

NEWS RELEASE

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Radio Joint
Audience
Research
Limited

RAJAR PUBLISHES FIRST SURVEY INTO PODCASTING AND RADIO LISTENING VIA INTERNET

RAJAR (Radio Joint Audience Research Ltd) releases findings of its first survey into Podcasting and radio listening via the Internet today, Monday January 28, 2008.

The RAJAR *Podcasting and Radio Listening Via Internet Survey* was conducted during September and October 2007 by Ipsos MORI, using a sample of RAJAR respondents from the previous 9 months who had claimed to listen to the radio via the Internet or downloaded Podcasts. The findings are based on the responses of 639 respondents who were asked to complete an online questionnaire.

Paul Kennedy, research director, RAJAR comments: *"This survey is very much a toe in the water. Although we already knew that Listen Again, Personalised Online Radio and Podcasting had many advocates, we knew nothing of their standing in the mainstream. This survey tells us and our subscribers, who are actively involved in these areas, more about them."*

Top line findings:

Listening via the Internet

- ◆ Almost 12 million people claim to have listened to the radio via the Internet and, in any given week, 8.1 million people listen to the radio via the Internet, either live or through a Listen Again service.
- ◆ The average user of Listen Again services listens to 1.88 programmes each week.
- ◆ Three quarters of those Listen Again listeners said the service has no impact on the amount of live radio to which they listen; while almost half said they are now listening to radio programmes to which they did not listen previously.

- MORE -

Listening via Podcasts

- ◆ 4.3 million people have downloaded a Podcast and 1.87 million listen to a Podcast each week
- ◆ The average Podcast user subscribes to 3.16 Podcasts and spends 53.6 minutes per week listening to them. Comedy and music are the two favourite genres.
- ◆ iTunes is the software of choice, used by two thirds of Podcast users to subscribe to Podcasts, while almost a quarter simply download directly from the website via their browser. 80% listen to Podcasts on their home computer and 61% listen via a portable audio / mp3 player.
- ◆ Podcast listening occurs throughout the day, with an evening peak when 46% of Podcast users tune in.
- ◆ Almost three-quarters of Podcasts users listen to Podcasts that are more than a week old.
- ◆ Podcasting appears to have a positive effect on live radio listening – almost 18% say they now listen to more live radio since they began downloading Podcasts; while only 8% stated they listen to less, and 31% say they are now listening to radio programmes they did not listen to previously.
- ◆ 58% of respondents said they would be interested in downloading Podcasts containing advertising if they were free, while only 28% responded positively to the idea of Podcasts without adverts that had to be paid for.

The RAJAR *Podcasting and Radio Listening Via Internet Survey* can be downloaded by clicking on the following link:

http://www.rajar.co.uk/docs/news/2008_01_rajar_podcasting_listening.pdf

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