



RAJAR Press Conference

Data Release – Quarter 4, 2006

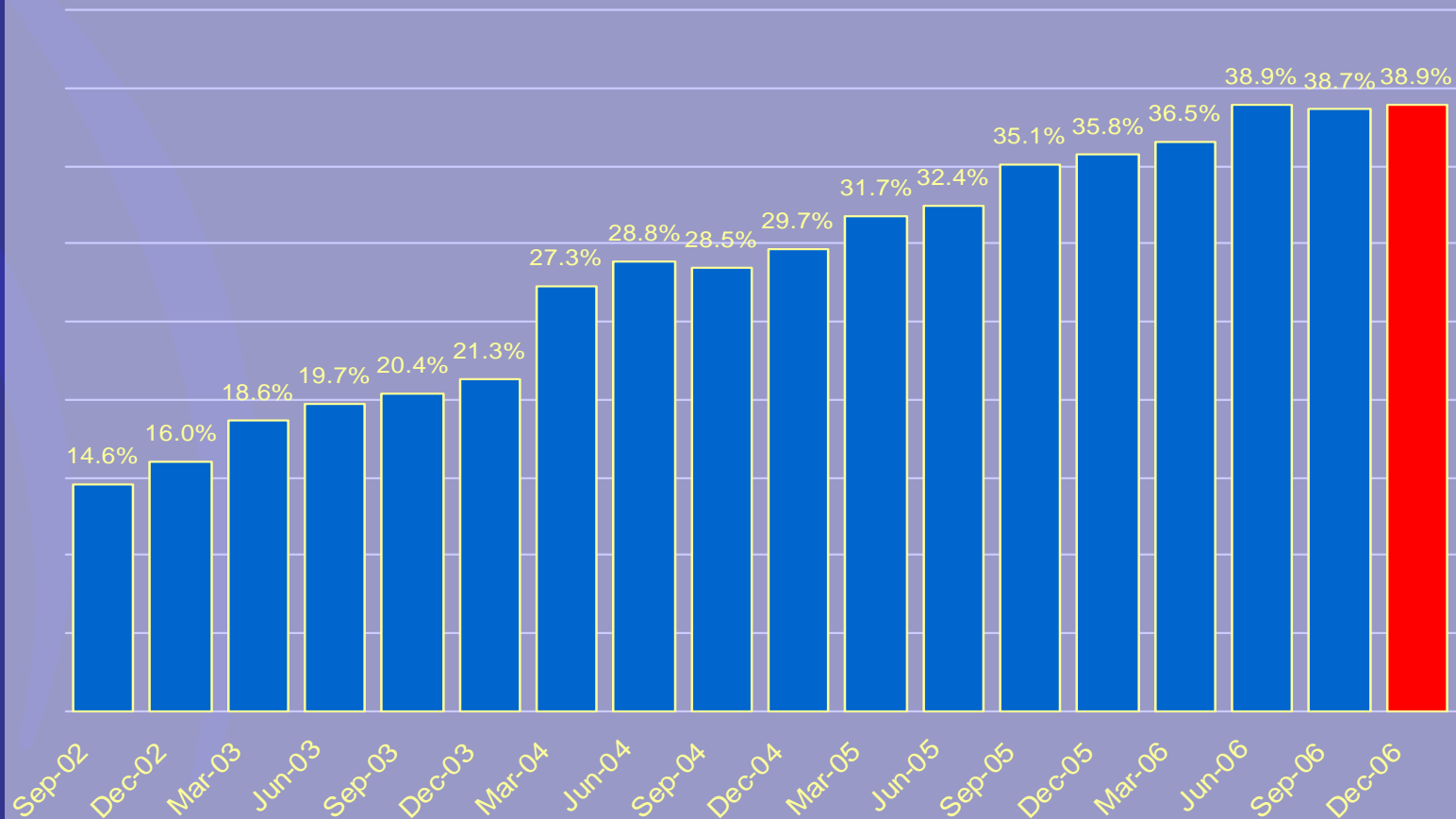
February 1, 2007



DTV, Internet and DAB listening

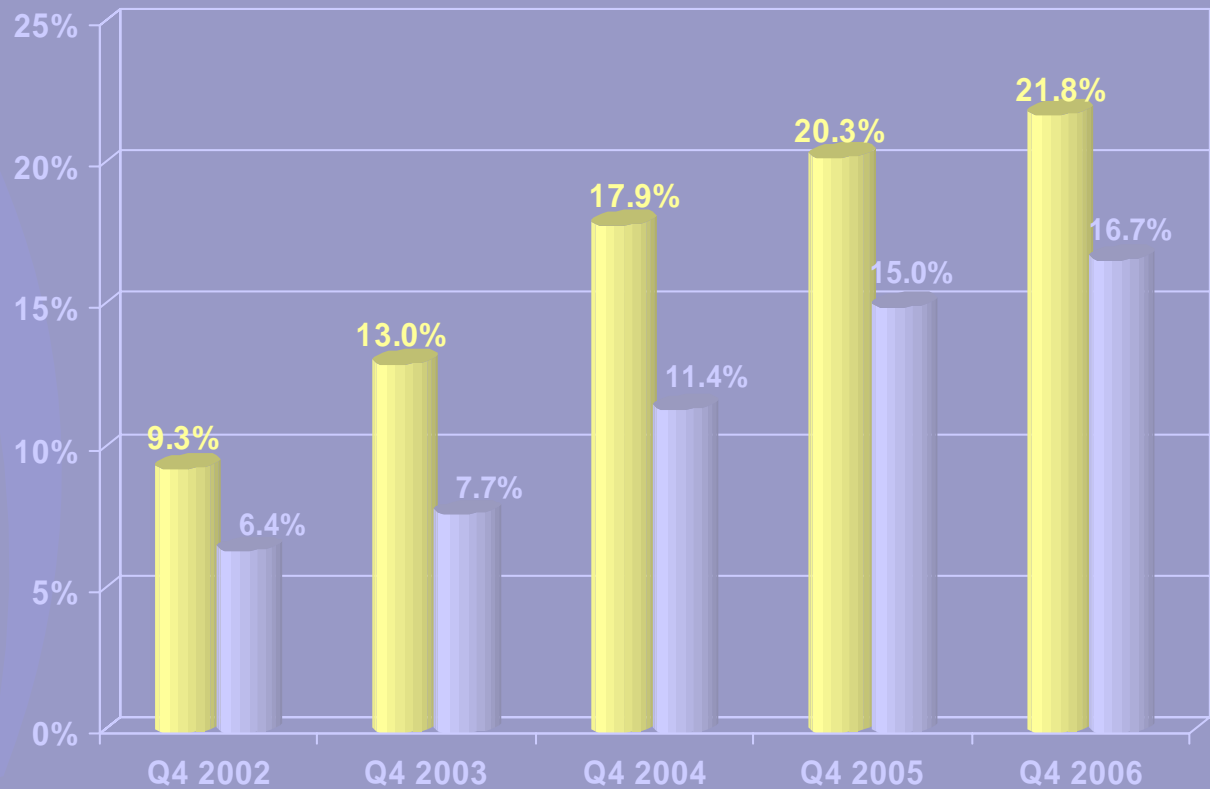


% Adults ever listen to radio via the TV

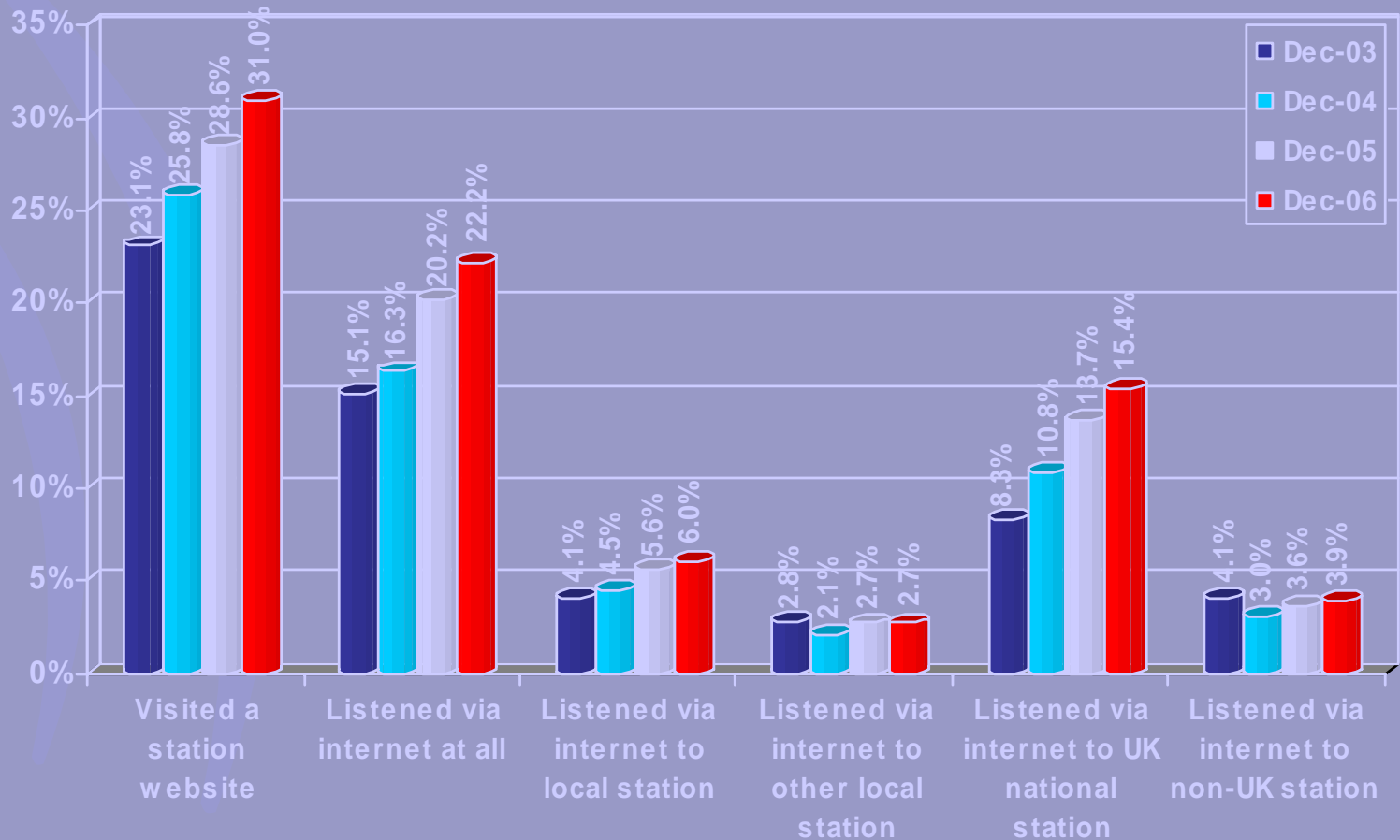


Frequency of listening via DTV

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



Are people listening to radio via the internet?

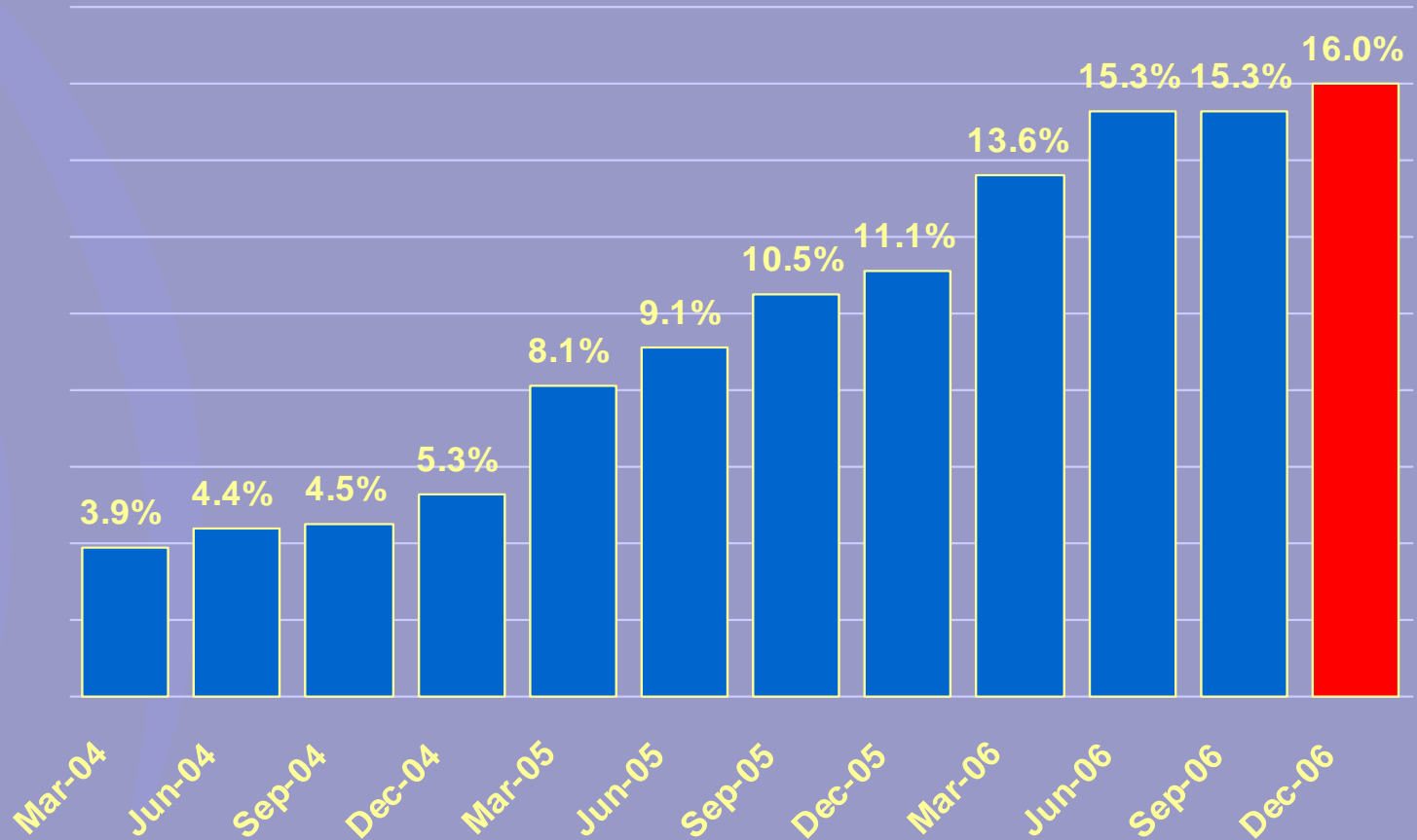


Frequency of listening via the internet

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



% Adults (15+) who own a DAB set at home

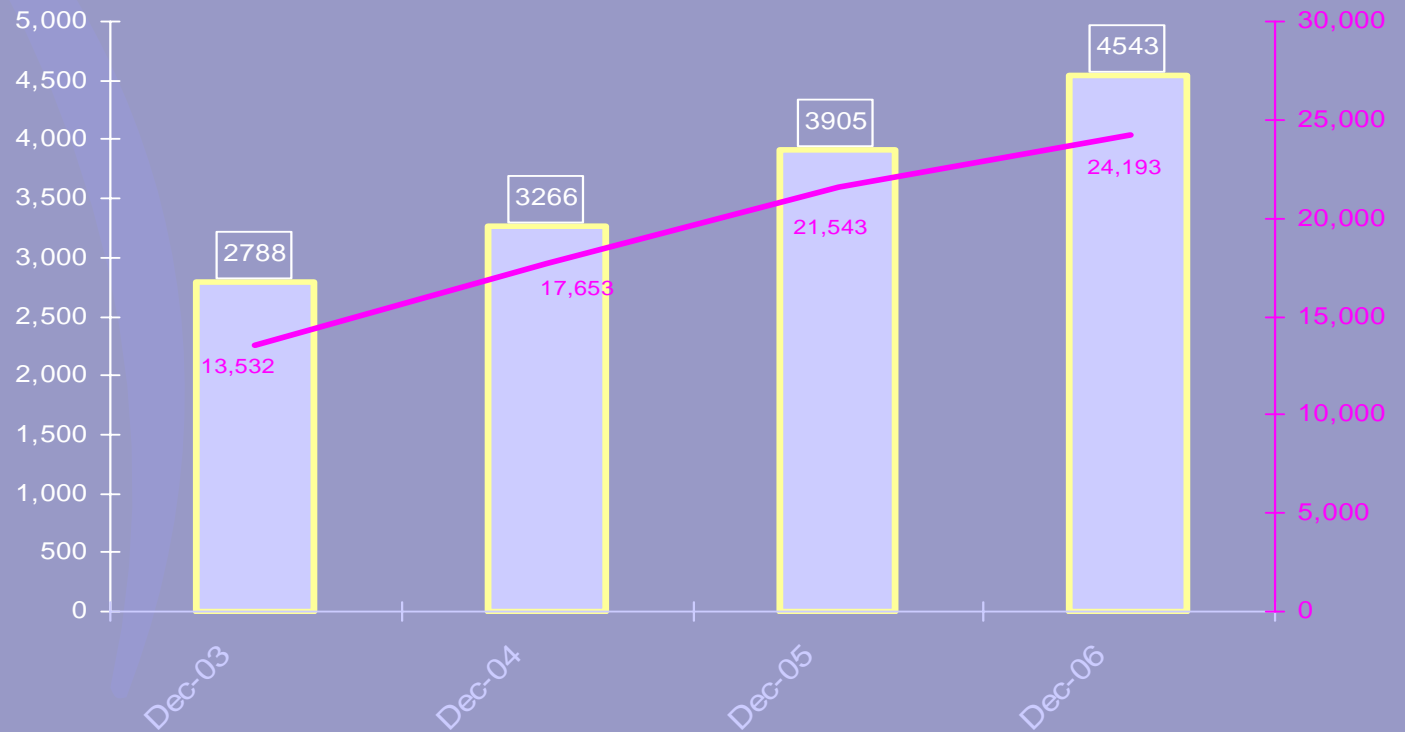


Listening to digital only services

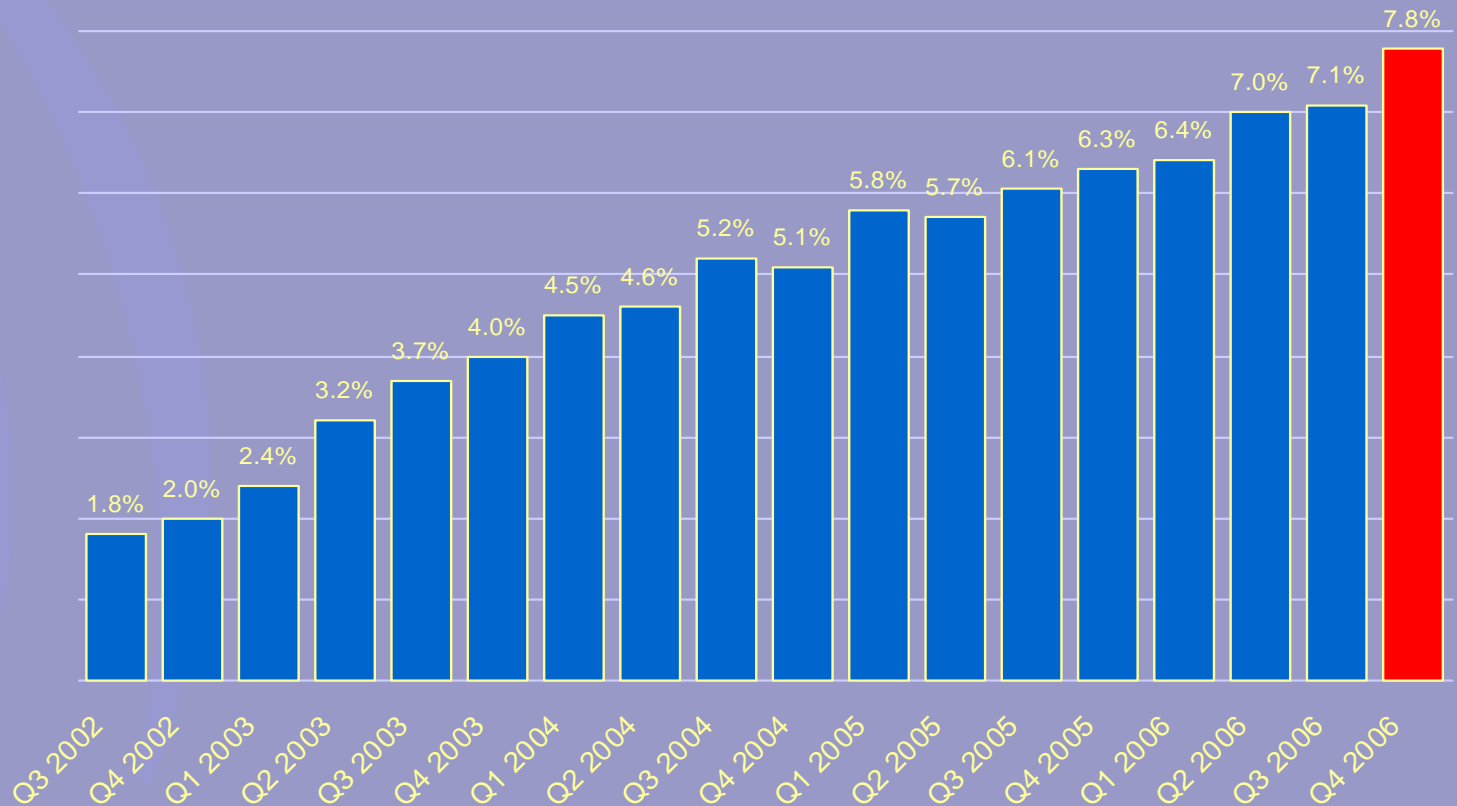
All adults 15+

Digital only radio reach (000s)

Digital only radio hours (000s)

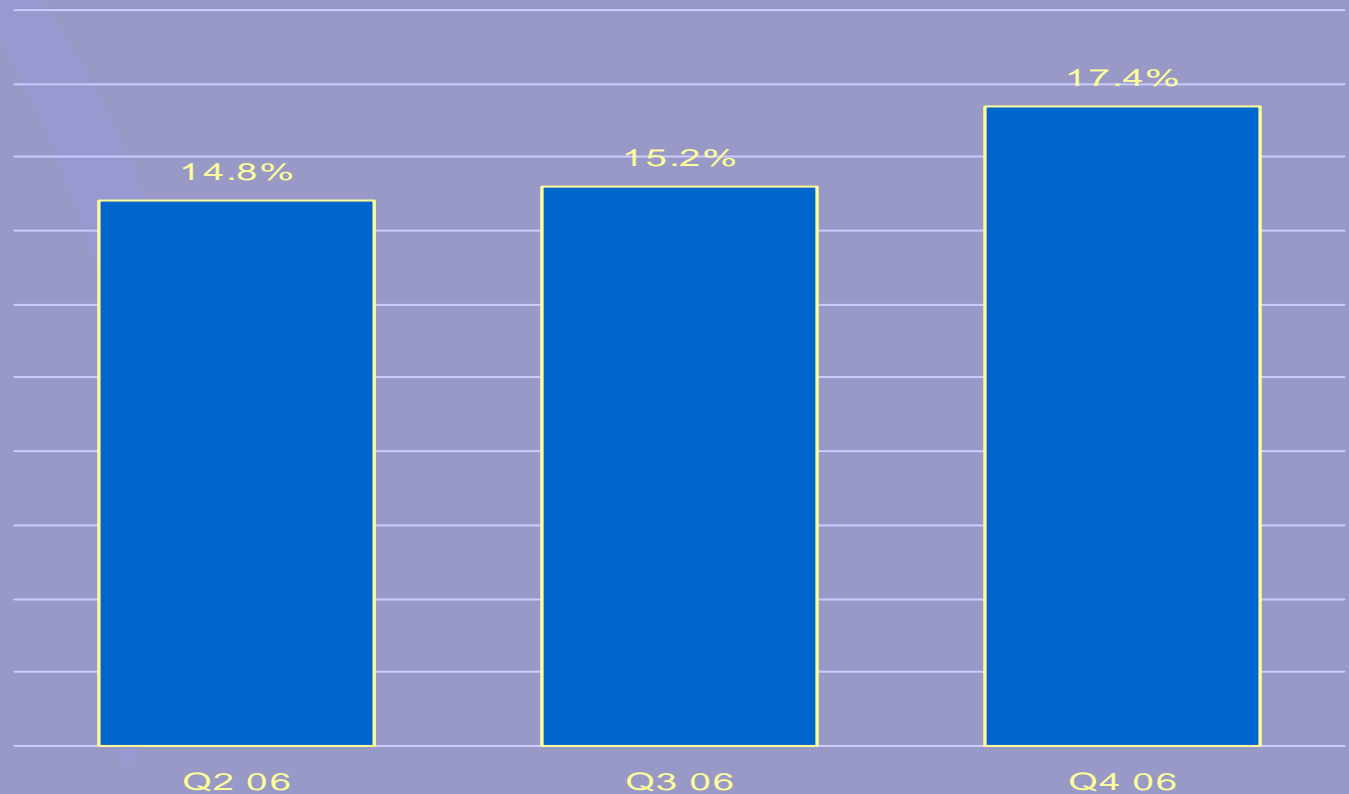


% Adults (15+) ever listen to radio via mobile phone



Use of mp3 player for podcasting

base: owners of mp3 players (11.9m adults 15+)



- The “Digitally Enabled Universe” has increased from 54% last quarter to 55% of the UK population (27.2m adults)
- 16% (15% in Q3) live in DAB homes; radio listening via Internet (22%) and DTV (39%) remain stable quarter on quarter, but both have increased year on year by 10%
- 11% of mobile phone users (3.9m) claim to listen to radio via a mobile phone – a rise from 10% in Q3
- 25% (23% in Q3) of 15-24s with a mobile phone (1.6m) listen in this way
- 2.1m (17% of mp3 player owners) use their mp3 player to listen to downloaded podcasts – a rise from 15% in Q3