



RAJAR Press Conference

Data Release – Quarter 4, 2007

January 31, 2008



Digital Listening





Platform Shares (%)

	Sept 07	Dec 07
<u>All Radio</u>		
 AM/FM	71.1	74.0
 All Digital	15.0	16.6
 DAB	8.6	9.9
 DTV	3.0	3.1
 Internet	1.6	1.9
 Digital unspecified	1.9	1.7
 Unspecified	13.9	9.4

DIGITAL LISTENING

Weekly Reach %

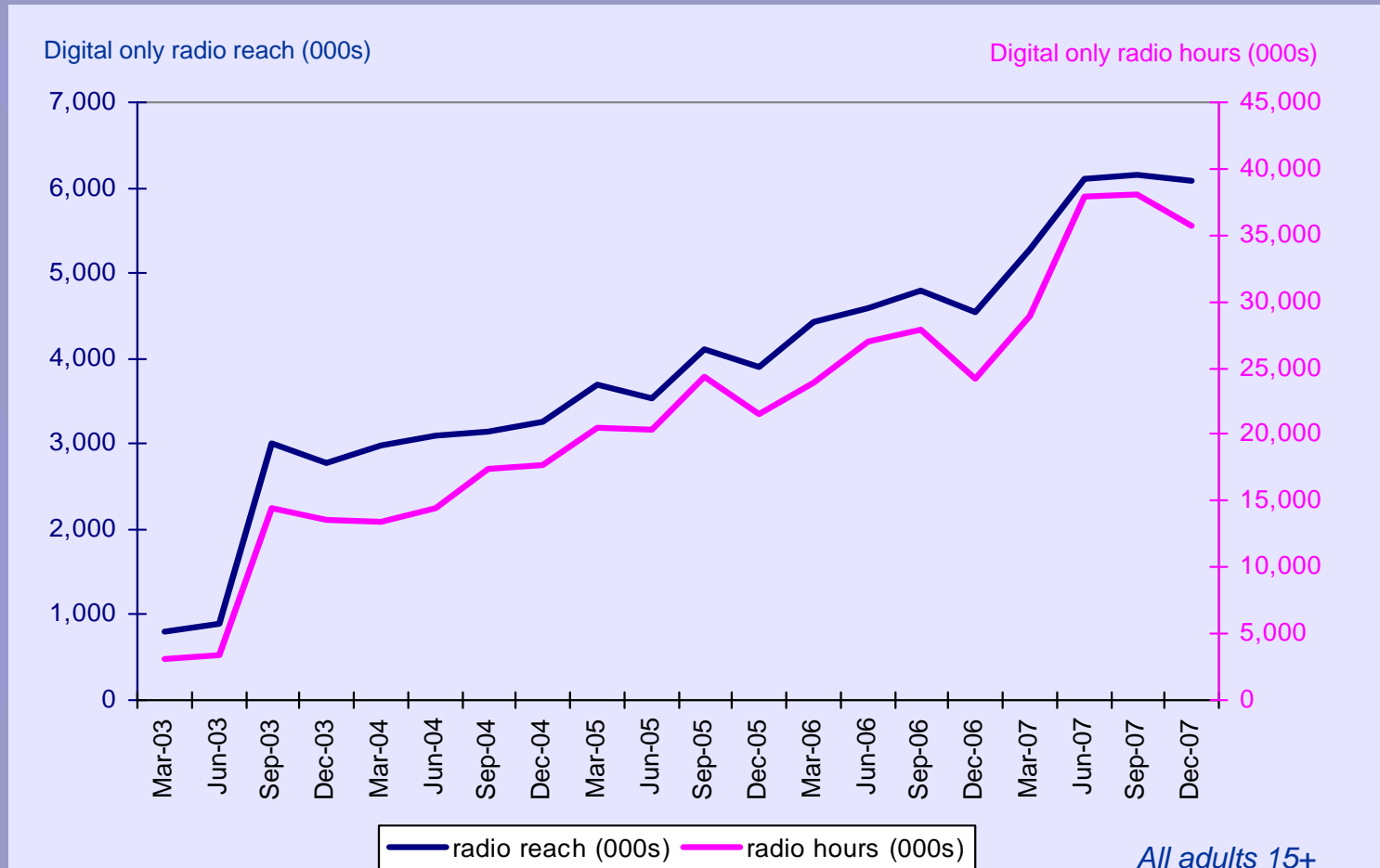
	Sept 07	Dec 07
<u>All Radio</u>		
 All Digital	28.4	29.9
 DAB	15.3	16.8
 DTV	9.9	10.3
 Internet	5.1	5.7
 Digital unspecified	7.9	7.1

DIGITAL LISTENING

Total Hours (millions)

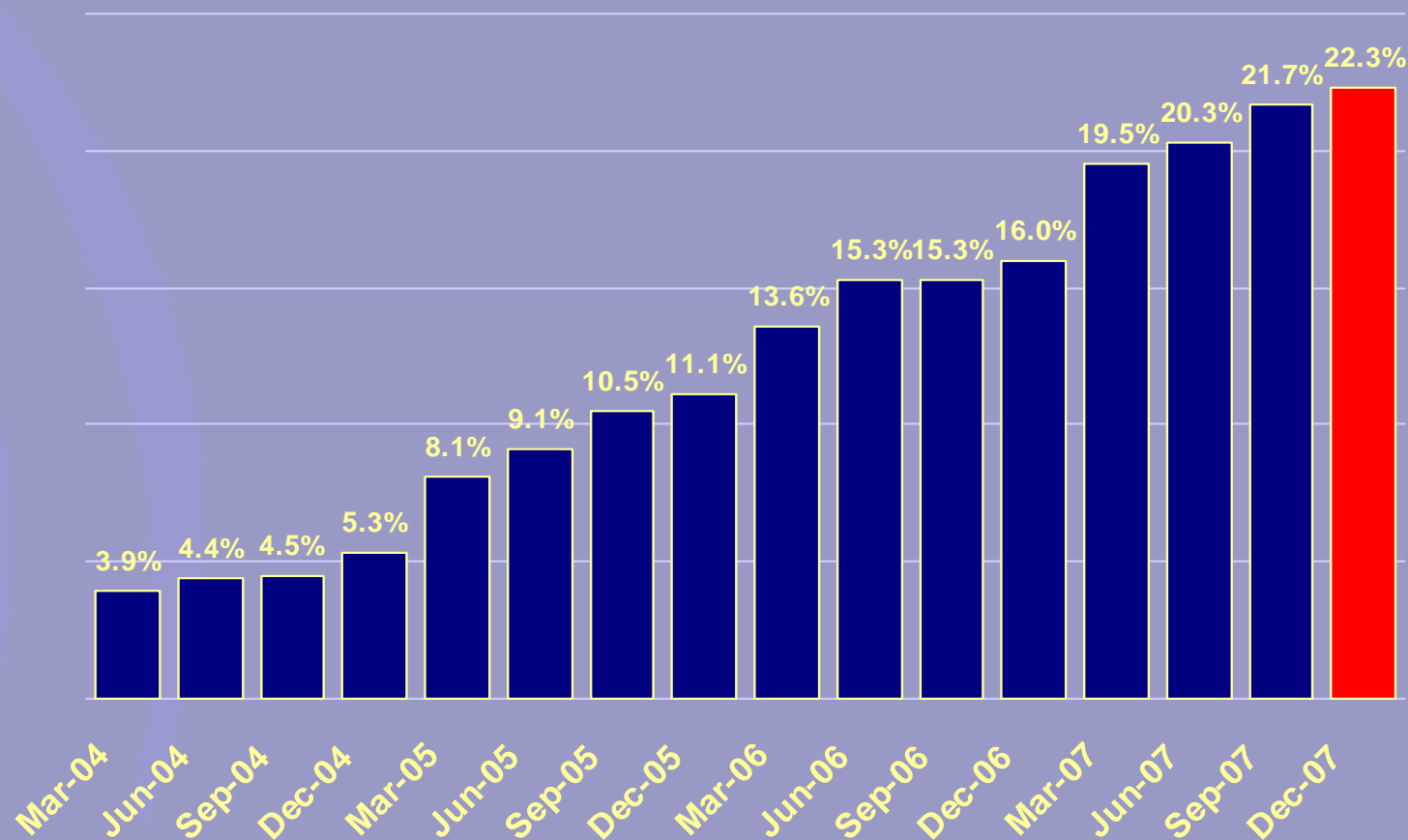
	Sept 07	Dec 07
<u>All Radio</u>		
 All Digital	153	169
 DAB	87	101
 DTV	30	32
 Internet	17	19
 Digital unspecified	19	17

Listening to digital only services



All adults 15+

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



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

