

# NEWS RELEASE

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Radio Joint  
Audience  
Research  
Limited

## RAJAR PUBLISHES THIRD REPORT INTO INTERNET DELIVERED AUDIO SERVICES

RAJAR (Radio Joint Audience Research Ltd) releases findings of its third survey of internet delivered audio services today, 10 December, 2008, and reveals that almost one third (31.7%) of the UK's adult population now claim to have listened to the radio via the internet, while 7.2 million have downloaded a podcast.

The RAJAR *Measurement of Internet Delivered Audio Services (MIDAS 3)* was conducted during October 2008 by Ipsos MORI. The sample consisted of RAJAR respondents drawn from the main RAJAR survey over the previous 6 months, who had claimed to listen to the radio via the internet or downloaded podcasts, alongside respondents from the two previous MIDAS surveys (conducted in October 2007 and May 2008.). The survey findings are based on the responses of 1,142 respondents.

Christel Lacaze, research manager, RAJAR comments:

*"With the increase in broadband internet access rising from 51% of UK households in 2007 to 56% in 2008 and the high profile launch of BBC iPlayer, listening to the radio has never been a more attractive proposition. This third report clearly reveals that internet delivered audio listening, whether it is listening live, via Listen Again services, via Personalised Online Radio or via Podcasts, continues to rise steadily."*

### Top line findings:

#### ***Listening via the Internet***

- ◆ Almost one third (31.7%) of the UK's adult population or 16.1 million people claim to have listened to the radio via the internet compared with 14.5 million people in May '08. This includes 15 million listening live and 13.5 million listening at a later time using Listen Again services.
- ◆ The vast majority of internet radio listening takes place at home (89%) while one in five listen at work (21%) and 6% listen elsewhere.
- ◆ 2.9 million people now claim to have used a Personalised Online Radio (up from 2.1 million in May '08).
- ◆ The average user of Listen Again services listens to 1.65 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.

### ***Listening to Podcasts***

- ◆ 7.2 million people have downloaded a podcast (up from 6 million in May '08), and 4.1 million say they listen to a podcast each week (up from 3.7 million in May '08 and 1.9 million in November '07).
- ◆ The average podcast user subscribes to 4.41 podcasts (up from 3.59 in May '08) and spent just over an hour listening to them in the previous week. As in the two previous surveys, comedy and music continue to be the two favourite genres.
- ◆ Podcasts remain a fairly new activity for most users, with 43% having started doing so only in the last year.
- ◆ iTunes remains the software of choice, used by almost 70% of podcast users to subscribe to podcasts, while 17% simply download directly from the website via their browser. 75% listen to podcasts on their home computer and 66% listen via a portable audio/mp3 player.
- ◆ Despite their portability, three quarters of users listen directly on their personal computer and 78.7% listen at home, while 65.7% transfer them to portable devices and 44.8% listen in the car or on public transport.
- ◆ Podcast listening occurs throughout the day, with an evening peak when 39% of podcast users press the play button (weekdays).
- ◆ 78% of podcasts users listen to podcasts that are more than a week old.
- ◆ Podcasting appears to have a positive effect on radio listening with 35% saying that they now listen to radio programmes to which they did not listen previously.
- ◆ The number of people who have ever paid for a podcast remains stable at about 3% of podcast users.
- ◆ 55% of respondents said they would be interested in downloading podcasts containing advertising if they were free, while only 33% responded positively to the idea of podcasts without adverts that had to be paid for.

The RAJAR *Measurement of Internet Delivered Audio Services* can be downloaded by clicking on the following link: [http://www.rajar.co.uk/docs/news/MIDAS3\\_report.pdf](http://www.rajar.co.uk/docs/news/MIDAS3_report.pdf)

**ENDS**

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