Mark Steel’s Town – R4	7	Radio 1 Anthems – R1	7	Radio 1’s Chillest Show – R1
8	In Our Time – R4	8	Desert Island Discs – R4	8	Matt and Mollie – R1
9	Sounds of the 60s with Tony Blackburn – R2	9	Radio 1’s Dance Anthems – R1	9	The Official Chart Show - R1
10	Pride and Prejudice by Jane Austen - R4	10	Whodunnits – R4 Extra	10	Radio 1 Happy Anthems – R1

BBC Sounds – Music Mixes

Top Ten Music Mixes

- 1 Christmas Music
- 2 The Sleeping Forecast
- 3 Radio 1's Dance Anthems
- 4 Mindful Mix
- 5 Sophie Ellis-Bextor's Kitchen Disco
- 6 Radio 2 Unwinds with Angela Griffin
- 7 Radio 1 Anthems
- 8 Dance Sounds of the 90s with Vernon Kay
- 9 Classical Mixtape
- 10 Ultimate Calm



BBC Sounds – Podcasts

Top Ten Podcasts: Plays – All

1	Uncanny – R4
2	The History Podcast – R4
3	Newscast – BBC News
4	Americast – BBC News
5	Limelight – R4
6	What’s Up Docs – R4
7	You're Dead To Me - R4
8	The Traitors: Uncloaked – BBC Sounds
9	Strong Message Here - R4
10	Sliced Bread – R4

Top Ten Podcasts: Plays – U35

1	Uncanny – R4
2	Newscast – BBC News
3	The Traitors: Uncloaked – BBC Sounds
4	You're Dead To Me - R4
5	The History Podcast – R4
6	Murder They Wrote - R5L
7	Americast – BBC News
8	Test Match Special Podcast – R5L
9	Miss Me? – BBC Sounds
10	Gangster – R5L

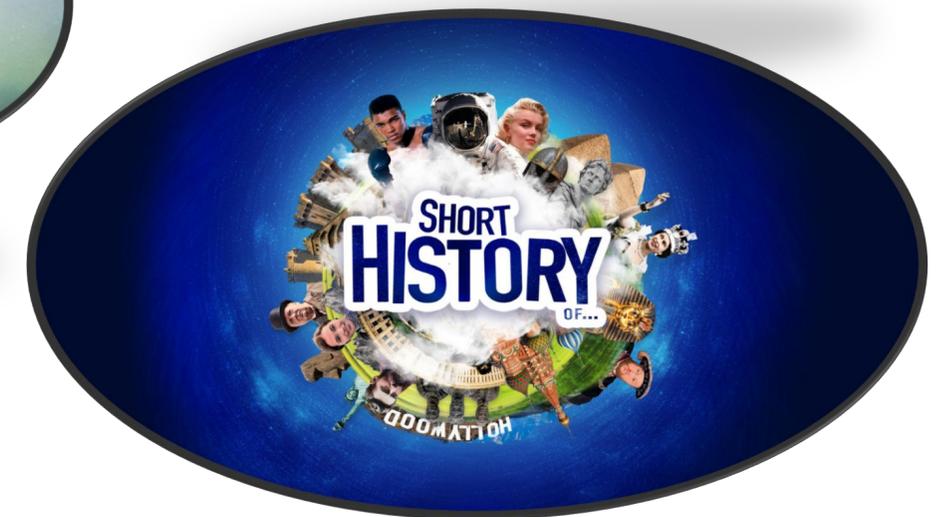
Top Ten Podcasts: % – U35 skew

1	Sidetracked with Annie and Nick – BBC Sounds
2	Derby County – Radio Derby
3	Tailenders – R5L
4	Miss Me? - BBC Sounds
5	Child - R4
6	The Traitors: Uncloaked – BBC Sounds
7	Football Daily – R5L
8	Murder They Wrote – R5L
9	You’re Dead To Me – R4
10	Test Match Special Podcast – R5L

BBC Sounds – Acquisitions

Top Ten Acquisitions

- 1 Sherlock Holmes Short Stories
- 2 A Short History Of...
- 3 Cold Tapes
- 4 The Rest Is History
- 5 Jane Austen Stories
- 6 Tortoise Investigates
- 7 Real Survival Stories
- 8 Real Dictators
- 9 No Such Thing As A Fish
- 10 Dan's Snow's History Hit



BBC PODCASTS AND ON-DEMAND RADIO PROGRAMMES ON THIRD PARTY PLATFORMS

In total there were 227 million global podcast downloads across the world between October and December 2025

Top Podcasts – Global Downloads	
1	Global News Podcast – BBC WS
2	6 Minute English – BBC Radio
3	Newscast – BBC News
4	The Documentary Podcast – WS
5	In Our Time – R4
6	You're Dead to Me – R4
7	Uncanny – R4
8	Newshour – BBC WS
9	Desert Island Discs – R4
10	Football Daily – R5L

Top Podcasts – Global Downloads	
11	The Archers – R4
12	Learning English Conversations – BBC Radio
13	Americast – BBC News
14	The Infinite Monkey Cage – R4
15	Elis James and John Robins – R5 Live
16	The Global Story – BBC WS
17	Learning Easy English - BBC
18	Friday Night Comedy from BBC Radio 4 – R4
19	Woman's Hour – R4
20	Test Match Special Podcast – R5 Live