



RAJAR Press Conference

Data Release – Quarter 1, 2007

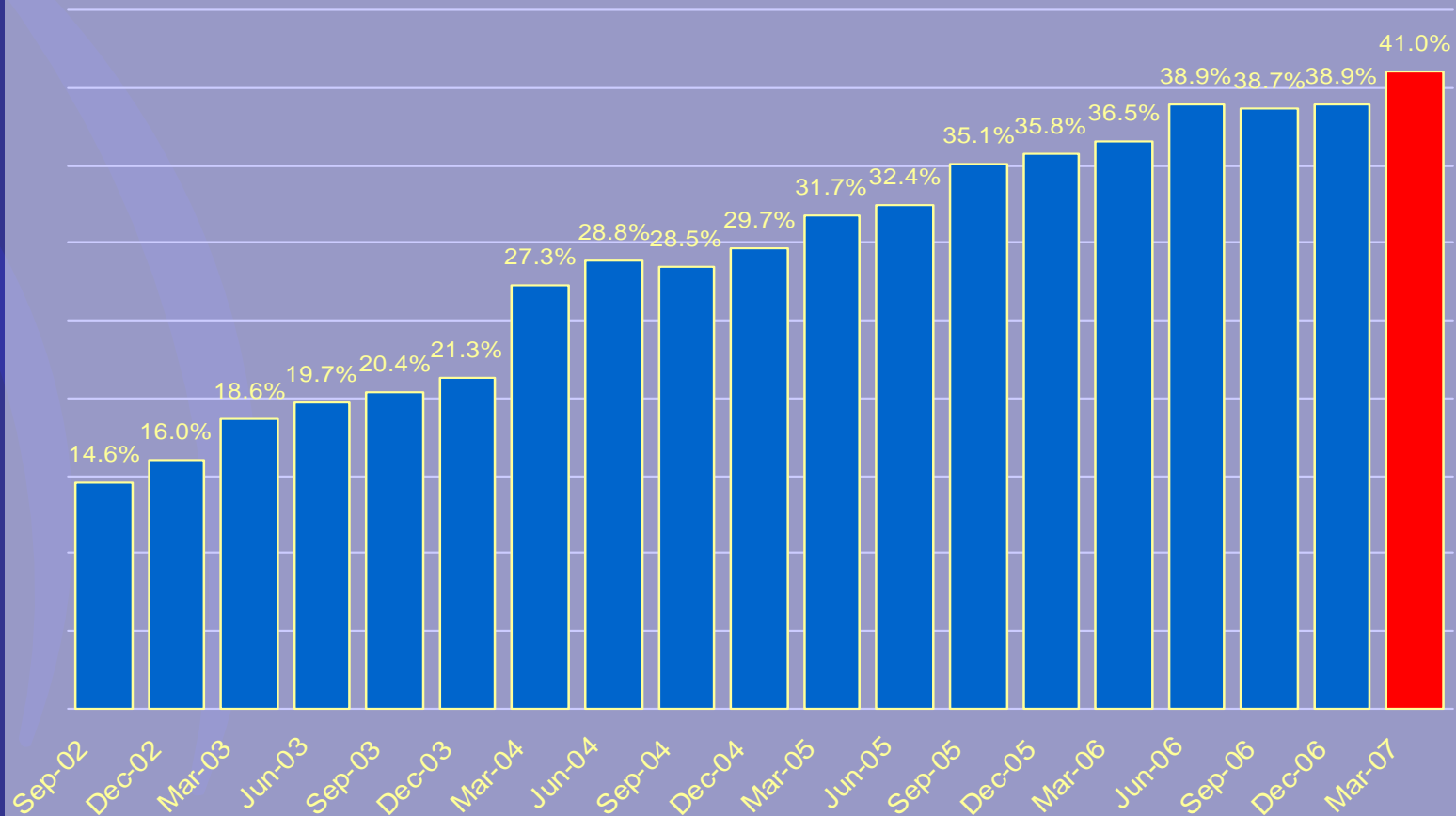
May 10, 2007



DTV, Internet and DAB listening

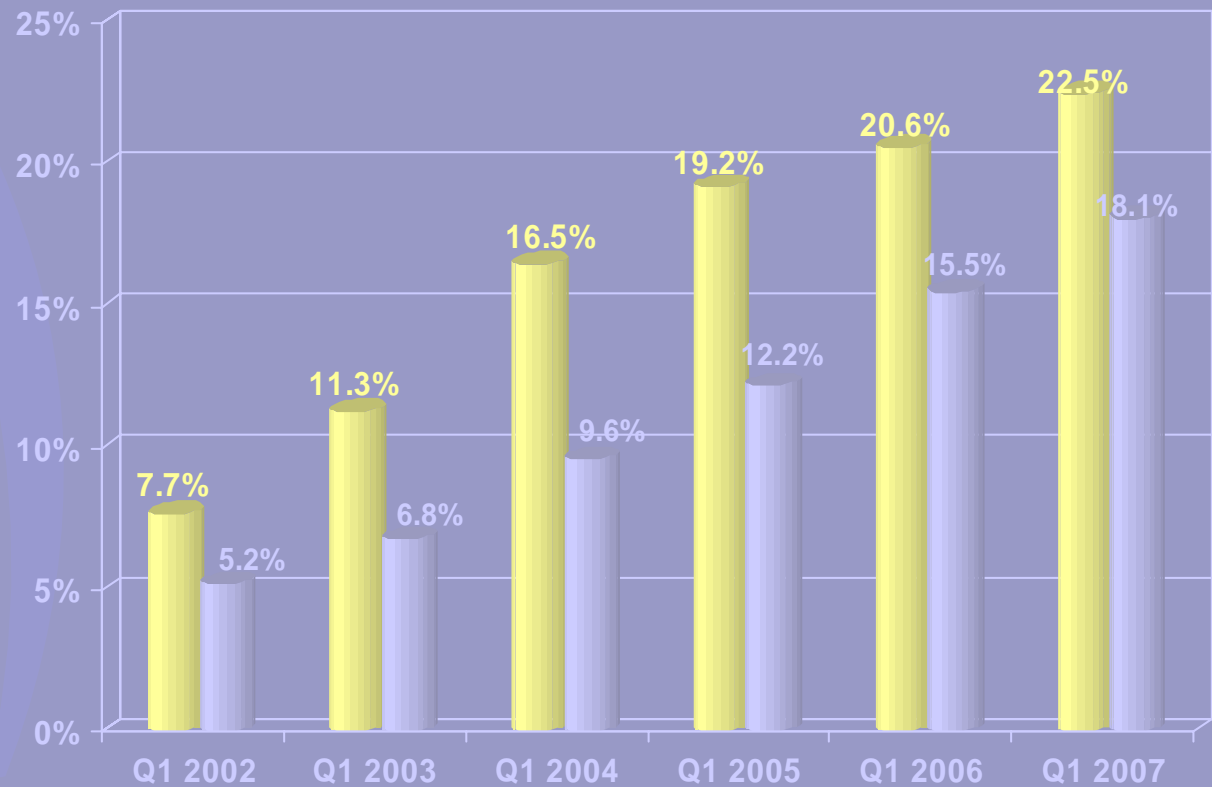


% Adults ever listen to radio via the TV

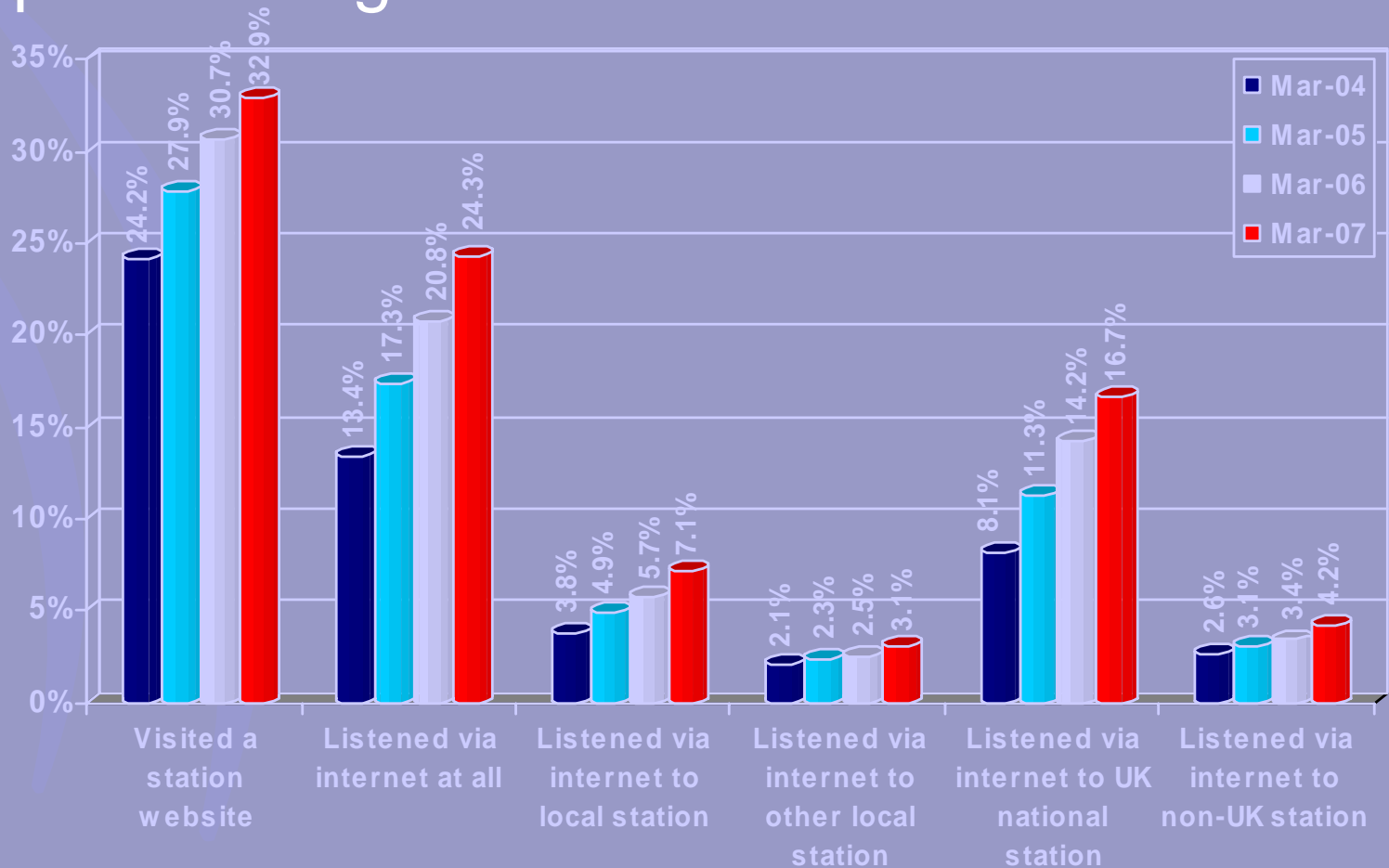


Frequency of listening via DTV

■ At least once a week
■ Less than once a week

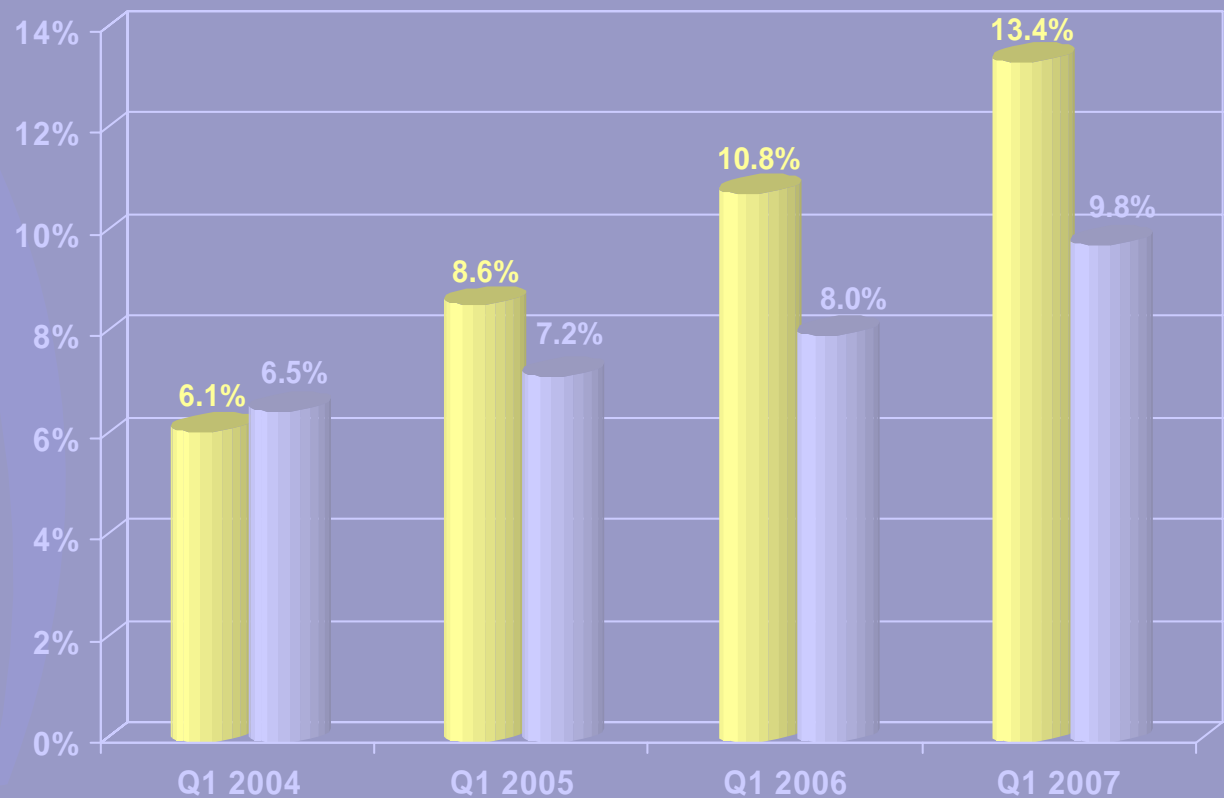


Are people listening to radio via the internet?



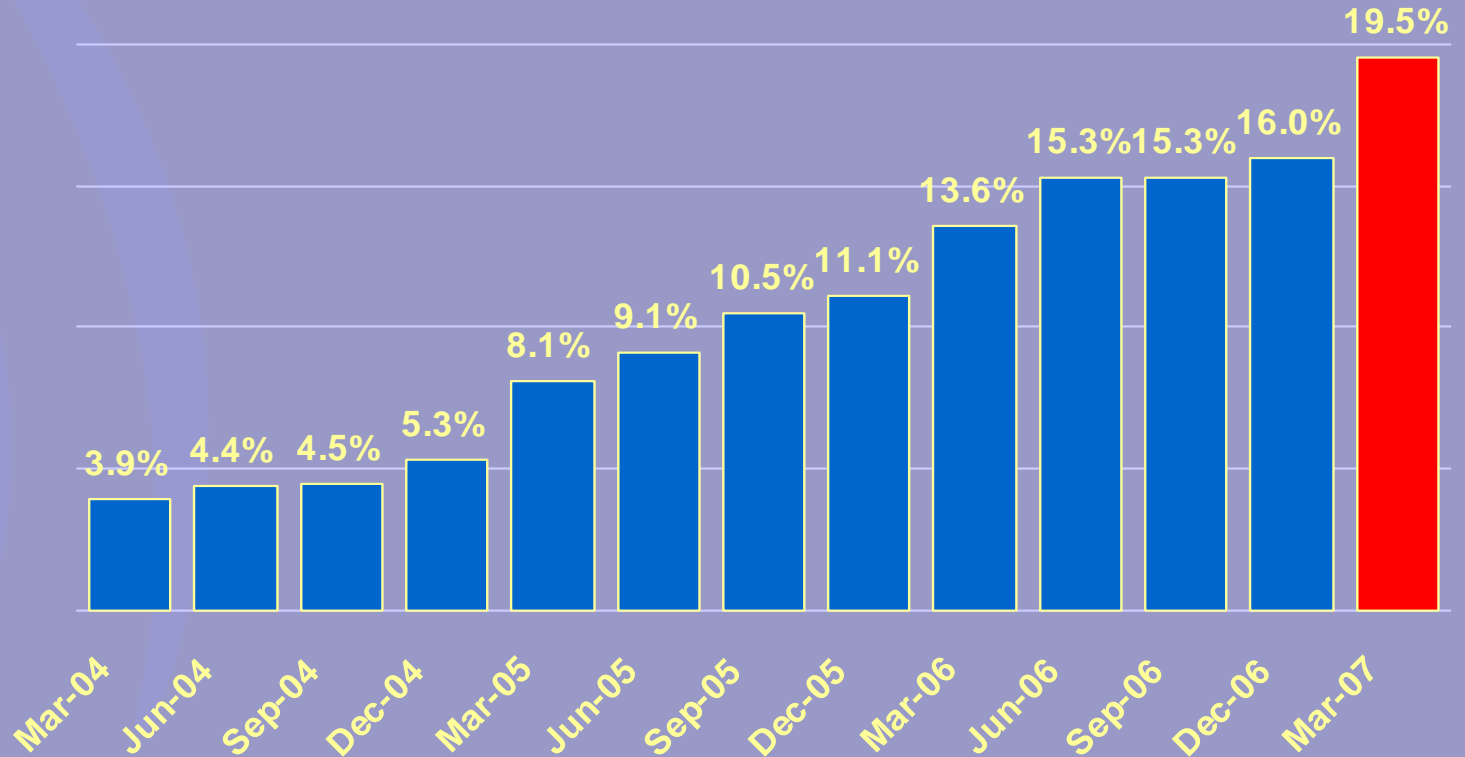
Frequency of listening via the internet

■ At least once a week
■ Less than once a week



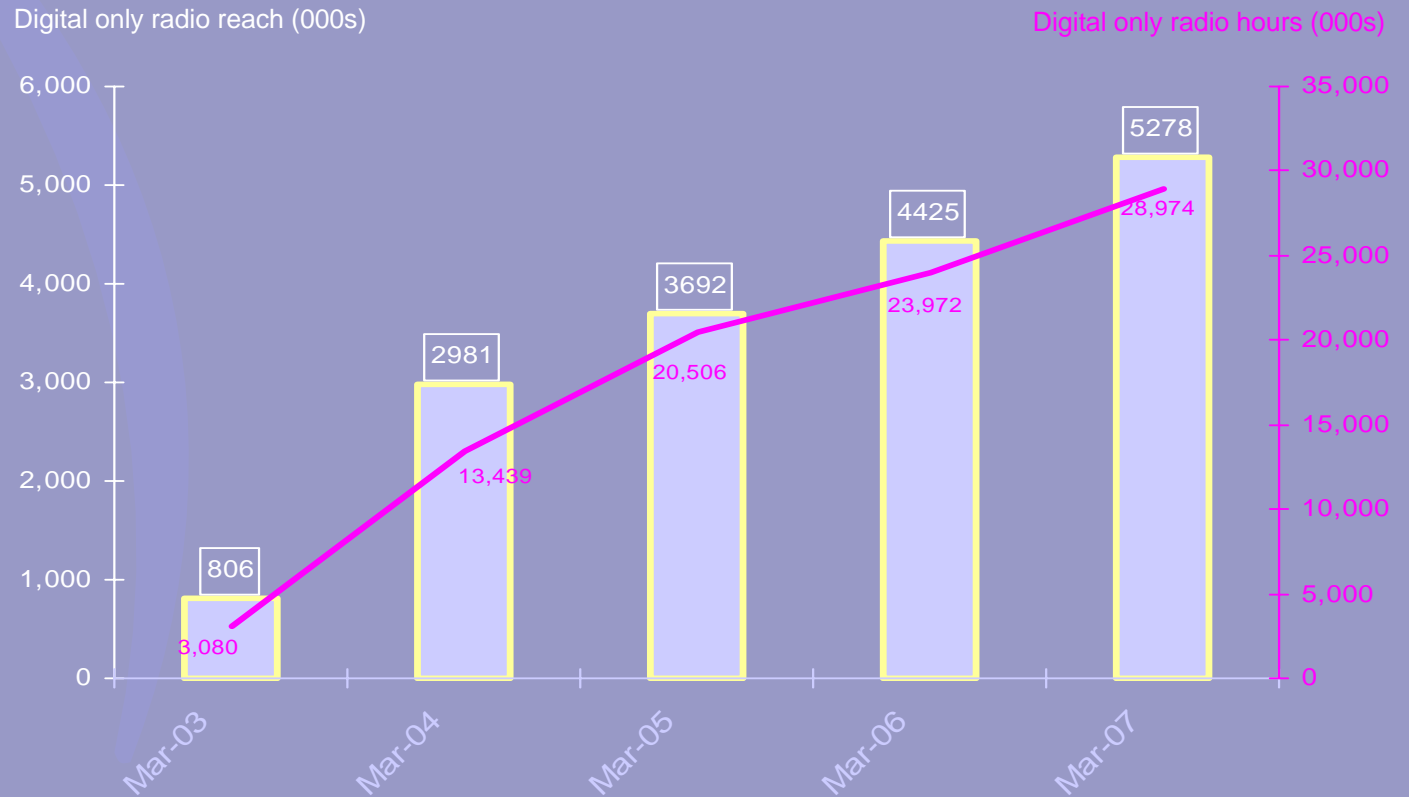


% Adults (15+) who own a DAB set at home

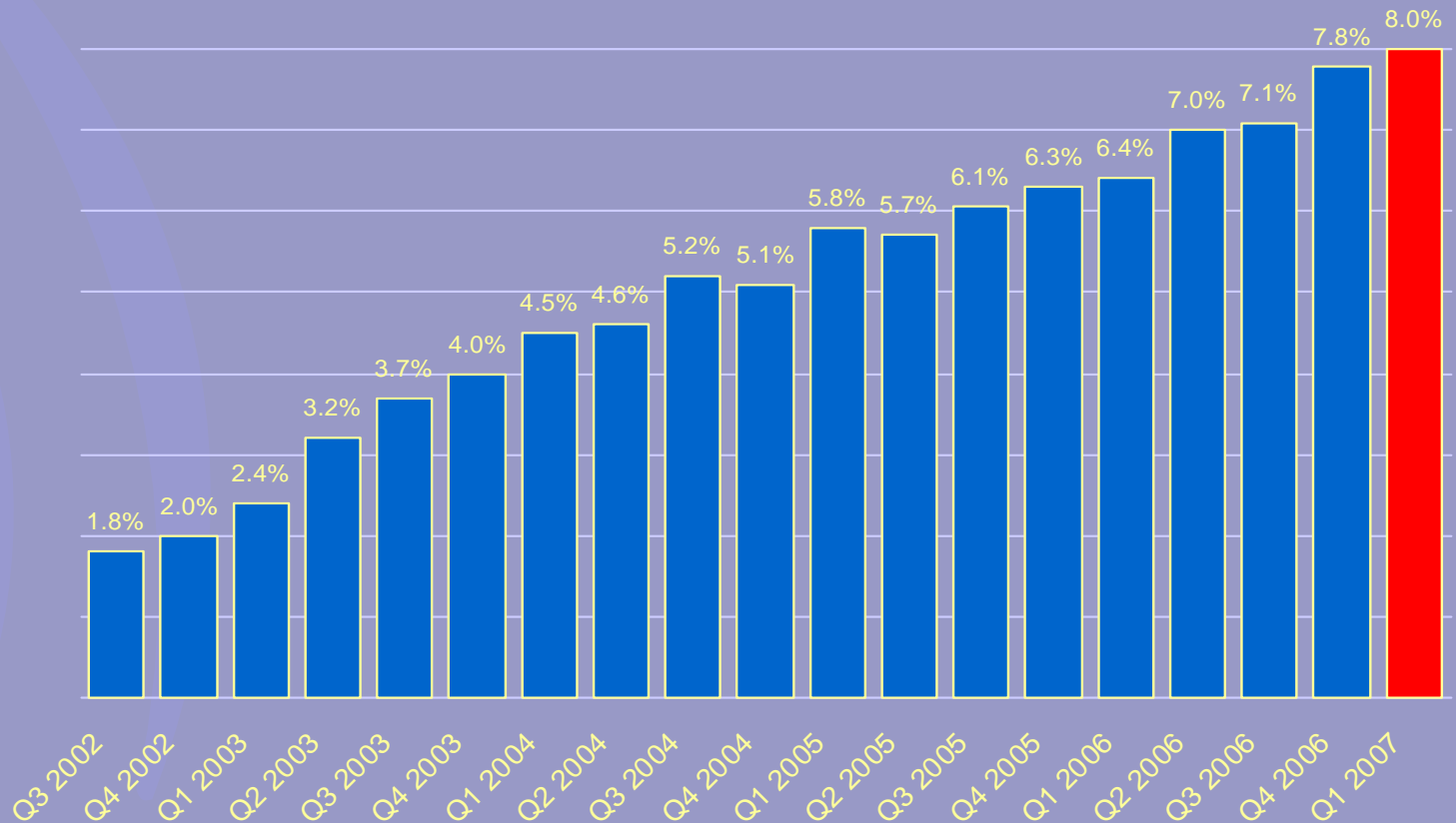


Listening to digital only services

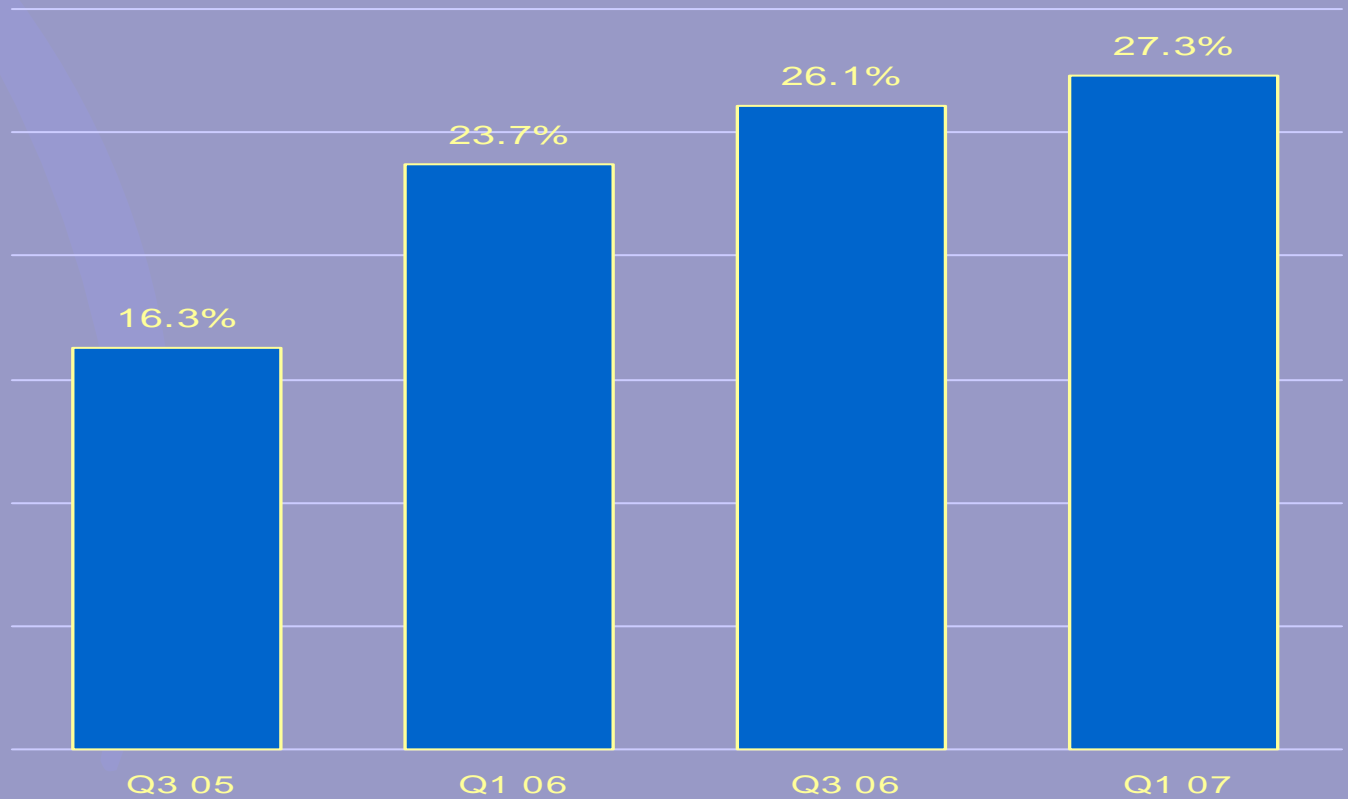
All adults 15+



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

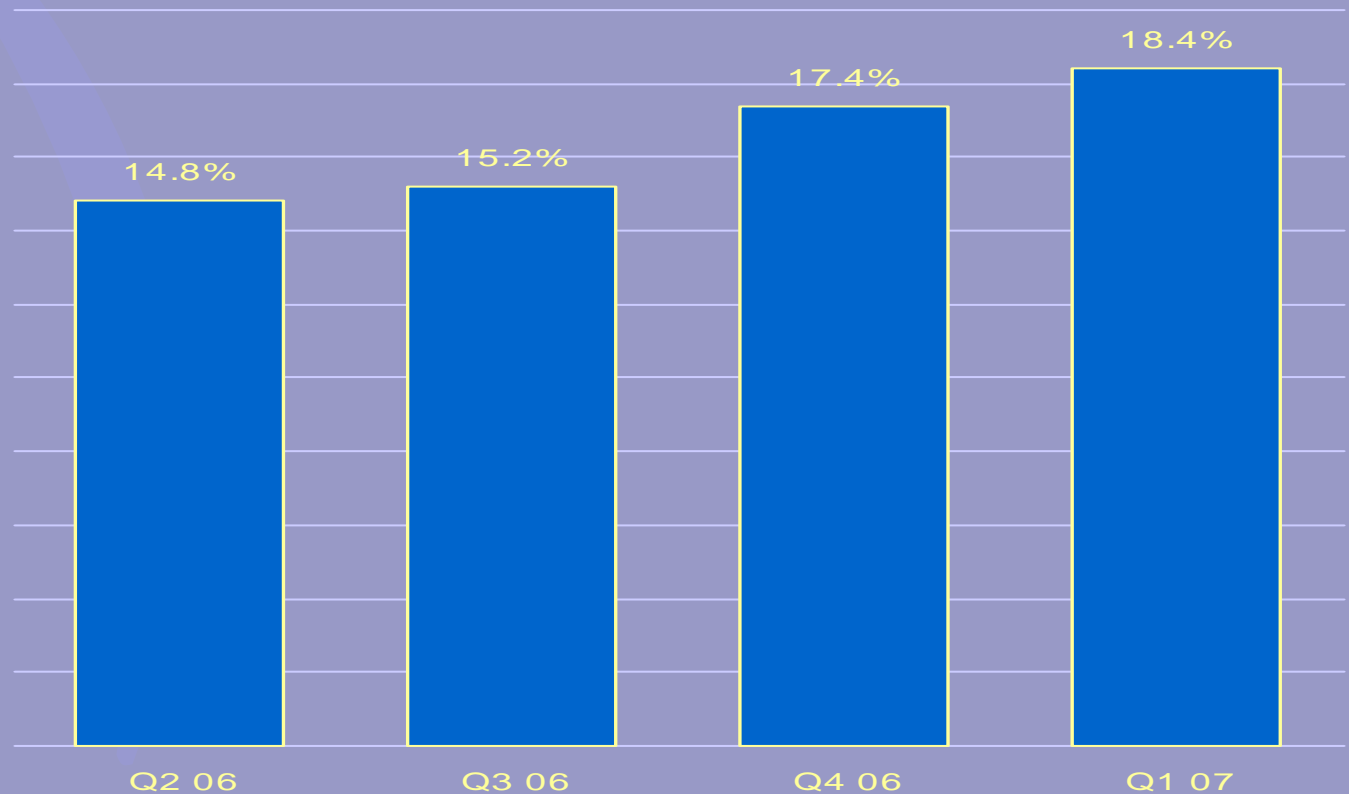


Ownership of mp3 player:



Use of mp3 player for podcasting

base: owners of mp3 players (13.5m adults 15+)



- The “Digitally Enabled Universe” has increased to 58% of the UK population (28.8m adults) – up from 55% in Q4
- 20% (16% in Q4) live in DAB homes; 24% listen to radio via Internet (22% in Q4) and 41% listen via DTV (39% in Q4)
- 11% of mobile phone users (4.0m) claim to listen to radio via a mobile phone – this is the same proportion as in Q4 although the overall number listening via a mobile has increased due to rising mobile ownership
 - 25% of 15-24s with a mobile phone (1.6m) listen in this way – no change on Q4
- 2.5m (18% of mp3 player owners) use their mp3 player to listen to downloaded podcasts – a significant rise from 2.1m in Q4