

# RAJAR DATA RELEASE

Quarter 4, 2010 - February 3, 2011



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## Platform Share

	All BBC Radio			All Commercial Radio			
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
<b>AM/FM</b>	66.9	67.7	67.1	<b>AM/FM</b>	67.1	68.1	67.5
<b>All Digital</b>	21.4	24.9	25.5	<b>All Digital</b>	19.7	24.1	24.0
<b>DAB</b>	16.2	17.9	18.5	<b>DAB</b>	10.6	12.4	12.7
<b>DTV</b>	2.6	3.6	3.4	<b>DTV</b>	4.3	5.4	5.4
<b>Internet</b>	1.9	2.3	2.8	<b>Internet</b>	1.8	2.7	2.7
<b>Digital Unspecified *</b>	0.8	1.1	0.8	<b>Digital Unspecified *</b>	2.9	3.7	3.3
<b>Unspecified *</b>	11.7	7.3	7.4	<b>Unspecified *</b>	13.2	7.8	8.4

\* 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