



# RAJAR Press Conference

## Data Release – Quarter 3, 2006

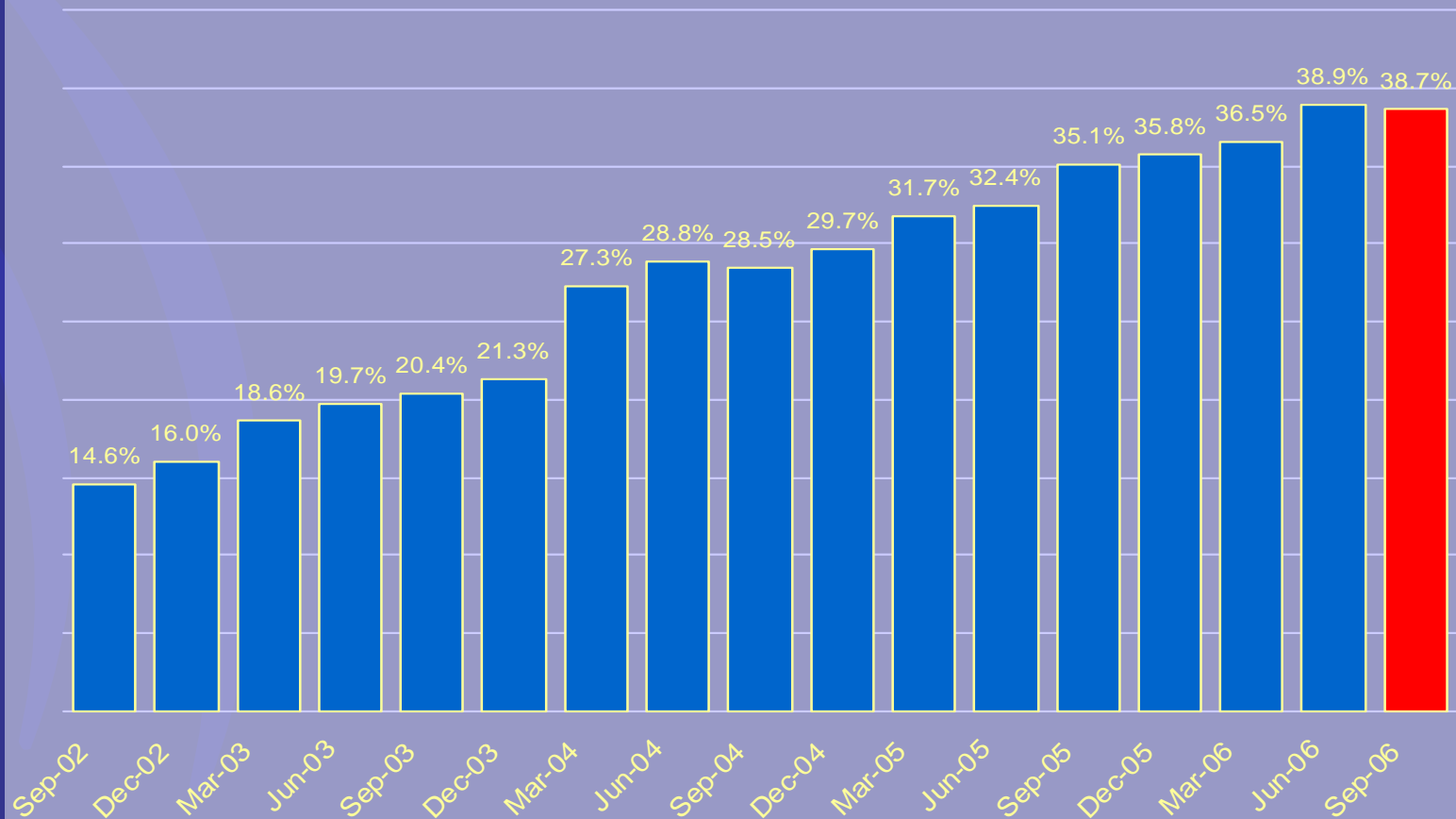
October 26, 2006



# DTV, Internet and DAB listening

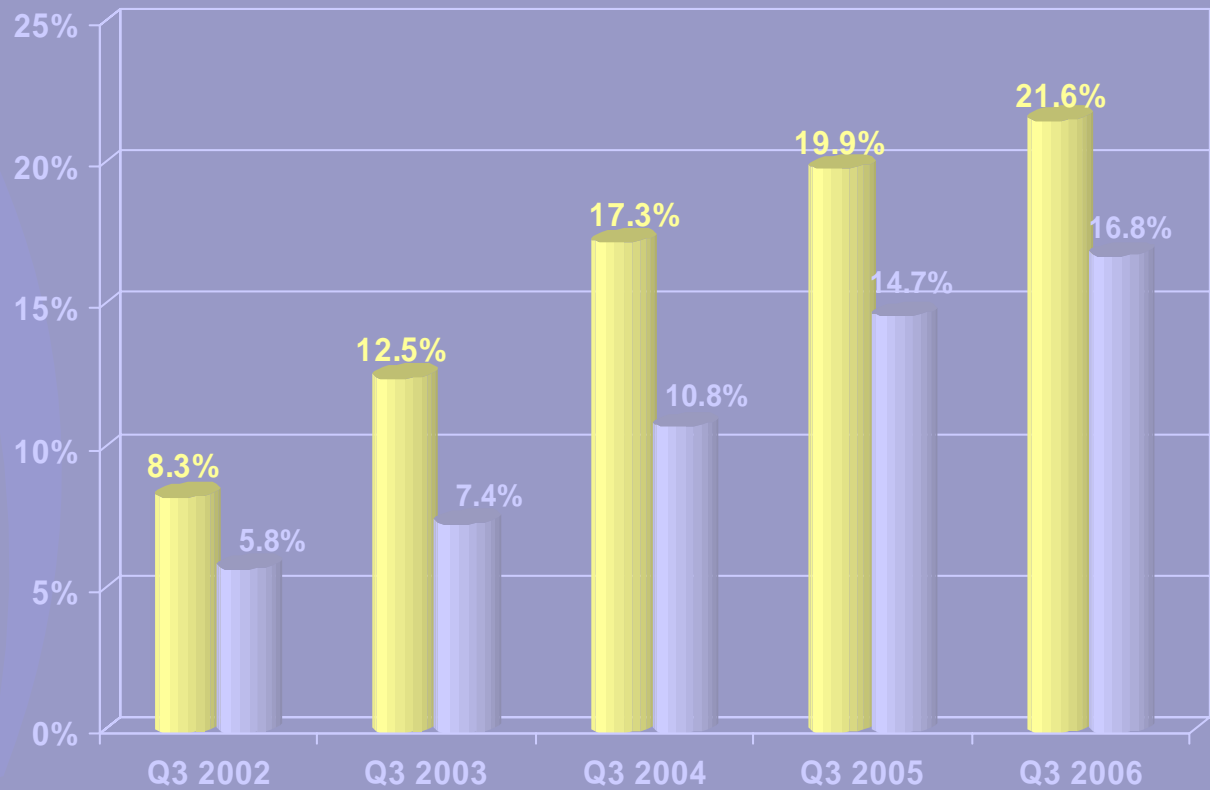


### % Adults ever listen to radio via the TV

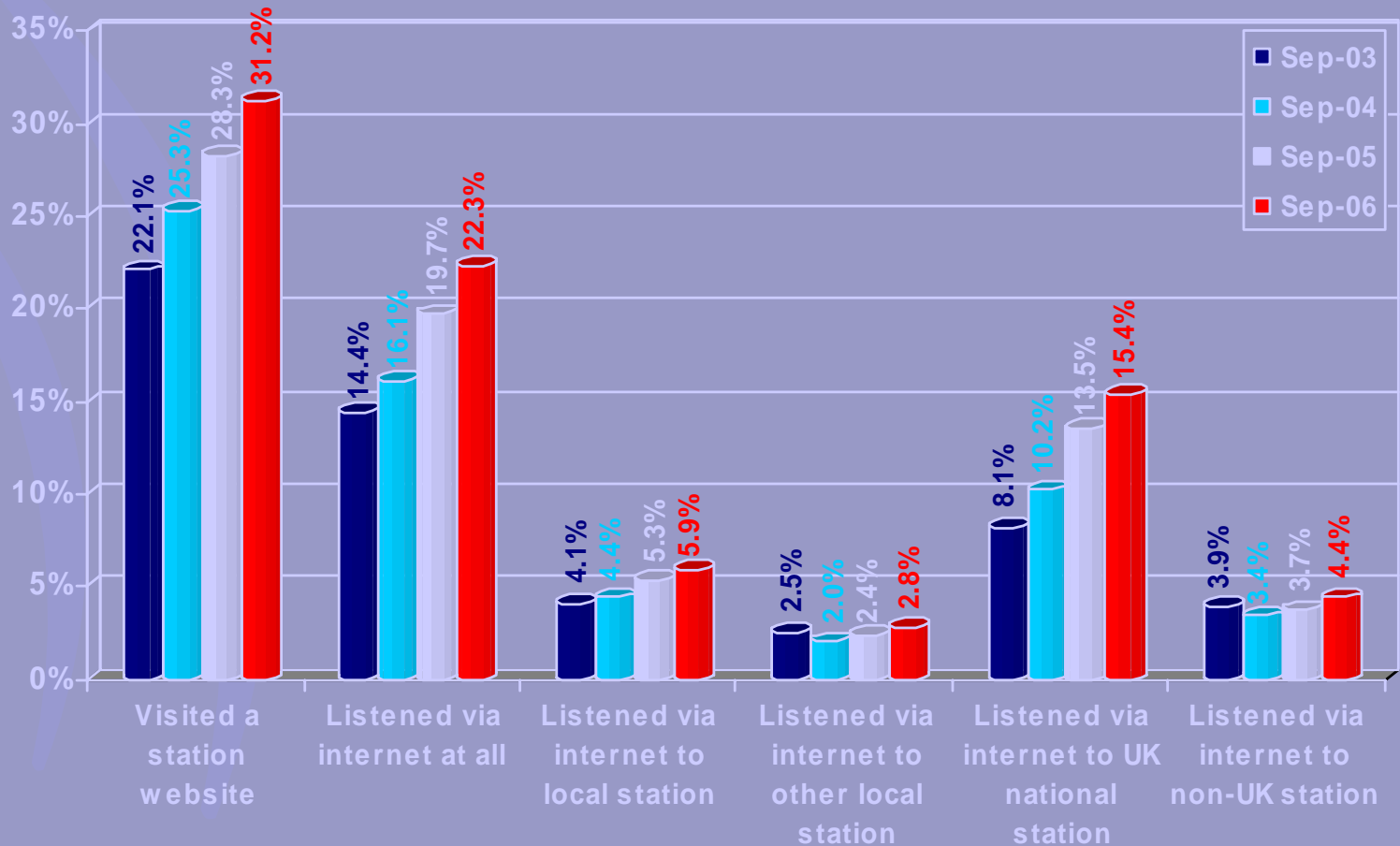


### Frequency of listening via DTV

■ At least once a week  
■ Less than once a week

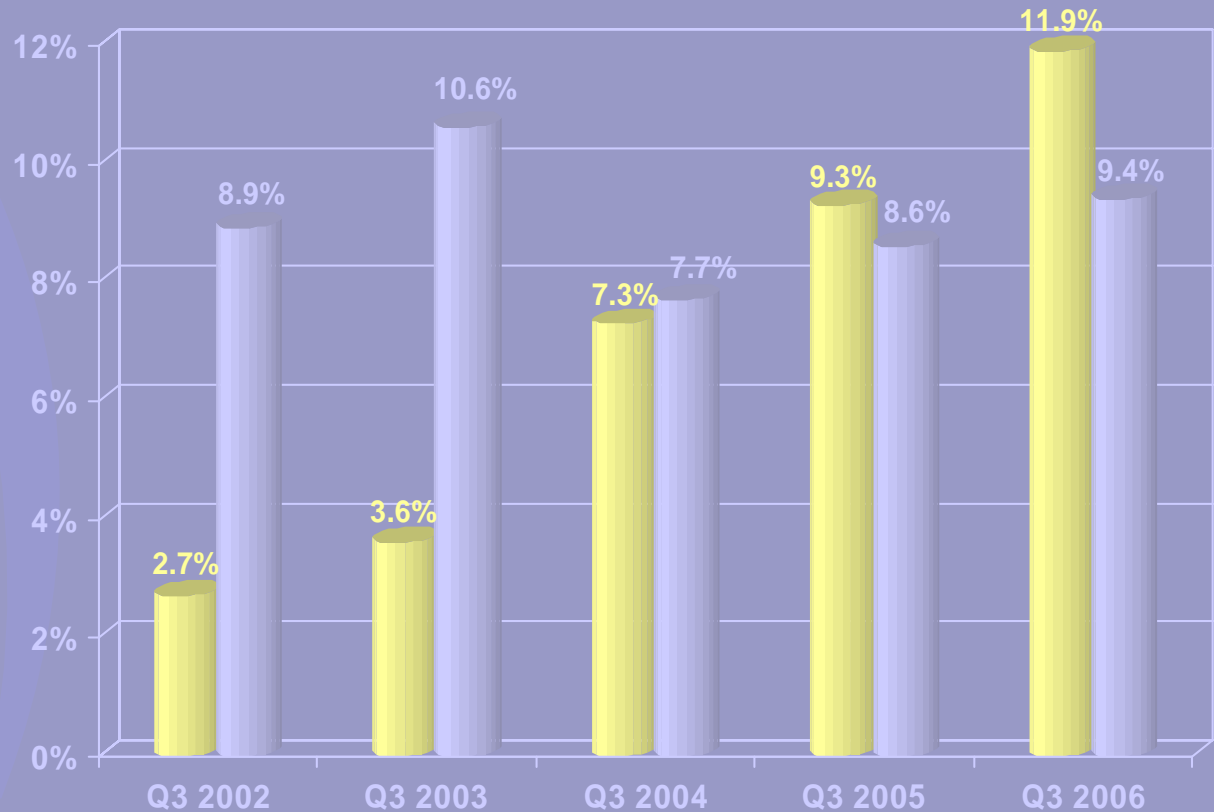


### Are people listening to radio via the Internet?



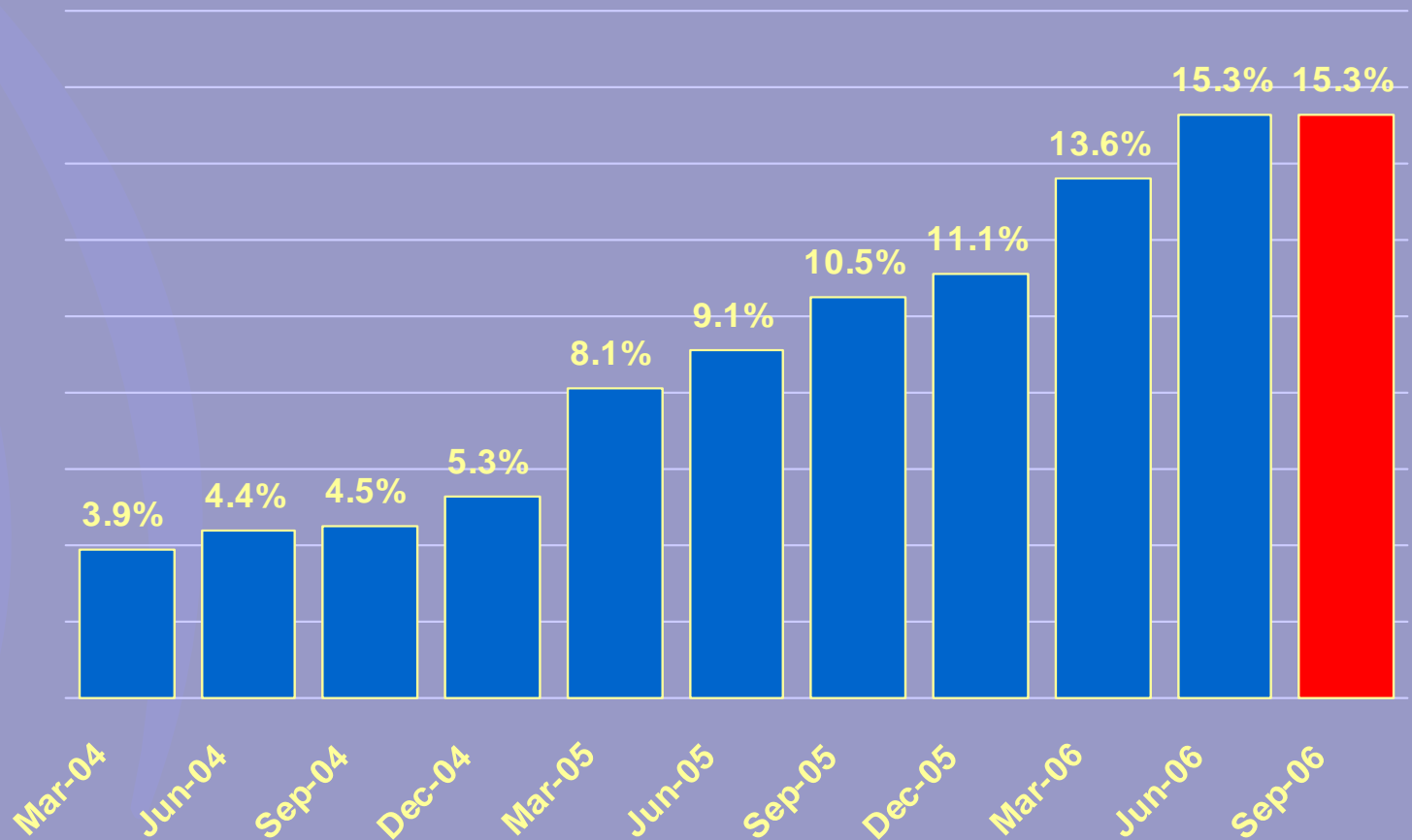
### Frequency of listening via the internet

■ At least once a week  
■ Less than once a week





### % Adults who own a DAB set at home



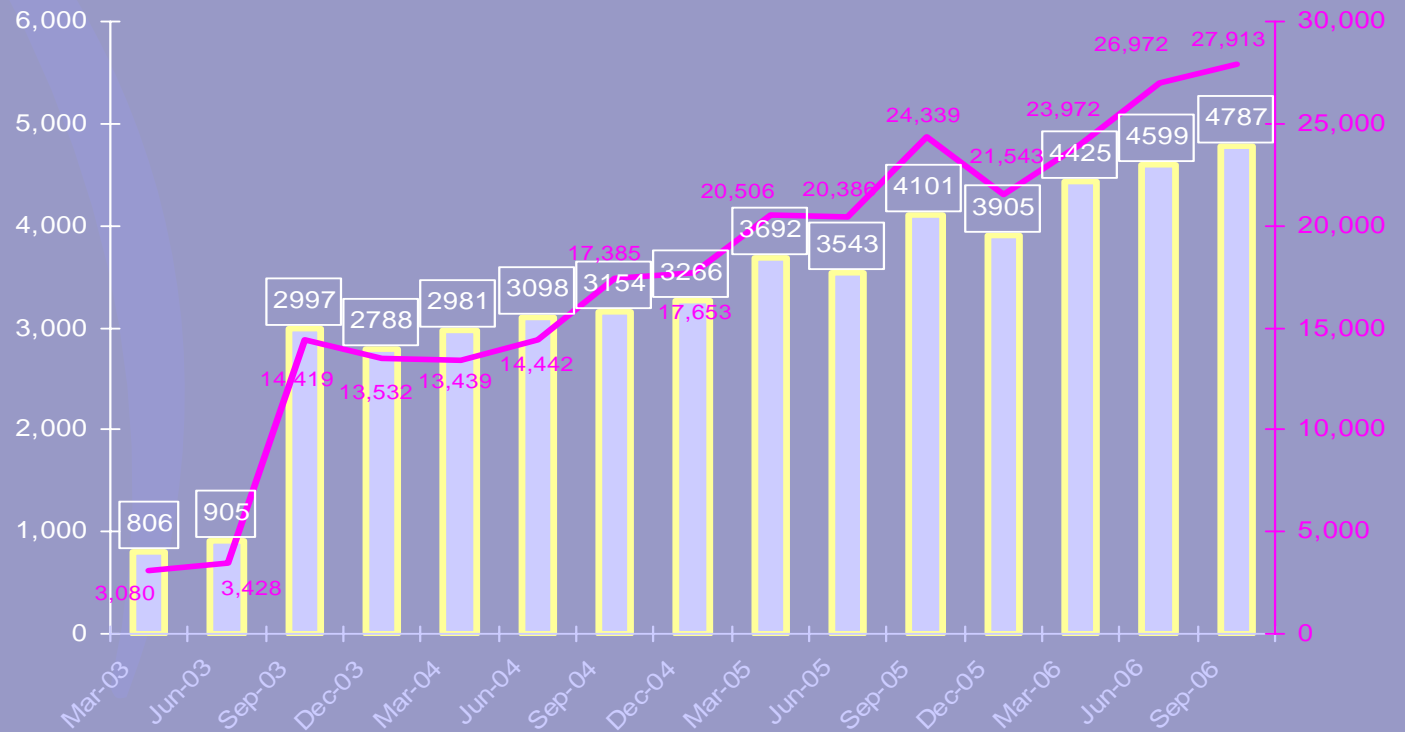


# Listening to digital only services

All adults 15+

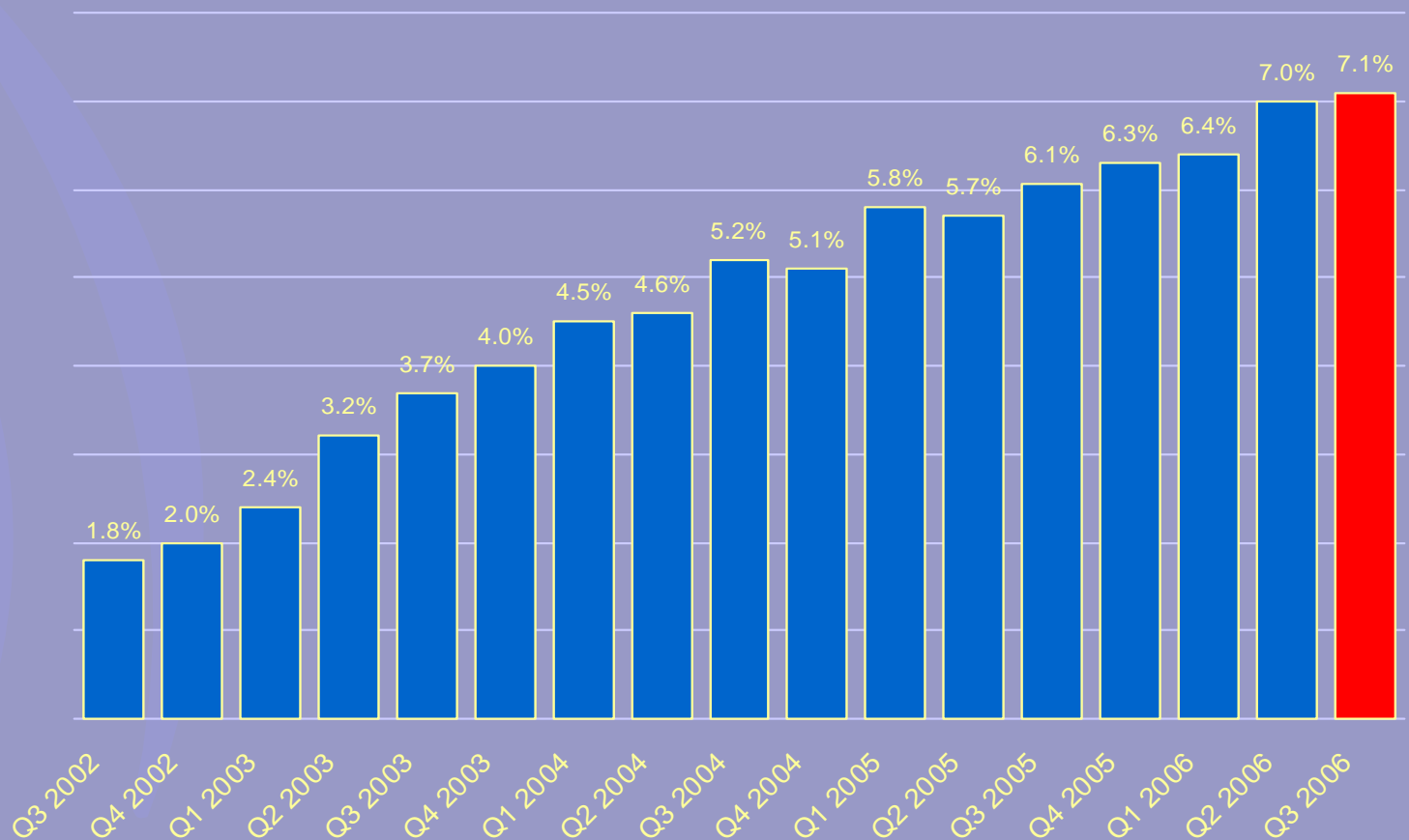
Digital only radio reach (000s)

Digital only radio hours (000s)

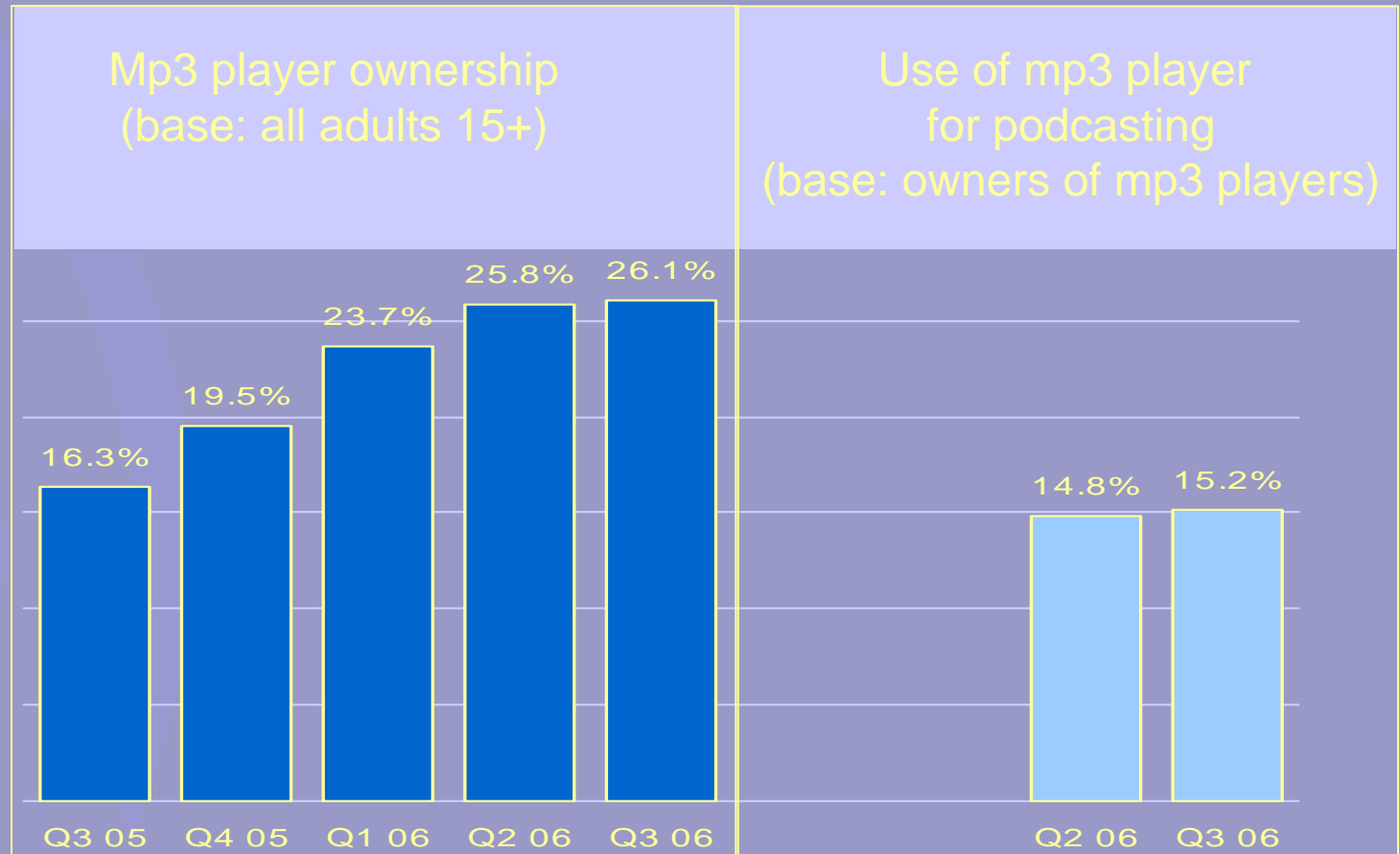




### % Adults ever listen to radio via their mobile phone



## MP3 players ownership and use for podcasting



- The 'Digitally Enabled Universe' remains stable at 54% of the UK population (26.7m)
- Q3 delivered record figures for digital-only stations' weekly reach and total hours. Their weekly reach increased by 4% compared with Q2 and 17% year on year. Their total hours increased by 3.5% compared with Q2 and 15% year on year.
- Although in slight decline quarter on quarter, listening to the radio via DTV is up by 10% year on year and listening via the internet is up by 13% year on year.
- Listening to the radio via mobile phone is stable at 9.7% of mobile phone owners (7.1% of the adult population).
- 26.1% (25.8% in Q2) of adults own an mp3 player (13m) – including over half of 15-24s (51.8%)
- Data on podcasting is released on RAJAR for the second time. 2m (15.2% of mp3 player owners) use their mp3 player to listen to podcasts – a rise from 1.9m (14.8%) in Q2.