

RAJAR DATA RELEASE

Quarter 2, 2009 - August 6, 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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	June '08	Mar '09	June '09
All Radio Listening			
Weekly Reach ('000)	45,117	45,762	46,327
Weekly Reach (%)	88.9	90.2	90.3
Average hours per head	20.0	20.2	20.1
Average hours per listener	22.5	22.4	22.2
Total hours (millions)	1,017	1,025	1,029

All Radio Listening - Share Via Platform (%)

AM/FM	69.5	67.5	66.2
All Digital	17.9	20.1	21.1
DAB	11.0	12.7	13.1
DTV	3.3	3.4	3.6
Internet	2.0	2.2	2.2
Digital Unspecified *	1.7	1.8	2.1
Unspecified *	12.6	12.5	12.7

* 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.

Source RAJAR / Ipsos MORI / RSMB

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All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	June '08	Mar '09	June '09		June '08	Mar '09	June '09		June '08	Mar '09	June '09
All Radio	88.9	90.2	90.3		1,017	1,025	1,029		100	100	100
All Digital	31.0	33.8	35.0		182	206	217		17.9	20.1	21.1
DAB	17.5	19.9	20.6		111	130	135		11.0	12.7	13.1
DTV	10.6	11.1	11.1		33	35	37		3.3	3.4	3.6
Internet	6.0	6.8	6.8		20	23	22		2.0	2.2	2.2
Digital Unspecified *	7.0	7.4	8.0		18	18	22		1.7	1.8	2.1

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	June '08	Mar '09	June '09		June '08	Mar '09	June '09
All BBC Radio	33,323	33,809	34,098	All Commercial Radio	30,984	31,498	31,968
All BBC Network Radio	29,611	30,261	30,706	All National Commercial	13,760	13,315	13,868
All BBC Local / Regional Radio	9,504	9,589	9,072	All Local Commercial	24,992	25,608	25,916

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	June '08	Mar '09	June '09		June '08	Mar '09	June '09
All BBC Radio	55.5	56.3	54.6	All Commercial Radio	42.4	41.6	42.7
All BBC Network Radio	46.0	47.0	45.9	All National Commercial	11.2	10.2	10.8
All BBC Local / Regional Radio	9.6	9.4	8.7	All Local Commercial	31.2	31.3	31.9

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Platform Share

	All BBC Radio			All Commercial Radio			
	June '08	Mar '09	June '09		June '08	Mar '09	June '09
AM/FM	70.1	67.9	67	AM/FM	69.2	67.5	65.8
All Digital	17.4	20.2	20.8	All Digital	18.4	19.6	21.1
DAB	12.6	14.9	15.4	DAB	9.0	9.9	10.6
DTV	2.3	2.7	2.8	DTV	4.5	4.2	4.7
Internet	1.7	1.9	1.7	Internet	1.8	2.2	2.0
Digital Unspecified *	0.8	0.7	0.9	Digital Unspecified *	3.1	3.3	3.8
Unspecified *	12.5	11.9	12.2	Unspecified *	12.5	12.9	13.2

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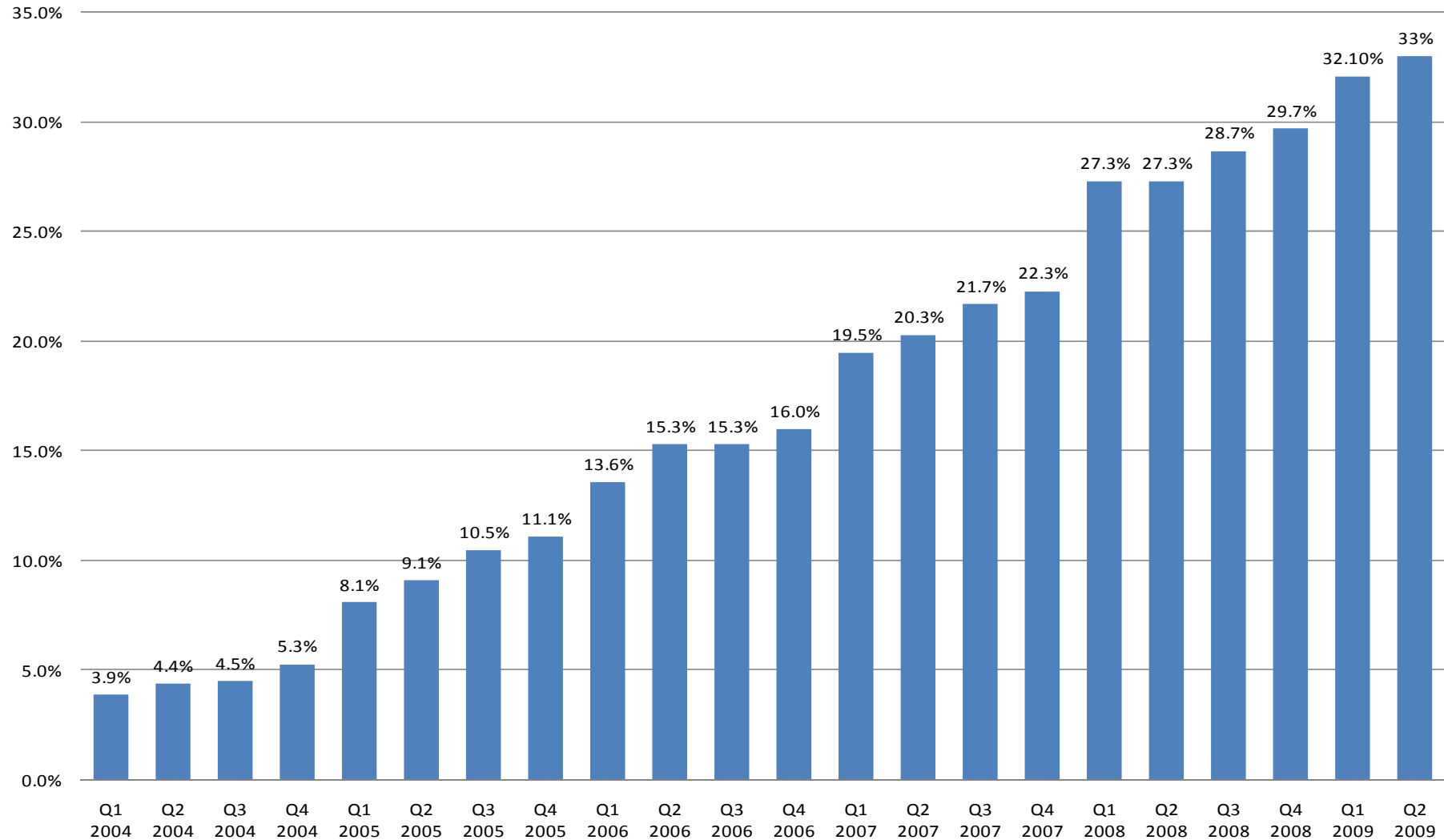
Source RAJAR / Ipsos MORI / RSMB

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

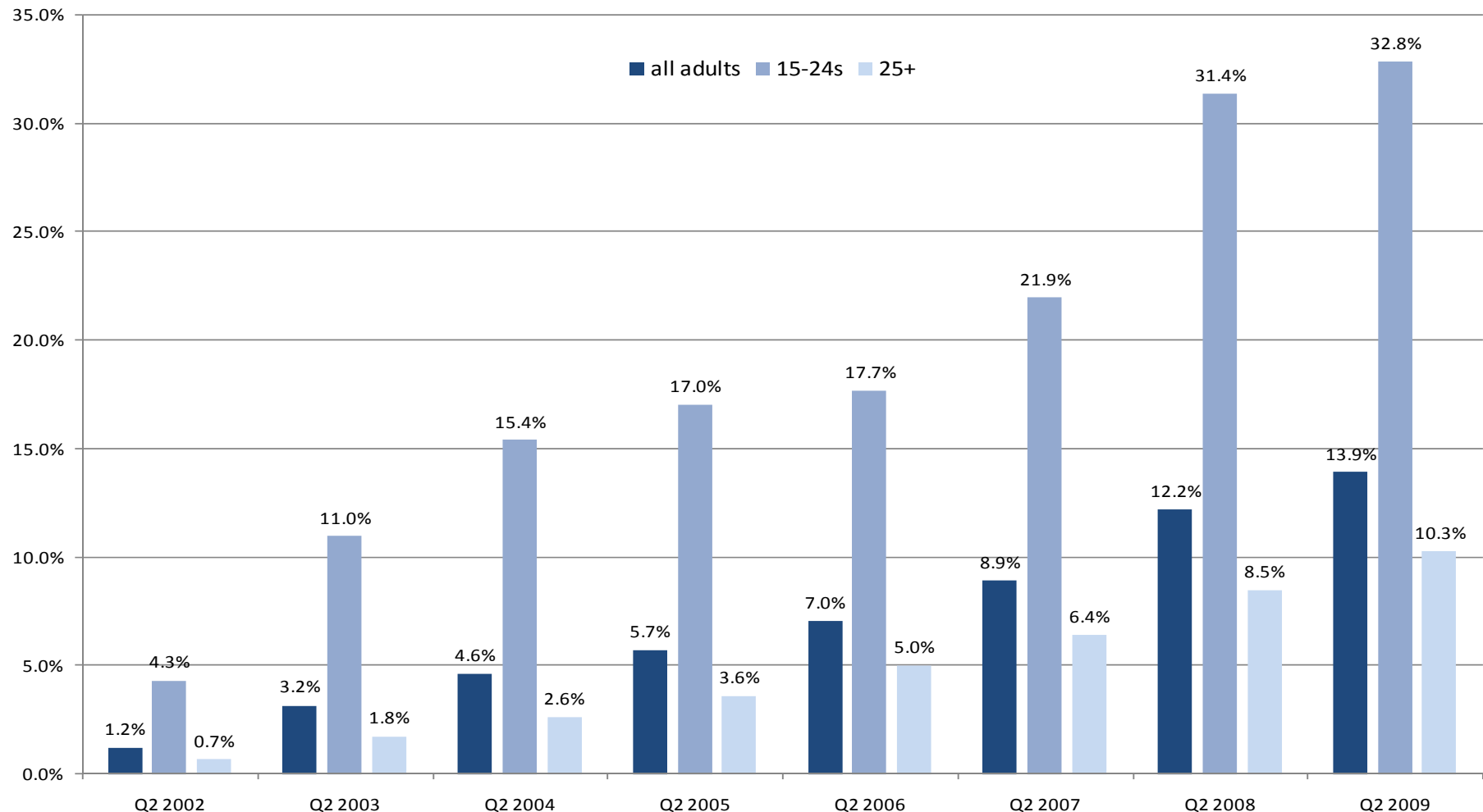


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% who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB