

RAJAR DATA RELEASE

Quarter 4, 2008 - January 29, 2009



All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08
All Radio	89.3	88.9	89.7		1,018	1,003	1,013		100	100	100
All Digital	29.9	31.4	32.2		169	188	186		16.6	18.7	18.3
DAB	16.8	17.8	18.9		101	114	116		9.9	11.3	11.4
DTV	10.3	10.7	10.9		32	33	33		3.1	3.2	3.2
Internet	5.7	6.2	6.0		19	22	20		1.9	2.2	2.0
Digital Unspecified *	7.1	7.5	6.9		17	19	17		1.7	1.9	1.7

(*)Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms.