

**RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2007**

RELEASED AT 07.00 HRS, THURSDAY OCTOBER 25, 2007



**LISTENING VIA PLATFORM - ALL RADIO**

KEY
Quarter 2, 2007 in blue
Quarter 3, 2007 in pink

	Platform Shares %		Digital Listening Weekly Reach %		Digital Listening Total Hours (in millions)	
	Q2, 2007	Q3, 2007	Q2, 2007	Q3, 2007	Q2, 2007	Q3, 2007
<b>AM / FM</b>	66.1	71.1				
<b>All Digital Radio</b>	12.8	15.0	26.2	28.4	136	153
DAB	7.0	8.6	13.3	15.3	74	87
DTV	2.6	3.0	9.5	9.9	27	30
Internet	1.5	1.6	5.4	5.1	16	17
Digital unspecified *	1.7	1.9	7.3	7.9	18	19

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  
RAJAR / FJPR