

RAJAR DATA RELEASE

Quarter 4, 2010 - February 3, 2011



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All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
All Radio	89.6	90.6	90.5		988	1,055	1,045		100	100	100
All Digital	33.4	39.6	40.5		206	262	262		20.9	24.8	25.0
DAB	20.4	23.8	24.4		136	162	166		13.7	15.3	15.8
DTV	10.5	13.5	13.6		33	47	45		3.4	4.4	4.3
Internet	6.3	8.5	8.8		21	30	32		2.1	2.8	3.1
Digital Unspecified *	6.9	8.4	8.0		17	23	19		1.7	2.2	1.8

(*)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.