



RAJAR Press Conference

Data Release – Quarter 2, 2008

July 24, 2008



Digital Listening








Platform Shares (%)

	June '07	Mar 08	June '08
<u>All Radio</u>			
AM/FM	66.1%	72.7%	69.5%
All Digital	12.8%	17.8%	17.9%
DAB	7.0%	10.8%	11.0%
DTV	2.6%	3.2%	3.3%
Internet	1.5%	2.1%	2.0%
Digital unspecified	1.7%	1.7%	1.7%
Unspecified	21.1%	9.5%	12.6%

DIGITAL LISTENING

Weekly Reach %

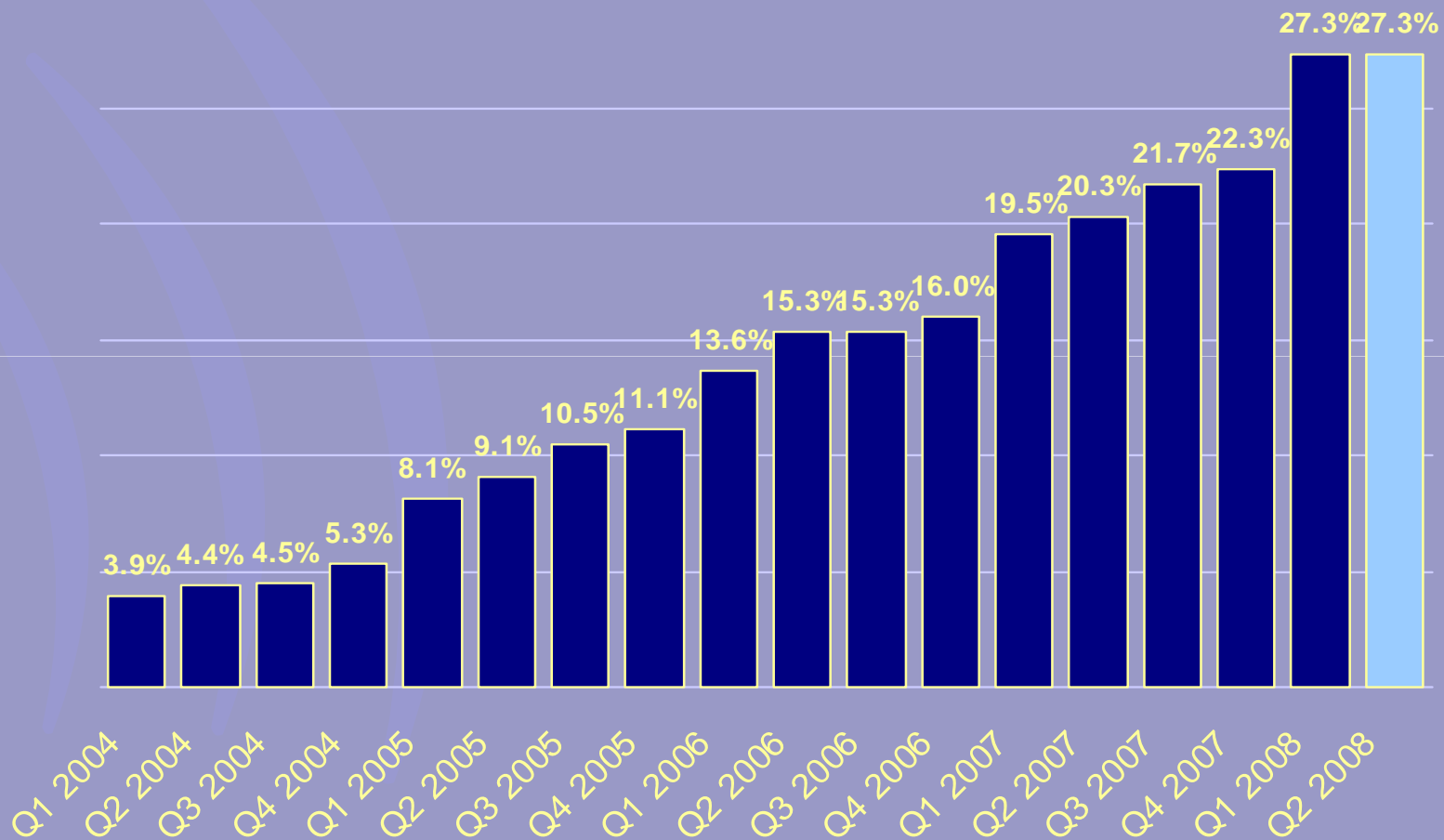
	June 07	Mar 08	June 08
<u>All Radio</u>			
 All Digital	26.2%	31.4%	31.0%
 DAB	13.3%	17.9%	17.5%
 DTV	9.5%	10.5%	10.6%
 Internet	5.4%	6.2%	6.0%
 Digital unspecified	7.3%	7.0%	7.0%

DIGITAL LISTENING

Total Hours (millions)

	June 07	Mar 08	June 08
<u>All Radio</u>			
 All Digital	136	184	182
 DAB	74	111	111
 DTV	27	34	33
 Internet	16	21	20
 Digital unspecified	18	18	18

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



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

