



# RAJAR Press Conference

Data Release – Quarter 3, 2008

October 16, 2008



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# Digital Listening








## Platform Shares (%)

<u>All Radio</u>	Sept '07	June '08	Sept '08
<b>AM/FM</b>	71.1%	69.5%	<b>68.4%</b>
<b>All Digital</b>	15.0%	17.9%	<b>18.7%</b>
DAB	8.6%	11.0%	11.3%
DTV	3.0%	3.3%	3.2%
Internet	1.6%	2.0%	2.2%
Digital unspecified	1.9%	1.7%	1.9%
Unspecified	13.9%	12.6%	12.9%






## DIGITAL LISTENING

### Weekly Reach %

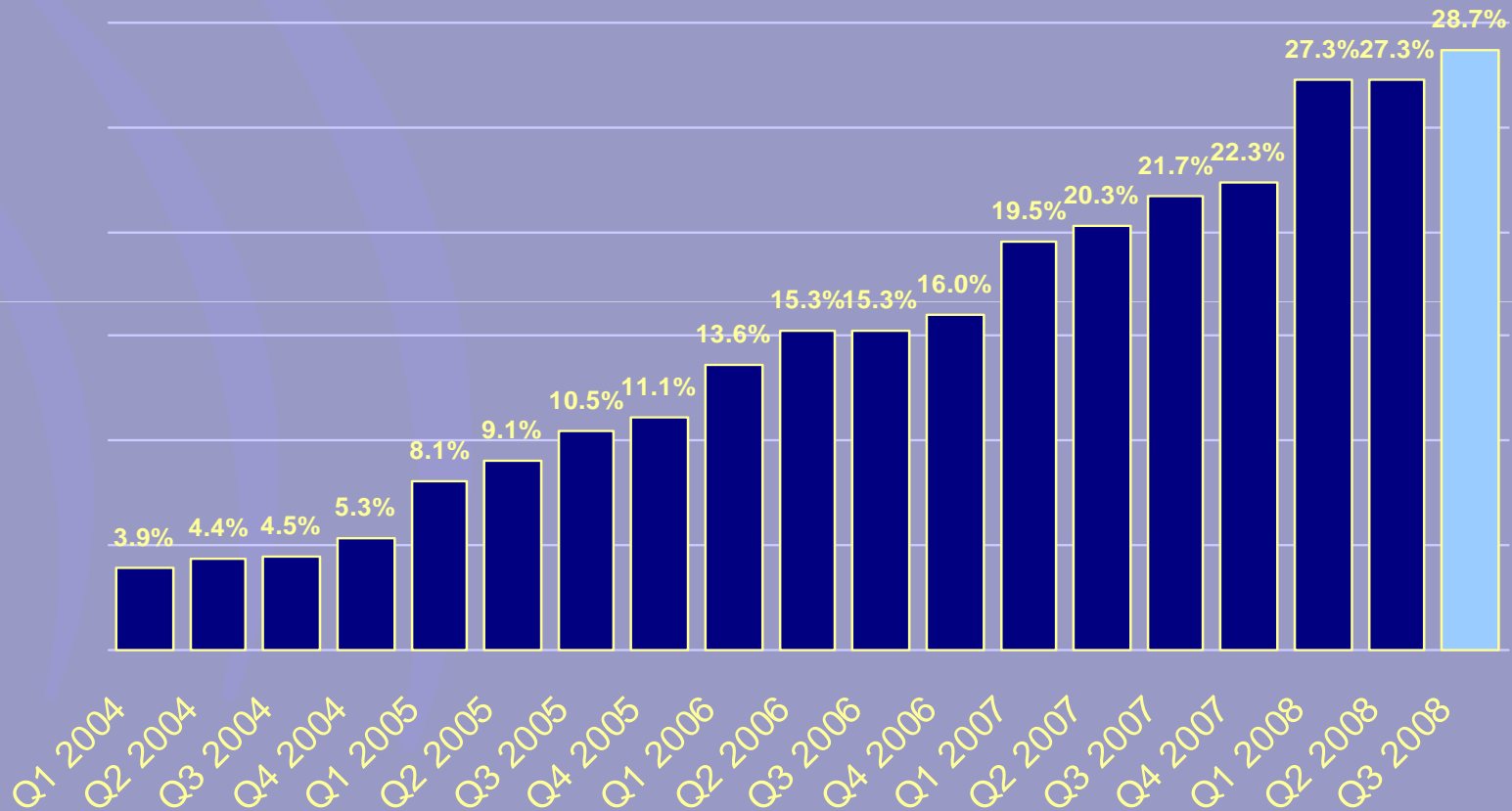
	Sept '07	June '08	Sept '08
<u>All Radio</u>			
 <b>All Digital</b>	<b>28.4%</b>	<b>31.0%</b>	<b>31.4%</b>
 DAB	15.3%	17.5%	17.8%
 DTV	9.9%	10.6%	10.7%
 Internet	5.1%	6.0%	6.2%
 Digital unspecified	7.9%	7.0%	7.5%

## DIGITAL LISTENING

### Total Hours (millions)

	Sept '07	June '08	Sept '08
<u>All Radio</u>			
 <b>All Digital</b>	<b>153</b>	<b>182</b>	<b>188</b>
 DAB	87	111	114
 DTV	30	33	33
 Internet	17	20	22
 Digital unspecified	19	18	19

### % Adults (15+) who own a DAB set at home



## % Adults (15+) ever listen to radio via mobile phone

