

## RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

RELEASED AT 07.00 HRS, THURSDAY 16TH OCTOBER 2008



### LISTENING VIA PLATFORM - ALL RADIO

KEY
Quarter 3, 2007 in green
Quarter 2, 2008 in blue
Quarter 3, 2008 in pink

	Platform Shares %			Digital Listening Weekly Reach %			Digital Listening Total Hours (in millions)		
	Q3, 2007	Q2, 2008	Q3, 2008	Q3, 2007	Q2, 2008	Q3, 2008	Q3, 2007	Q2, 2008	Q3, 2008
AM / FM	71.1	69.5	68.4						
All Digital Radio	15.0	17.9	18.7	28.4	31.0	31.4	153	182	188
DAB	8.6	11.0	11.3	15.3	17.5	17.8	87	111	114
DTV	3.0	3.3	3.2	9.9	10.6	10.7	30	33	33
Internet	1.6	2.0	2.2	5.1	6.0	6.2	17	20	22
Digital unspecified	1.9	1.7	1.9	7.9	7.0	7.5	19	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. In Q3 2007 the analogue unspecified share was 13.9%. In Q2 2008, it was 12.6%. In Q3 2008, it is 12.9%.

Source RAJAR / Ipsos MORI / RSMB  
RAJAR / PJPR