

NEWS RELEASE

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Radio Joint
Audience
Research
Limited

RAJAR PUBLISHES SECOND SURVEY INTO PODCASTING AND RADIO LISTENING VIA INTERNET

RAJAR (Radio Joint Audience Research Ltd) releases findings of its second survey into Podcasting and radio listening via the Internet today, Wednesday July 2, 2008.

The RAJAR *Podcasting and Radio Listening Via Internet Survey* was conducted during April and May 2008 by Ipsos MORI, using a sample of RAJAR respondents from the previous 6 months who had claimed to listen to the radio via the Internet or downloaded Podcasts, alongside respondents from the previous online survey (conducted in October – November 2007). The findings are based on the responses of 863 respondents who were asked to complete an online questionnaire.

Christel Lacaze, research manager, RAJAR comments: *“Now in its second instalment, this survey gives a unique insight into the behaviour of the online / offline audio community and the impact of new audio delivery formats on traditional live radio listening. It also provides perspective on the relative impact of each of these activities.”*

Top line findings:

Listening via the Internet

- ◆ 14.5 million people (up from 12 million in November '07) claim to have listened to the radio via the Internet and, in any given week, 9.4 million people listen to the radio via the Internet (up from 8.1 million in November '07), either live or through a Listen Again service.
- ◆ The average user of Listen Again services listens to 1.8 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.

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Listening via Podcasts

- ◆ 6 million people have downloaded a Podcast (up from 4.3 million), and 3.7 million say they listen to a Podcast each week (up from 1.87 million).
- ◆ The average Podcast user subscribes to 3.6 Podcasts and spends just over an hour per week listening to them. Comedy and music continue to be the two favourite genres.
- ◆ iTunes remains the software of choice, used by almost three quarters of Podcast users to subscribe to Podcasts, while a fifth simply download directly from the website via their browser. 79% listen to Podcasts on their home computer and 66% listen via a portable audio / mp3 player.
- ◆ Podcast listening occurs throughout the day, with an evening peak when 44% of Podcast users press the play button.
- ◆ 83% of Podcasts users now listen to Podcasts that are more than a week old.
- ◆ Podcasting appears to have a marginally positive effect on live radio listening – almost 15% say they now listen to more live radio since they began downloading Podcasts; while 10% stated they listen to less, and 39% say they are now listening to radio programmes they did not listen to previously.
- ◆ 53% of respondents said they would be interested in downloading Podcasts containing advertising if they were free, while only 31% 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_07_podcasting_listening_survey.pdf

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