



RAJAR Press Conference

Data Release – Quarter 4, 2005

February 2, 2006



DTV, Internet and DAB listening

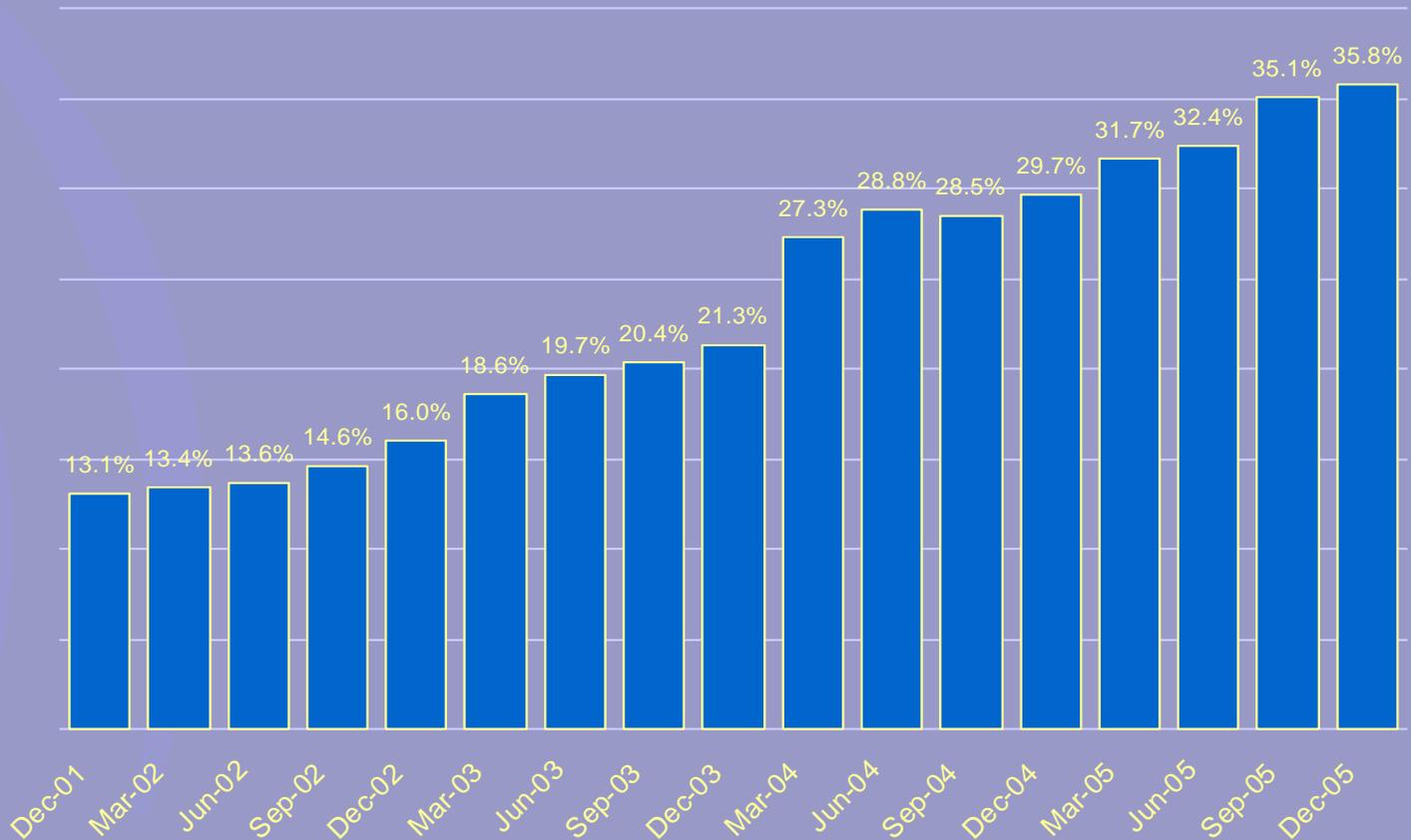




- The 'Digitally Enabled Universe' has increased from 23.8m adults last quarter (48.1%) to 24.6m (49.8%).
- 11.1% (10.5% in Q3) are living in DAB households; 20.2% (19.7%) have listened to the radio via the Internet; and 35.8% (35.1%) have listened via digital television.
- Applying the platform shares from the latest RAJAR Platform Survey to hours reported in digital households on RAJAR Q4 2005 results in 11.0% of all radio listening is via a digital platform (up from 10.5% using RAJAR Q3 2005).
- 8.8% of adults with a mobile phone (3.1m) claim to listen to the radio via a mobile phone. 15-24s (1.3m) are most likely to listen, accounting for 16.2% of the overall 15-24 population.
- 19.5% of adults own an mp3 player (9.6m). 2.3m claim to listen to music or other audio on it everyday.

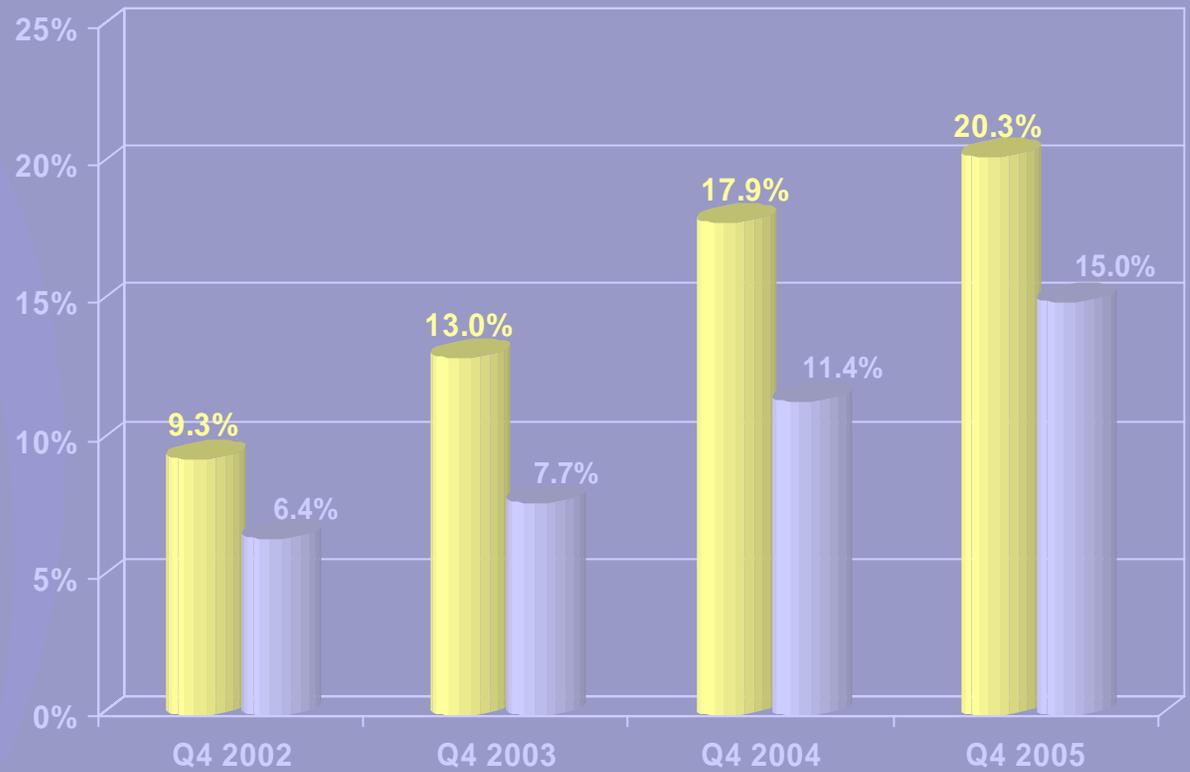


% Adults ever listen to radio via the TV

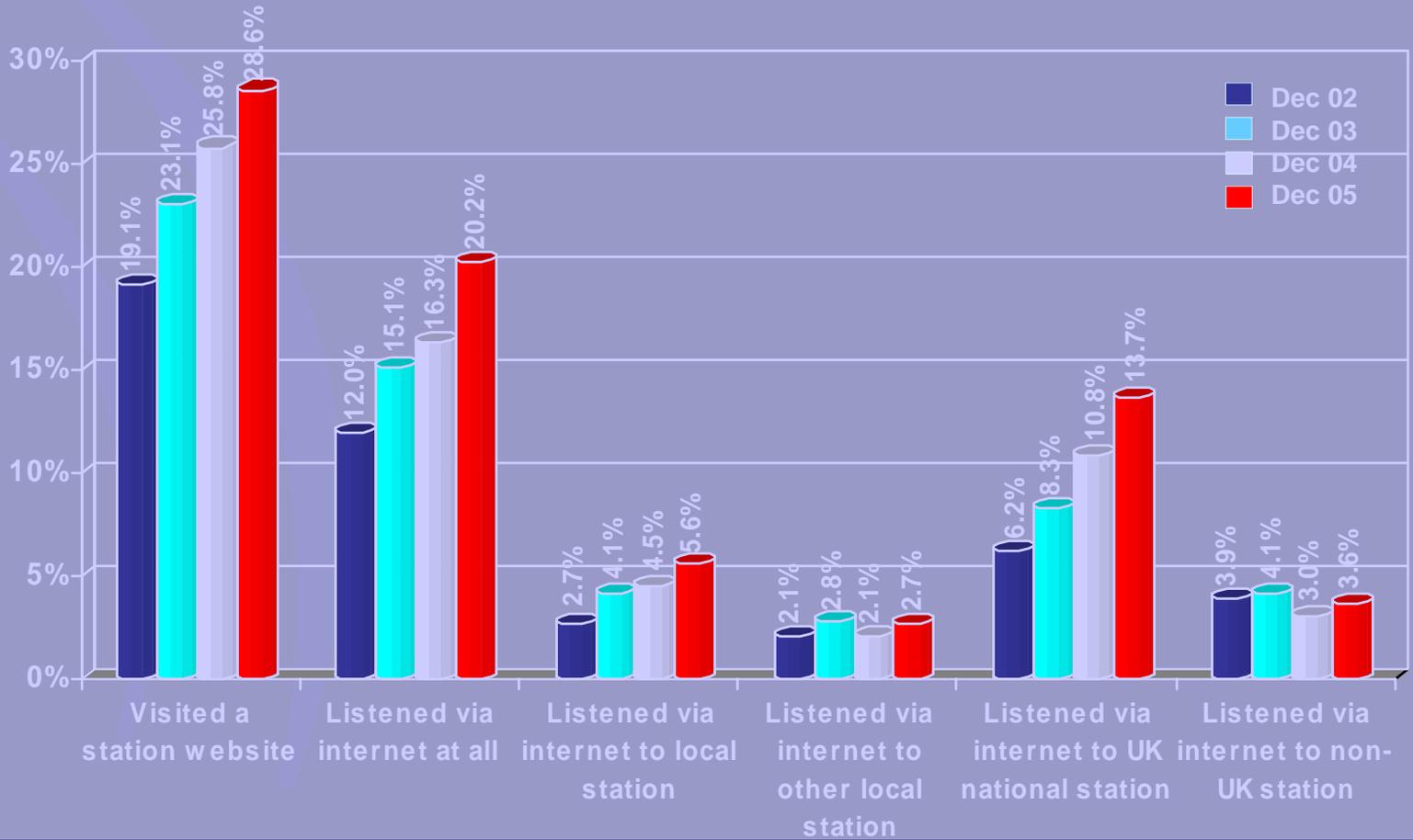


Frequency of listening via DTV

- At least once a week
- Less than once a week

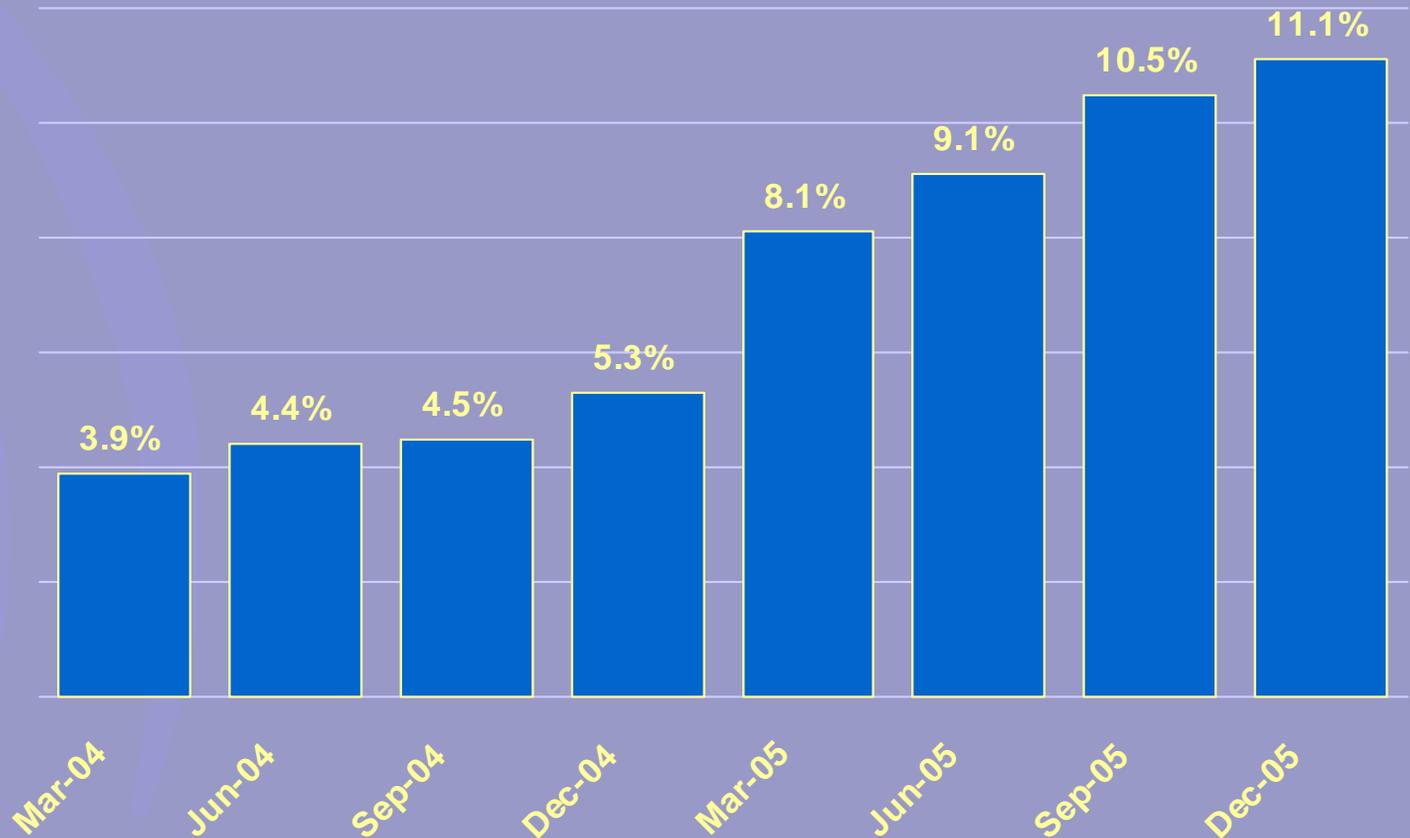


Are people listening to radio via the Internet?





% Adults who own a DAB set at home



Digital services, MP3 players and mobile phones

A decorative graphic consisting of three large, overlapping, curved blue lines that resemble a stylized signal or wave, positioned on the left side of the slide.

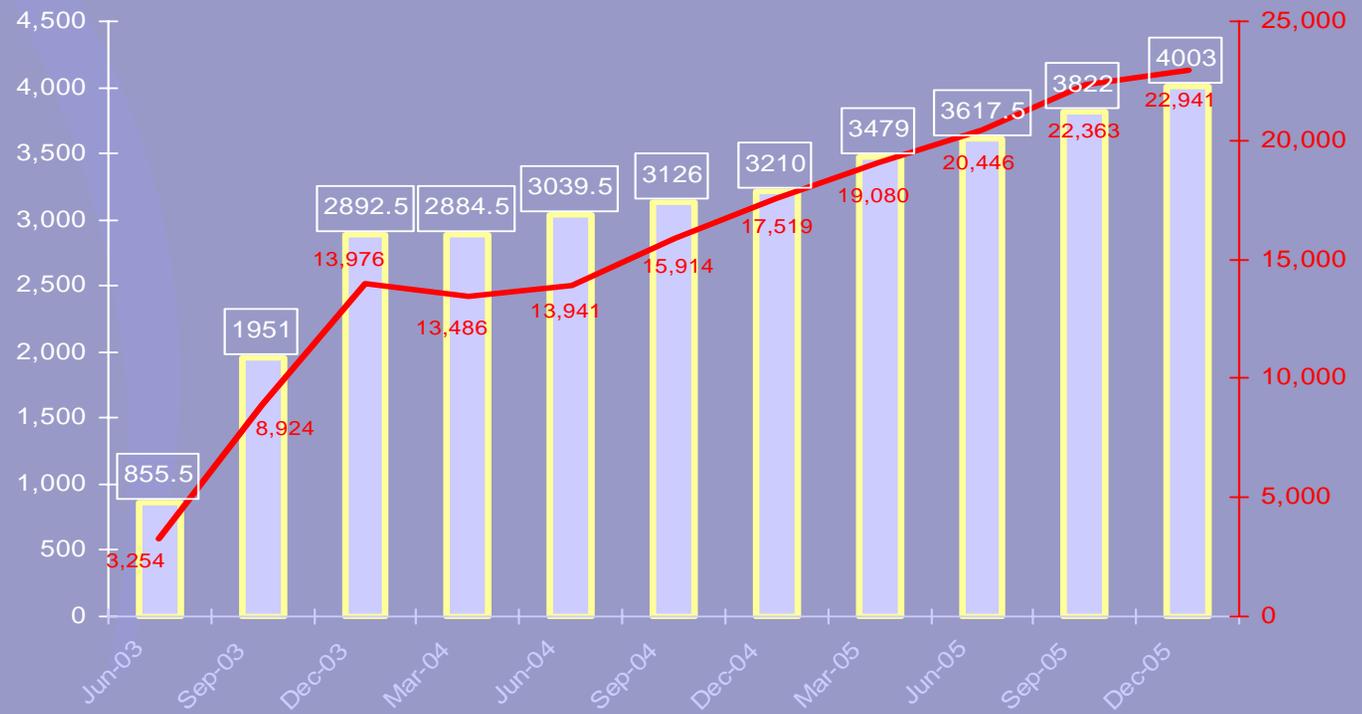
Listening to digital only services *(averaged on 6 months)*

All adults 15+

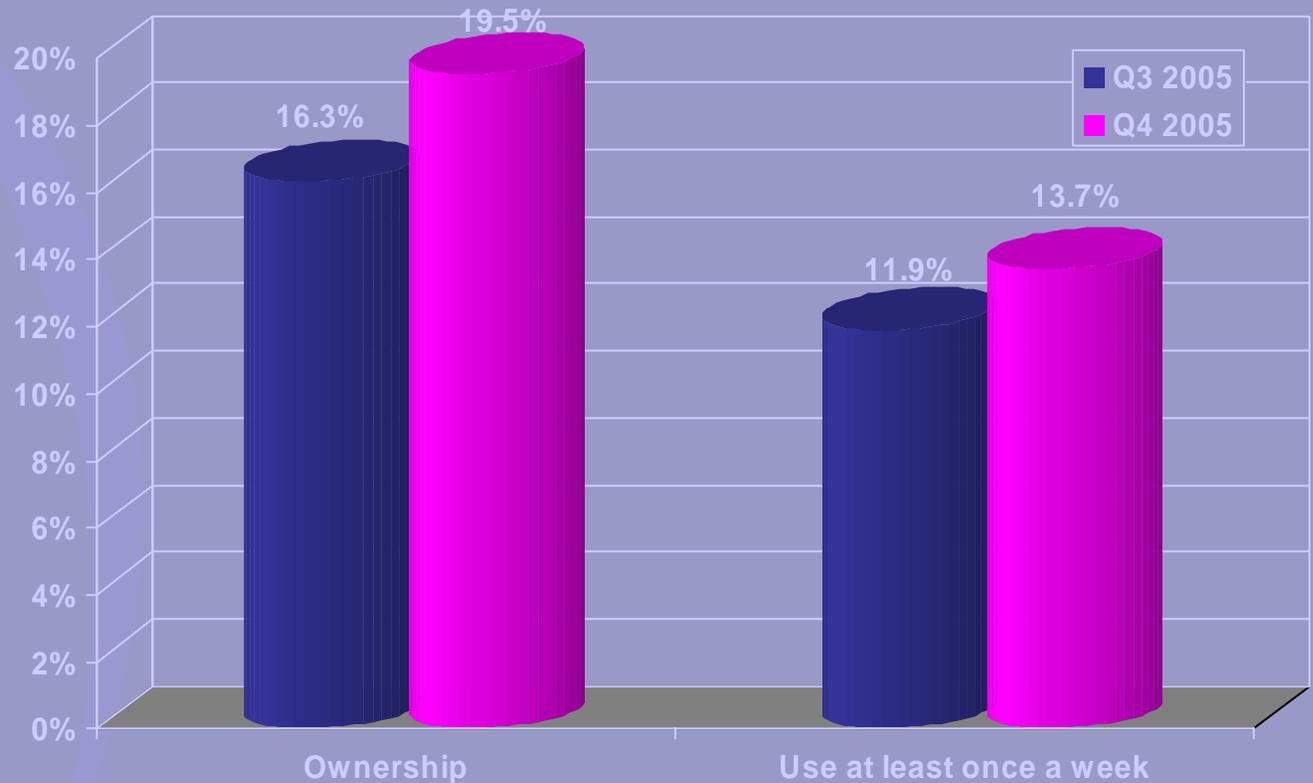
Radio hours

Digital only radio reach (000s)

Digital only radio hours (000s)



MP3 player ownership and frequency of use:



Base: all adults 15+

MP3 player ownership by demographics:





% Adults ever listen to radio via their mobile phone

