



RAJAR Press Conference

Data Release – Quarter 1, 2006

May 11, 2006

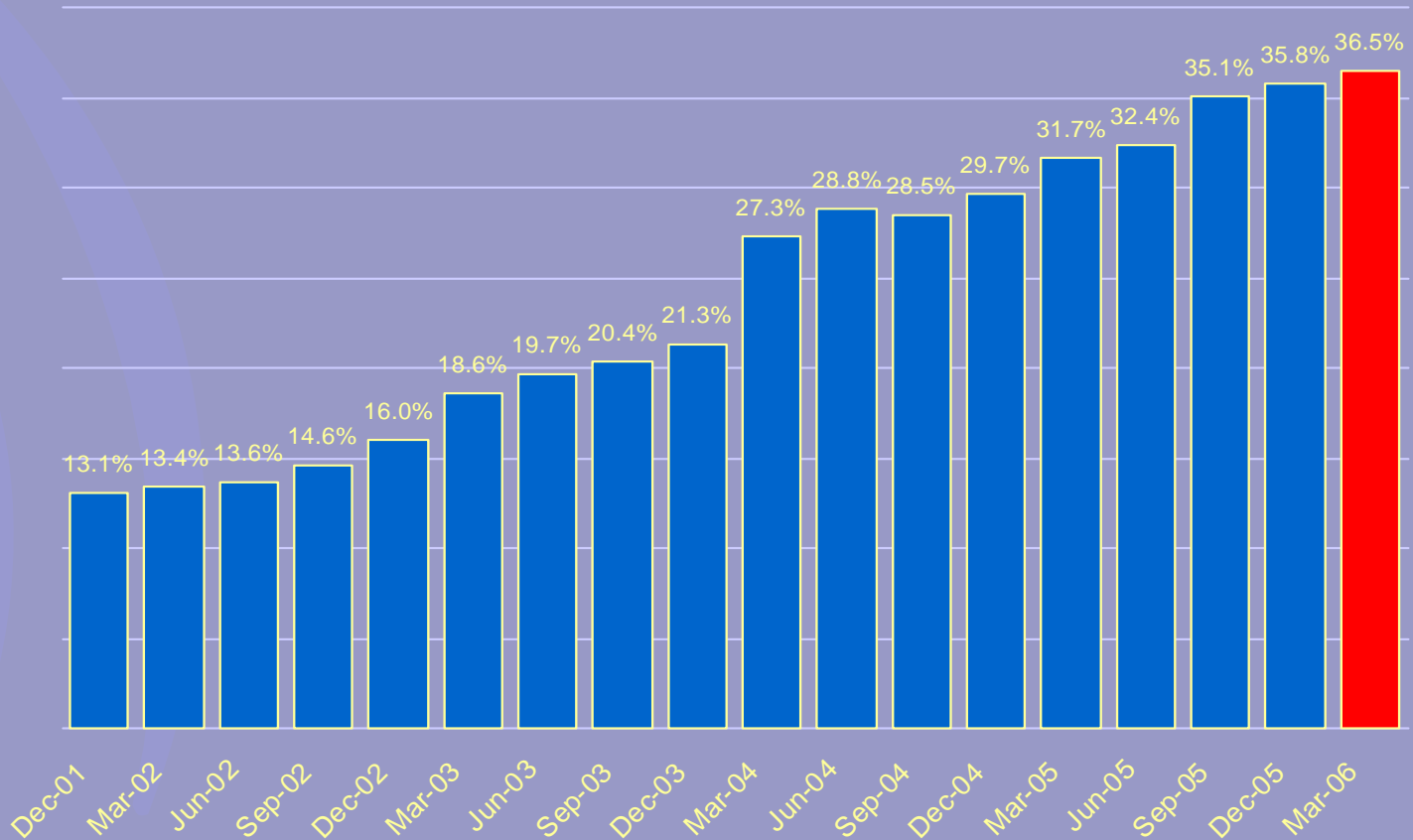


DTV, Internet, DAB and mobile phone listening

- For the first time, the 'Digitally Enabled Universe' covers over half of the UK adult 15+ population. This group has increased from 24.6m adults last quarter (49.8%) to 25.5m (51.5%).
- 13.6% (11.1% in Q4) are living in DAB households; 20.8% (20.2%) have listened to the radio via the Internet; and 36.5% (35.8%) have listened via digital television.
- 22 digital-only stations are currently measured on RAJAR.
- Applying the platform shares from the latest RAJAR Platform Survey to hours reported in digital households on RAJAR Q1 2006 results in - 11.4% of all radio listening is via a digital platform.
- 8.8% of adults with a mobile phone (3.2m) claim to listen to the radio via a mobile phone. Over a fifth (21.2%) of 15-24s with a mobile phone (1.3m) listen in this way.

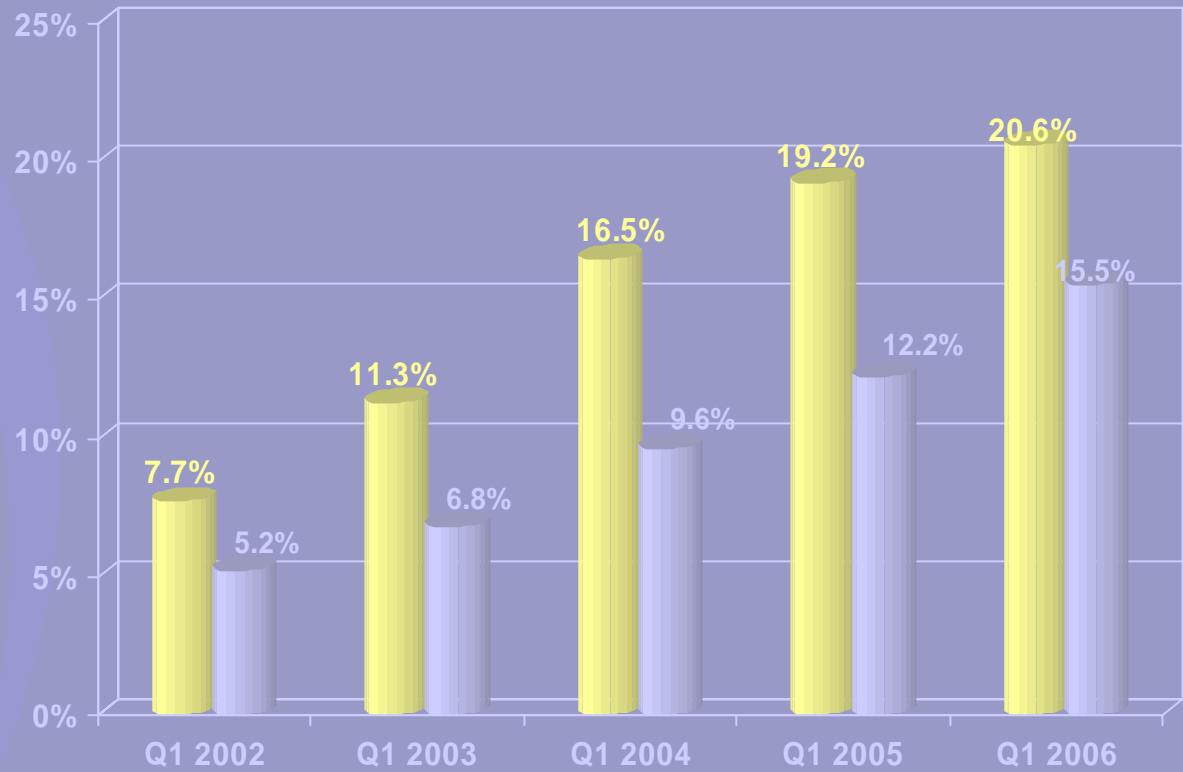


% Adults ever listen to radio via the TV

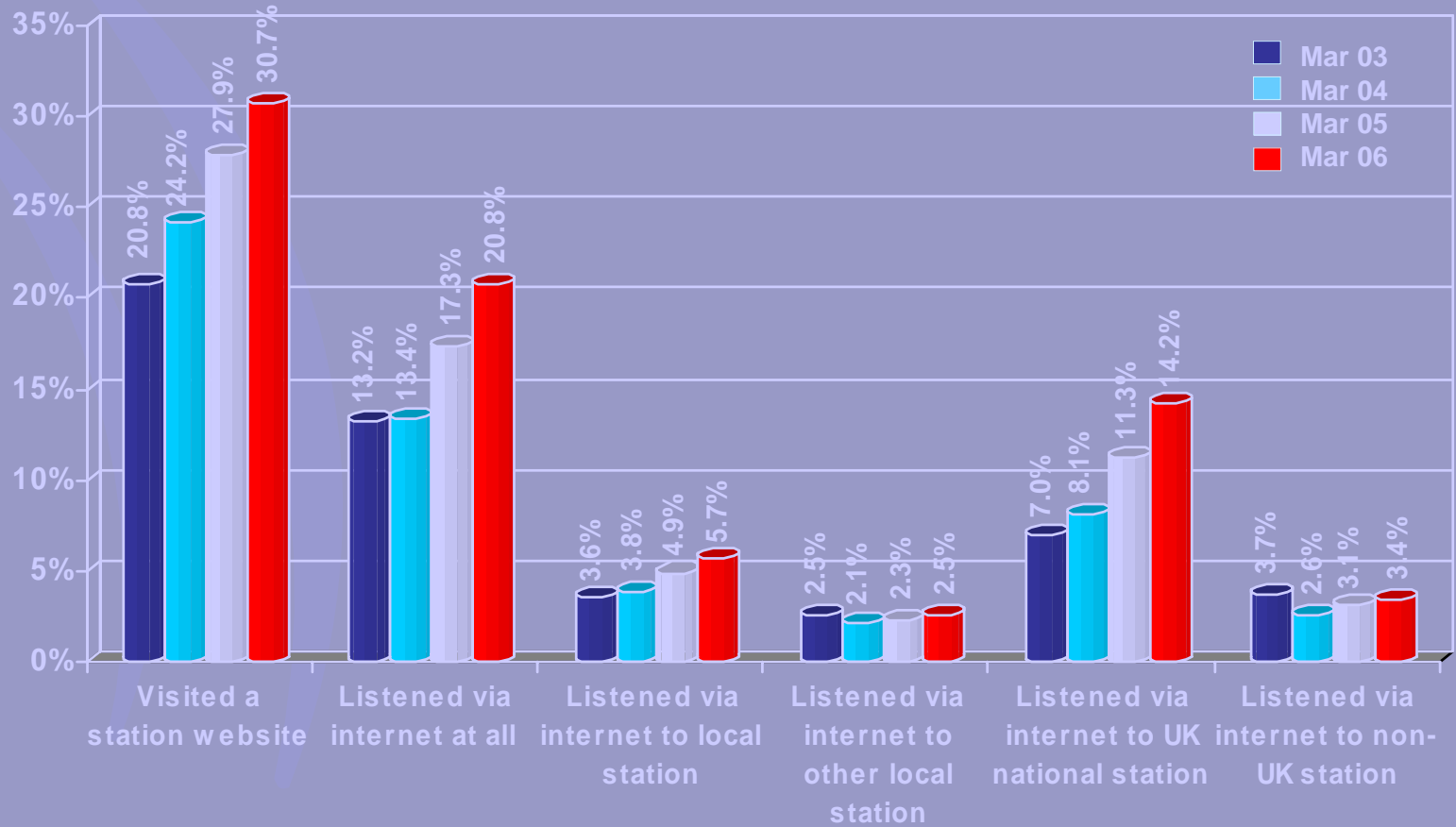


Frequency of listening via DTV

■ At least once a week
■ Less than once a week

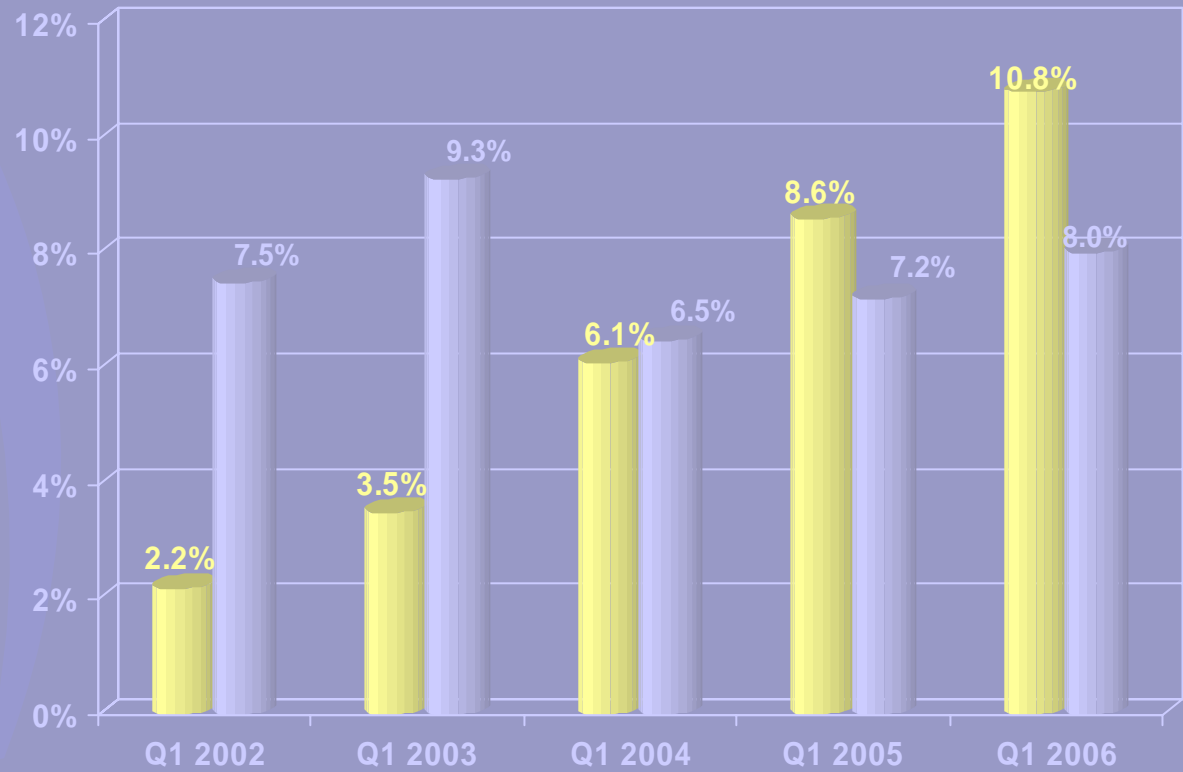


Are people listening to radio via the Internet?



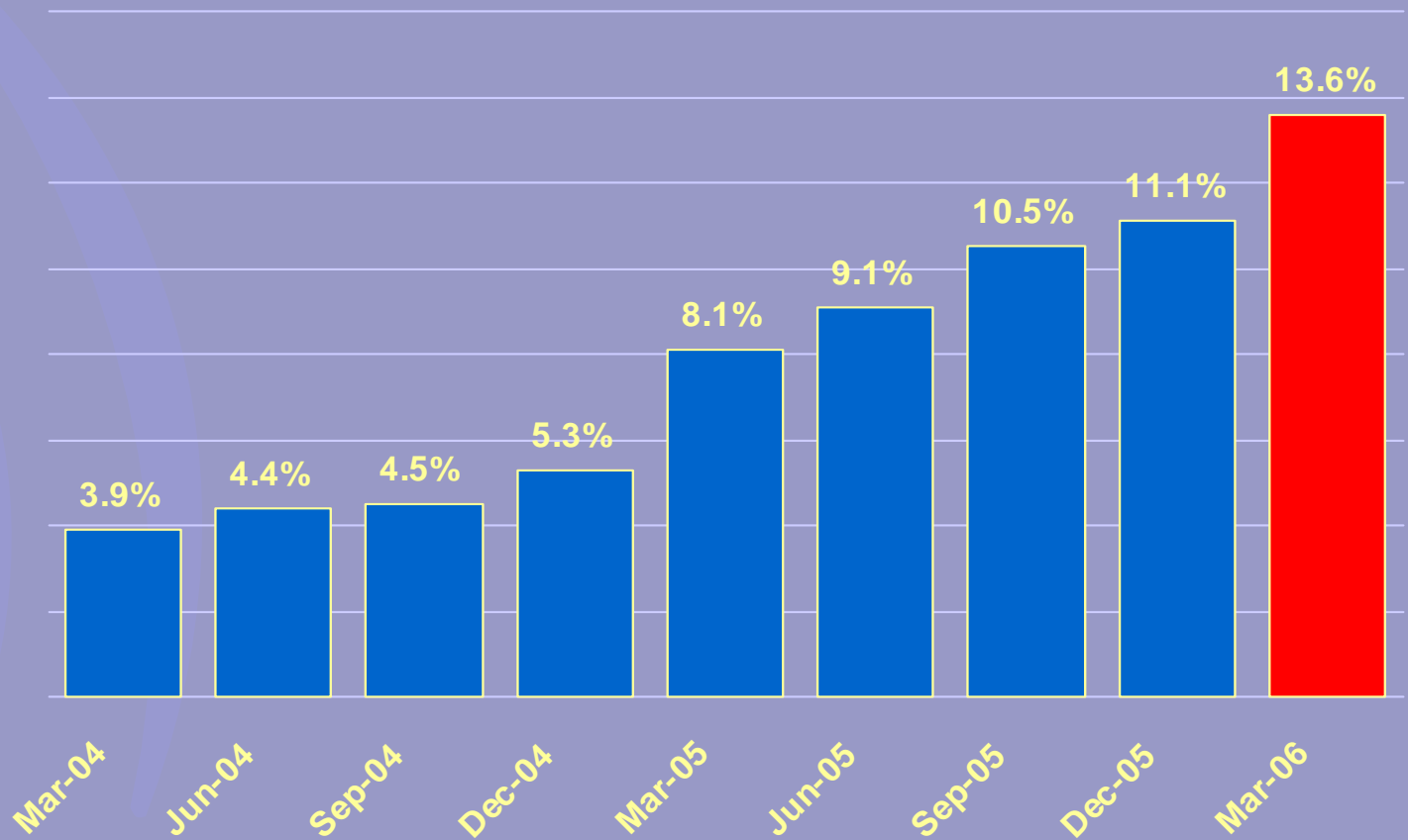
Frequency of listening via the internet

■ At least once a week
■ Less than once a week





% Adults who own a DAB set at home



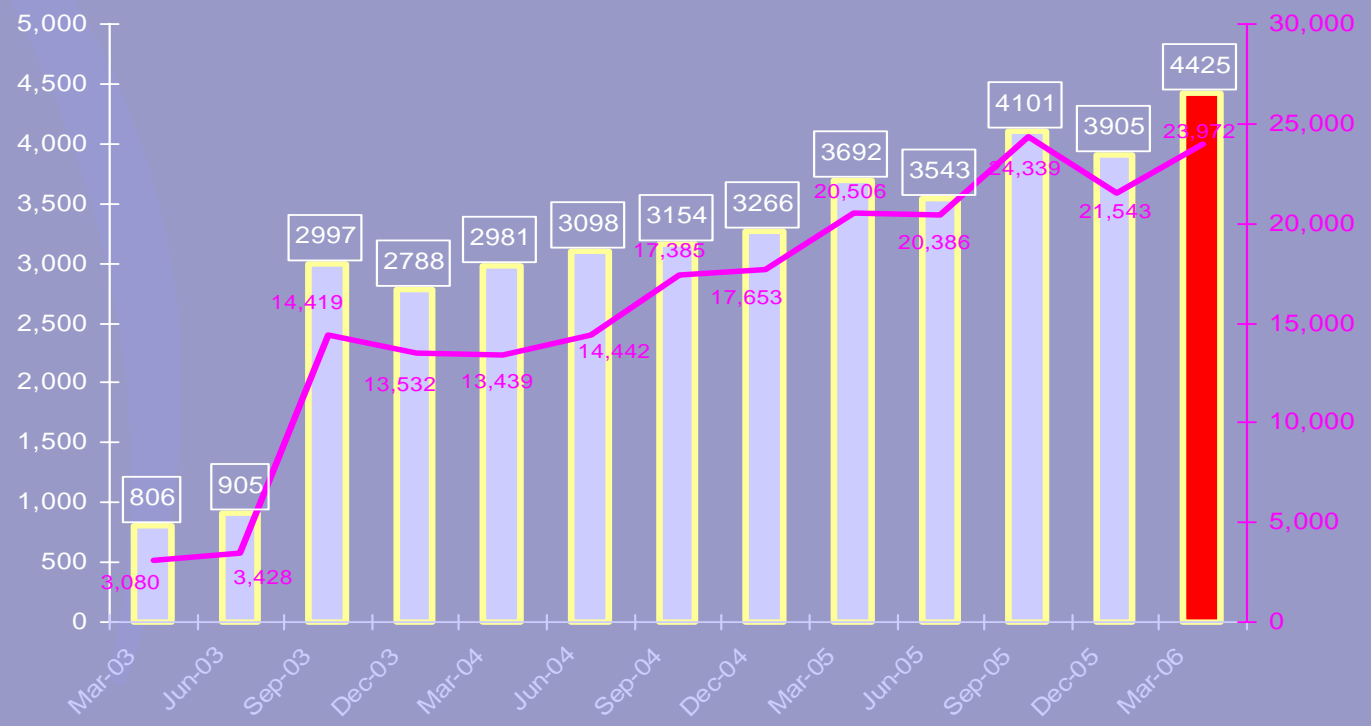


Listening to digital only services

All adults 15+

Digital only radio reach (000s)

Digital only radio hours (000s)





% Adults ever listen to radio via their mobile phone

