

RAJAR DATA RELEASE

Quarter 3, 2010 - October 28, 2010



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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	Sept '09	June '10	Sept '10
All Radio Listening			
Weekly Reach ('000)	45,721	46,771	46,762
Weekly Reach (%)	89.2	90.6	90.6
Average hours per head	19.7	20.0	20.4
Average hours per listener	22.1	22.0	22.6
Total hours (millions)	1,008	1,030	1,055
All Radio Listening - Share Via Platform (%)			
AM/FM	66.1	67.0	67.6
All Digital	21.1	24.6	24.8
DAB	13.3	15.8	15.3
DTV	3.6	4.1	4.4
Internet	2.2	2.9	2.8
Digital Unspecified *	2.0	1.8	2.2
Unspecified *	12.8	8.5	7.6

* 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 %		
	Sept '09	June '10	Sept '10		Sept '09	June '10	Sept '10		Sept '09	June '10	Sept '10
All Radio	89.2	90.6	90.6		1,008	1,030	1,055		100	100	100
All Digital	34.5	38.7	39.6		213	253	262		21.1	24.6	24.8
DAB	20.5	23.5	23.8		134	162	162		13.3	15.8	15.3
DTV	11.3	13.1	13.5		37	42	47		3.6	4.1	4.4
Internet	6.5	8.2	8.5		22	30	30		2.2	2.9	2.8
Digital Unspecified *	7.5	7.6	8.4		20	19	23		2.0	1.8	2.2

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Sept '09	June '10	Sept '10		Sept '09	June '10	Sept '10
All BBC Radio	33,577	34,585	34,243	All Commercial Radio	31,225	32,873	33,373
All BBC Network Radio	30,264	31,263	31,018	All National Commercial	13,516	14,608	15,101
All BBC Local / Regional Radio	8,532	9,135	9,144	All Local Commercial	25,069	26,700	26,999

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Sept '09	June '10	Sept '10		Sept '09	June '10	Sept '10
All BBC Radio	55.0	54.6	54.3	All Commercial Radio	42.4	43.2	43.4
All BBC Network Radio	46.8	46.2	45.4	All National Commercial	10.9	11.0	11.2
All BBC Local / Regional Radio	8.2	8.3	9.0	All Local Commercial	31.6	32.2	32.2

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Platform Share

	All BBC Radio			All Commercial Radio			
	Sept '09	June '10	Sept '10		Sept '09	June '10	Sept '10
AM/FM	66.5	67.3	67.7	AM/FM	66.3	67.1	68.1
All Digital	21.6	24.4	24.9	All Digital	20.2	24.4	24.1
DAB	15.7	17.9	17.9	DAB	10.4	13.4	12.4
DTV	3.0	3.3	3.6	DTV	4.4	5.0	5.4
Internet	2.0	2.5	2.3	Internet	1.9	2.6	2.7
Digital Unspecified *	0.9	0.7	1.1	Digital Unspecified *	3.5	3.4	3.7
Unspecified *	11.9	8.3	7.3	Unspecified *	13.5	8.5	7.8

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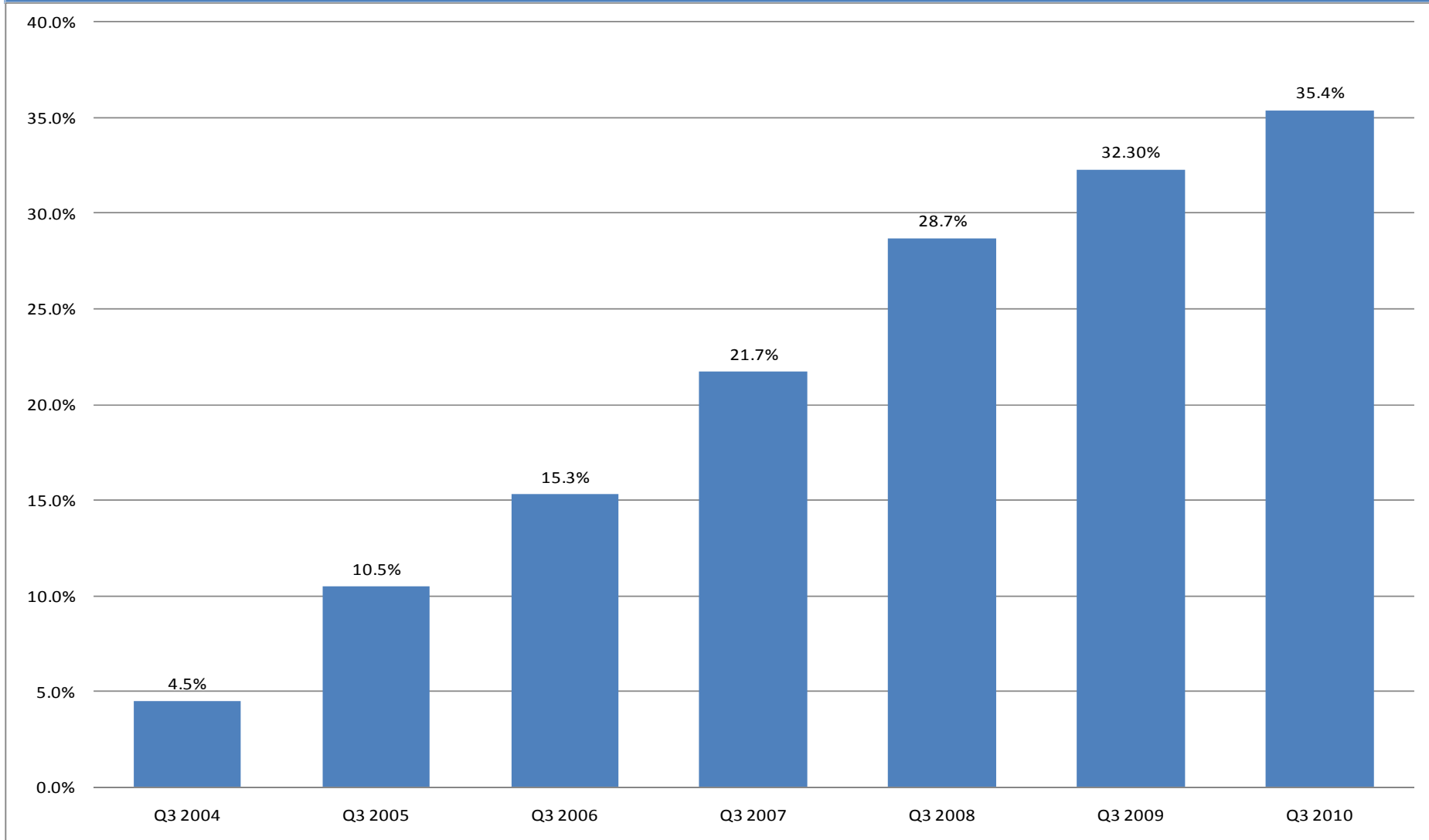
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% Adults (15+) who claim to own a DAB set at home



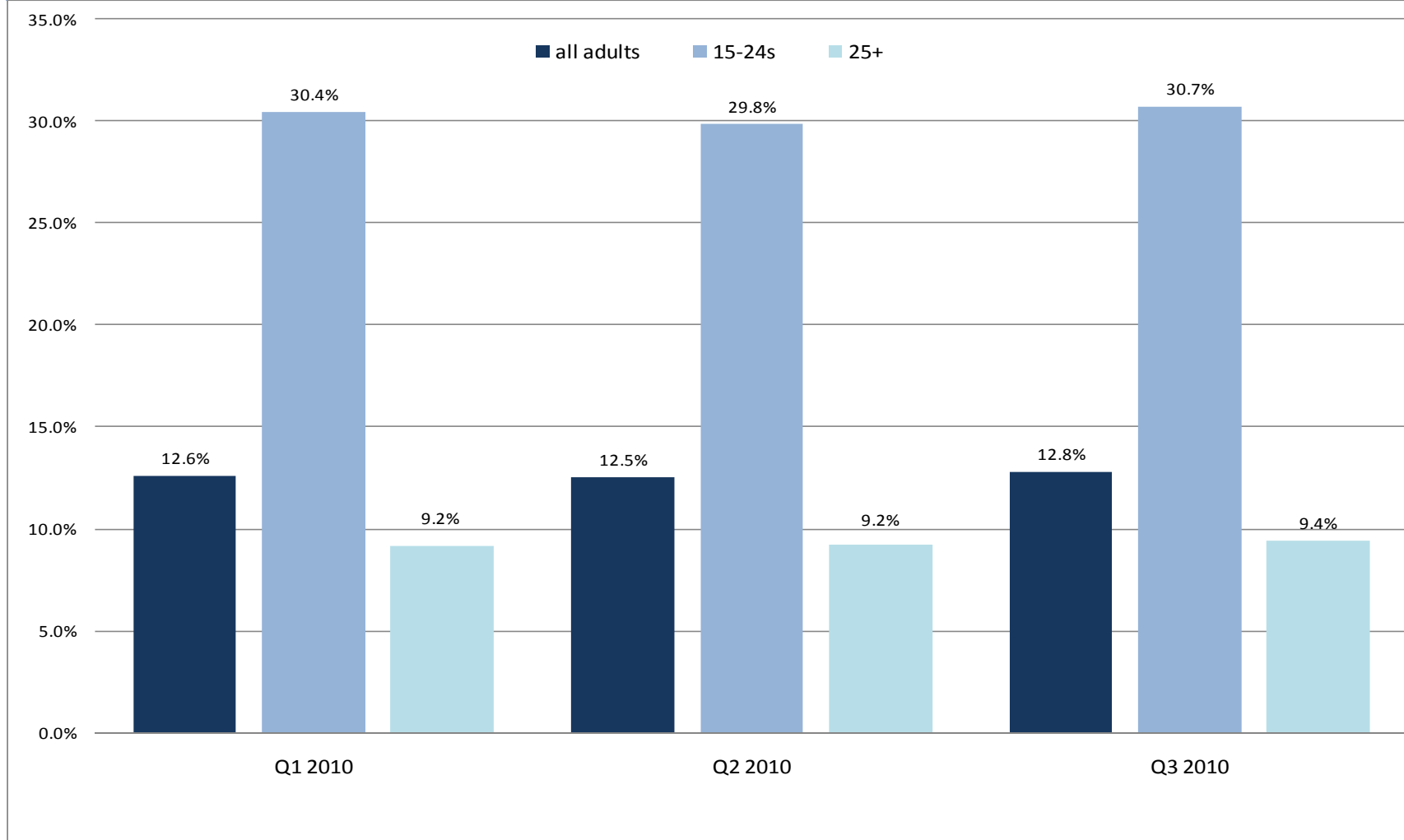
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% who claim to have ever listened to radio via mobile phone



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