

RAJAR DATA RELEASE

Quarter 4, 2009 - February 4, 2010



All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Dec '08	Sept '09	Dec '09		Dec '08	Sept '09	Dec '09		Dec '08	Sept '09	Dec '09
All Radio	89.7	89.2	89.6		1,013	1,008	988		100	100	100
All Digital	32.2	34.5	33.4		186	213	206		18.3	21.1	20.9
DAB	18.9	20.5	20.4		116	134	136		11.4	13.3	13.7
DTV	10.9	11.3	10.5		33	37	33		3.2	3.6	3.4
Internet	6.0	6.5	6.3		20	22	21		2.0	2.2	2.1
Digital Unspecified *	6.9	7.5	6.9		17	20	17		1.7	2.0	1.7

(*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.