



# RAJAR Press Conference

## Data Release – Quarter 2, 2007

August 16, 2007

## Platform Shares (%)



**AM/FM**

All Radio

**66.1**



**All Digital**

**12.8**



DAB

7.0



DTV

2.6



Internet

1.5



Digital unspecified

1.7



Analogue/digital unspecified

21.1

## DIGITAL LISTENING

## Weekly Reach %



**All Digital**

All Radio

**26.2**



DAB

13.3



DTV

9.5



Internet

5.4



Digital unspecified

7.3

## DIGITAL LISTENING

Total Hours (millions)



**All Digital**

**136**



DAB

74



DTV

27



Internet

16



Digital unspecified

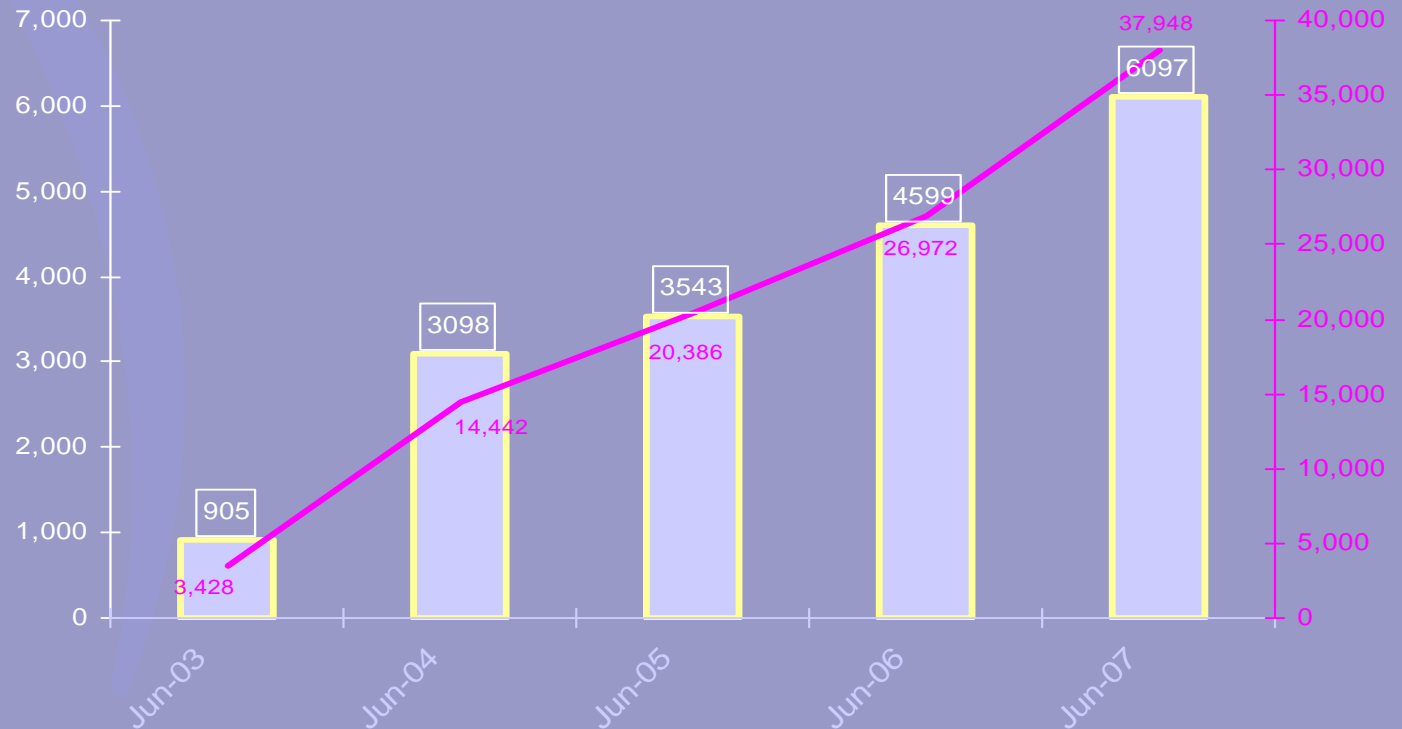
18

# Listening to digital only services

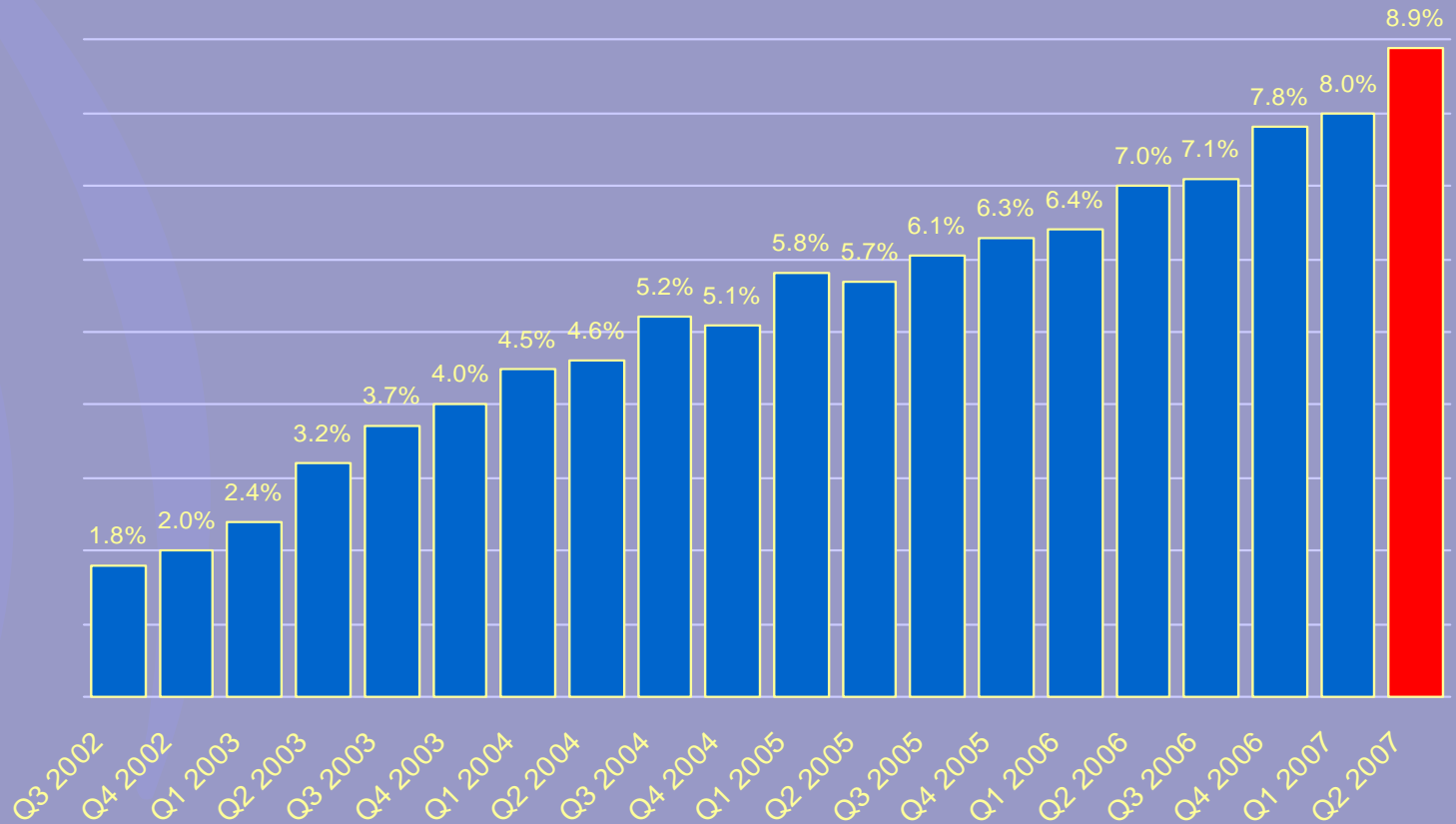
*All adults 15+*

Digital only radio reach (000s)

Digital only radio hours (000s)



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



### Use of mp3 player for podcasting (000s)

