

RAJAR DATA RELEASE

Quarter 1, 2009 - May 7, 2009



All Radio Listening Charts

1. All Radio Listening including share via platform
2. All Digital Radio Listening
3. BBC Radio / Commercial Radio - weekly reach and share
4. BBC Radio / Commercial Radio - platform share
5. DAB set ownership
6. Listening to radio via a mobile phone

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	Mar '08	Dec '08	Mar '09
All Radio Listening			
Weekly Reach ('000)	45,397	45,511	45,762
Weekly Reach (%)	90.2	89.7	90.2
Average hours per head	20.5	20.0	20.2
Average hours per listener	22.8	22.3	22.4
Total hours (millions)	1,033	1,013	1,025

All Radio Listening - Share Via Platform (%)			
AM/FM	72.7	68.6	67.5
All Digital	17.8	18.3	20.1
DAB	10.8	11.4	12.7
DTV	3.2	3.2	3.4
Internet	2.1	2.0	2.2
Digital Unspecified *	1.7	1.7	1.8
Unspecified *	9.5	13.0	12.5

(*) 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.

Source RAJAR / Ipsos MORI / RSMB

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Mar '08	Dec '08	Mar '09	Mar '09	Dec '08	Mar '09	Mar '09	Dec '08	Mar '09
All Radio	90.2	89.7	90.2	1,033	1,013	1,025	100	100	100
All Digital	31.4	32.2	33.8	184	186	206	17.8	18.3	20.1
DAB	17.9	18.9	19.9	111	116	130	10.8	11.4	12.7
DTV	10.5	10.9	11.1	34	33	35	3.2	3.2	3.4
Internet	6.2	6.0	6.8	21	20	23	2.1	2.0	2.2
Digital Unspecified *	7.0	6.9	7.4	18	17	18	1.7	1.7	1.8

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Weekly Reach (000s)

BBC Radio Listening

Commercial Radio Listening

	Mar '08	Dec '08	Mar '09		Mar '08	Dec '08	Mar '09
All BBC Radio	34,219	33,520	33,809	All Commercial Radio	31,019	31,210	31,498
All BBC Network Radio	30,282	29,923	30,261	All National Commercial	14,126	13,640	13,315
All BBC Local / Regional Radio	10,293	9,471	9,589	All Local Commercial	24,847	25,110	25,608

Share of Hours (%)

BBC Radio Listening

Commercial Radio Listening

	Mar '08	Dec '08	Mar '09		Mar '08	Dec '08	Mar '09
All BBC Radio	56.8	55.7	56.3	All Commercial Radio	41.1	42.2	41.6
All BBC Network Radio	47.0	46.4	47.0	All National Commercial	10.7	10.6	10.2
All BBC Local / Regional Radio	9.9	9.3	9.4	All Local Commercial	30.3	31.6	31.3

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Platform Share

	All BBC Radio			All Commercial Radio			
	Mar '08	Dec '08	Mar '09		Mar '08	Dec '08	Mar '09
AM/FM	73.7	69.6	67.9	AM/FM	72.0	67.8	67.5
All Digital	17.0	17.6	20.2	All Digital	18.4	19.0	19.6
DAB	12.0	12.7	14.9	DAB	9.3	9.9	9.9
DTV	2.4	2.5	2.7	DTV	4.3	4.2	4.2
Internet	1.8	1.6	1.9	Internet	1.9	1.9	2.2
Digital Unspecified *	0.8	0.7	0.7	Digital Unspecified *	3.1	3.0	3.3
Unspecified *	9.3	12.8	11.9	Unspecified *	9.6	13.2	12.9

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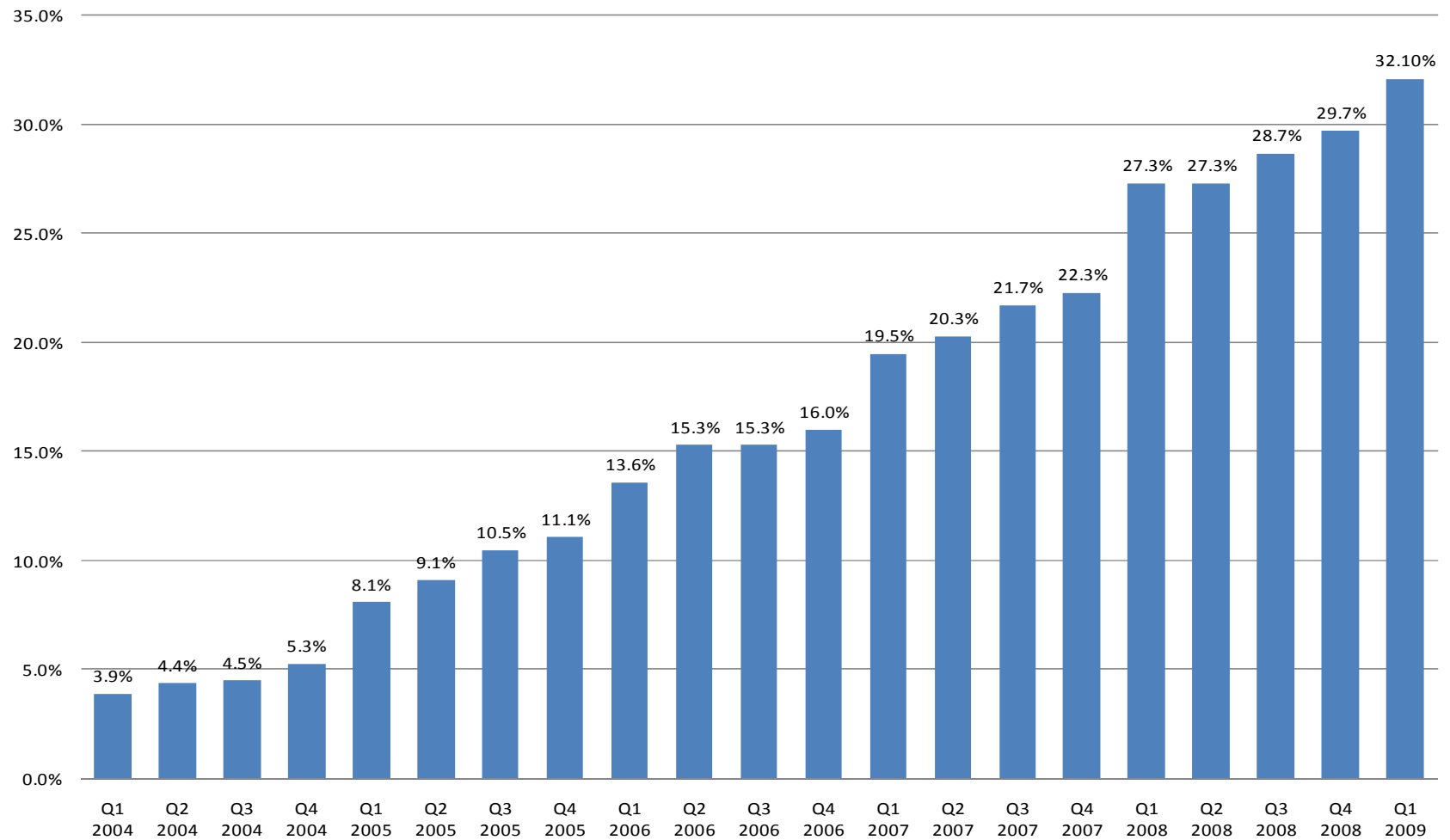
Source RAJAR / Ipsos MORI / RSMB

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



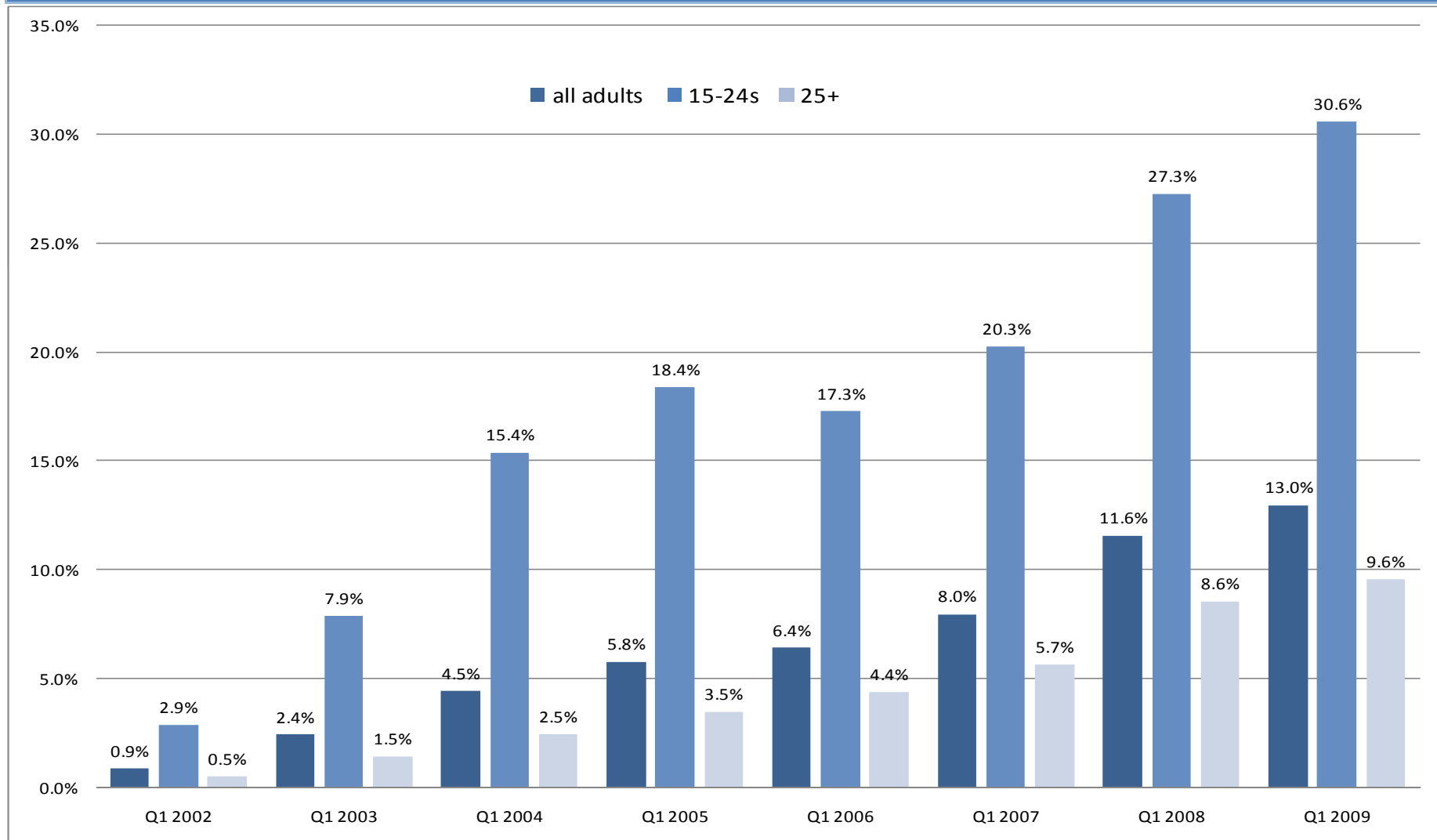
Source RAJAR / Ipsos MORI / RSMB

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% who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB