

RAJAR DATA RELEASE

Quarter 4, 2009 - February 4, 2010



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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	Dec '08	Sept '09	Dec '09
All Radio Listening			
Weekly Reach ('000)	45,511	45,721	45,968
Weekly Reach (%)	89.7	89.2	89.6
Average hours per head	20.0	19.7	19.3
Average hours per listener	22.3	22.1	21.5
Total hours (millions)	1,013	1,008	988
All Radio Listening - Share Via Platform (%)			
AM/FM	68.6	66.1	66.6
All Digital	18.3	21.1	20.9
DAB	11.4	13.3	13.7
DTV	3.2	3.6	3.4
Internet	2.0	2.2	2.1
Digital Unspecified *	1.7	2.0	1.7
Unspecified *	13.0	12.8	12.5

* 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 %		
	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

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec '08	Sept '09	Dec '09		Dec '08	Sept '09	Dec '09
All BBC Radio	33,520	33,577	33,264	All Commercial Radio	31,210	31,225	31,374
All BBC Network Radio	29,923	30,264	30,010	All National Commercial	13,640	13,516	13,001
All BBC Local / Regional Radio	9,471	8,532	8,862	All Local Commercial	25,110	25,069	25,306

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec '08	Sept '09	Dec '09		Dec '08	Sept '09	Dec '09
All BBC Radio	55.7	55.0	55.2	All Commercial Radio	42.2	42.4	42.6
All BBC Network Radio	46.4	46.8	46.7	All National Commercial	10.6	10.9	10.4
All BBC Local / Regional Radio	9.3	8.2	8.5	All Local Commercial	31.6	31.6	32.2

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Platform Share

	All BBC Radio				All Commercial Radio		
	Dec '08	Sept '09	Dec '09		Dec '08	Sept '09	Dec '09
AM/FM	69.6	66.5	66.9	AM/FM	67.8	66.3	67.1
All Digital	17.6	21.6	21.4	All Digital	19.0	20.2	19.7
DAB	12.7	15.7	16.2	DAB	9.9	10.4	10.6
DTV	2.5	3.0	2.6	DTV	4.2	4.4	4.3
Internet	1.6	2.0	1.9	Internet	1.9	1.9	1.8
Digital Unspecified *	0.7	0.9	0.8	Digital Unspecified *	3.0	3.5	2.9
Unspecified *	12.8	11.9	11.7	Unspecified *	13.2	13.5	13.2

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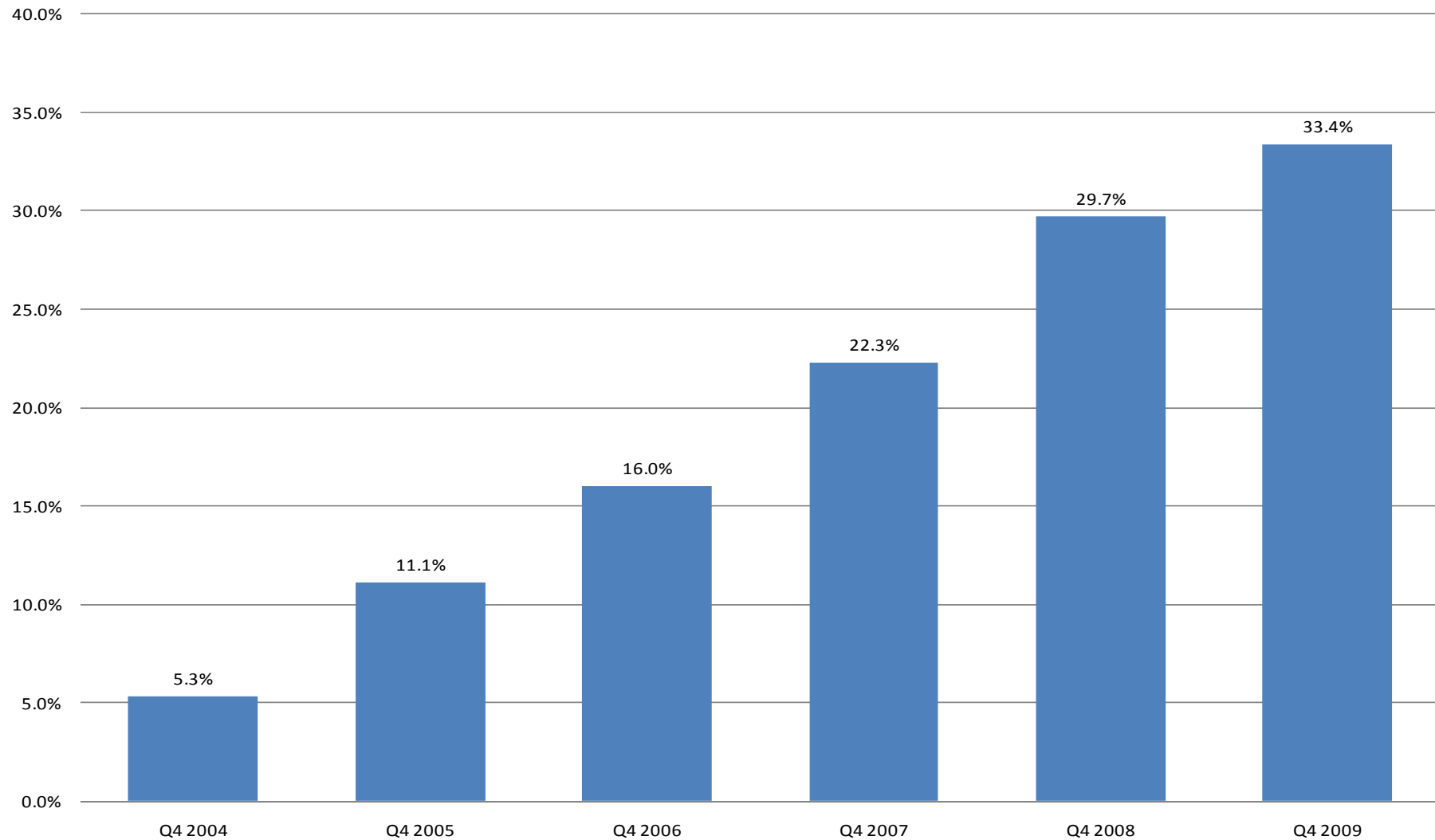
Source RAJAR / Ipsos MORI / RSMB

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

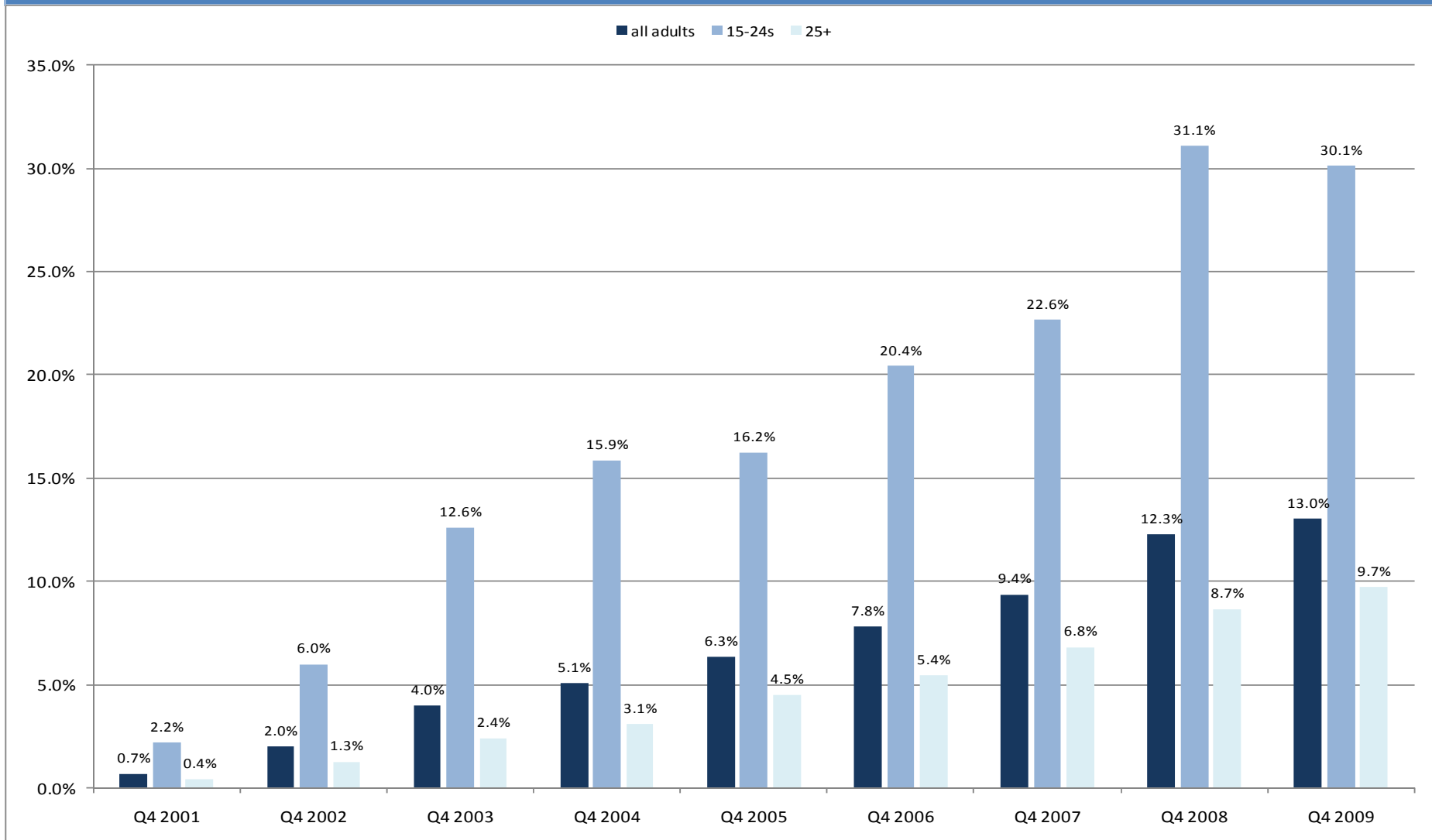


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% who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB