

RAJAR DATA RELEASE

Quarter 1, 2010 - May 13, 2010



Platform Share

	All BBC Radio				All Commercial Radio		
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
AM/FM	67.9	66.9	66.3	AM/FM	67.5	67.1	67.5
All Digital	20.2	21.4	24.6	All Digital	19.6	19.7	22.9
DAB	14.9	16.2	17.7	DAB	9.9	10.6	12.1
DTV	2.7	2.6	3.3	DTV	4.2	4.3	5.0
Internet	1.9	1.9	2.7	Internet	2.2	1.8	2.4
Digital Unspecified *	0.7	0.8	1.0	Digital Unspecified *	3.3	2.9	3.3
Unspecified *	11.9	11.7	9.0	Unspecified *	12.9	13.2	9.6

* 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