

# RAJAR DATA RELEASE

Quarter 1, 2010 - May 13, 2010



## All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
<b>All Radio</b>	90.2	89.6	90.6		1,025	988	1,013		100	100	100
<b>All Digital</b>	33.8	33.4	38.5		206	206	243		20.1	20.9	24.0
<b>DAB</b>	19.9	20.4	23.1		130	136	153		12.7	13.7	15.1
<b>DTV</b>	11.1	10.5	12.6		35	33	41		3.4	3.4	4.0
<b>Internet</b>	6.8	6.3	8.1		23	21	29		2.2	2.1	2.9
<b>Digital Unspecified *</b>	7.4	6.9	7.5		18	17	19		1.8	1.7	1.9

(\*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.