



RAJAR Press Conference

Data Release – Quarter 3, 2007

October 25, 2007



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Digital Listening



Platform Shares (%)



All Radio

June 07

Sept 07

AM/FM

66.1

71.1

All Digital

12.8

15.0

DAB

7.0

8.6

DTV

2.6

3.0

Internet

1.5

1.6

Digital unspecified

1.7

1.9

DIGITAL LISTENING

Weekly Reach %

All Radio

June 07

Sept 07



All Digital

26.2

28.4



DAB

13.3

15.3



DTV

9.5

9.9



Internet

5.4

5.1



Digital unspecified

7.3

7.9

DIGITAL LISTENING

Total Hours (millions)

All Radio

June 07

Sept 07



All Digital

136

153



DAB

74

87



DTV

27

30



Internet

16

17



Digital unspecified

18

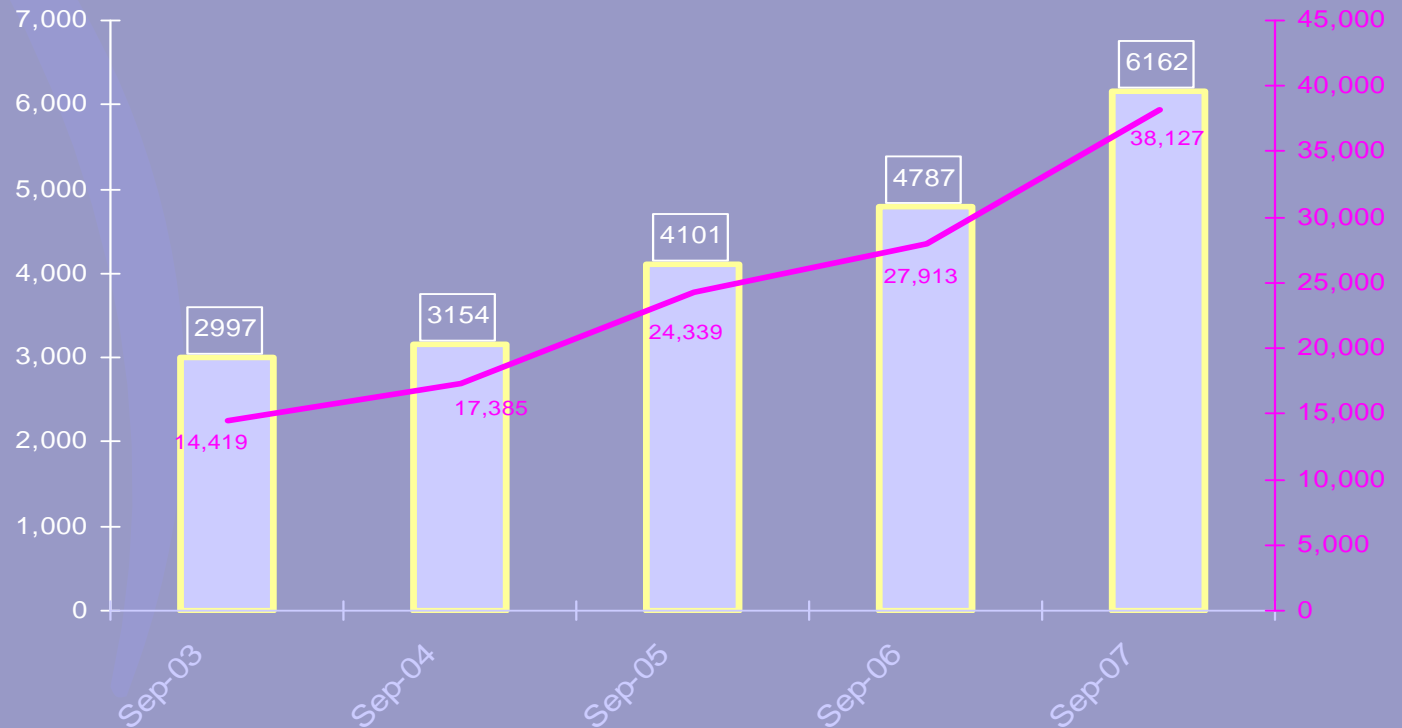
19

Listening to digital only services

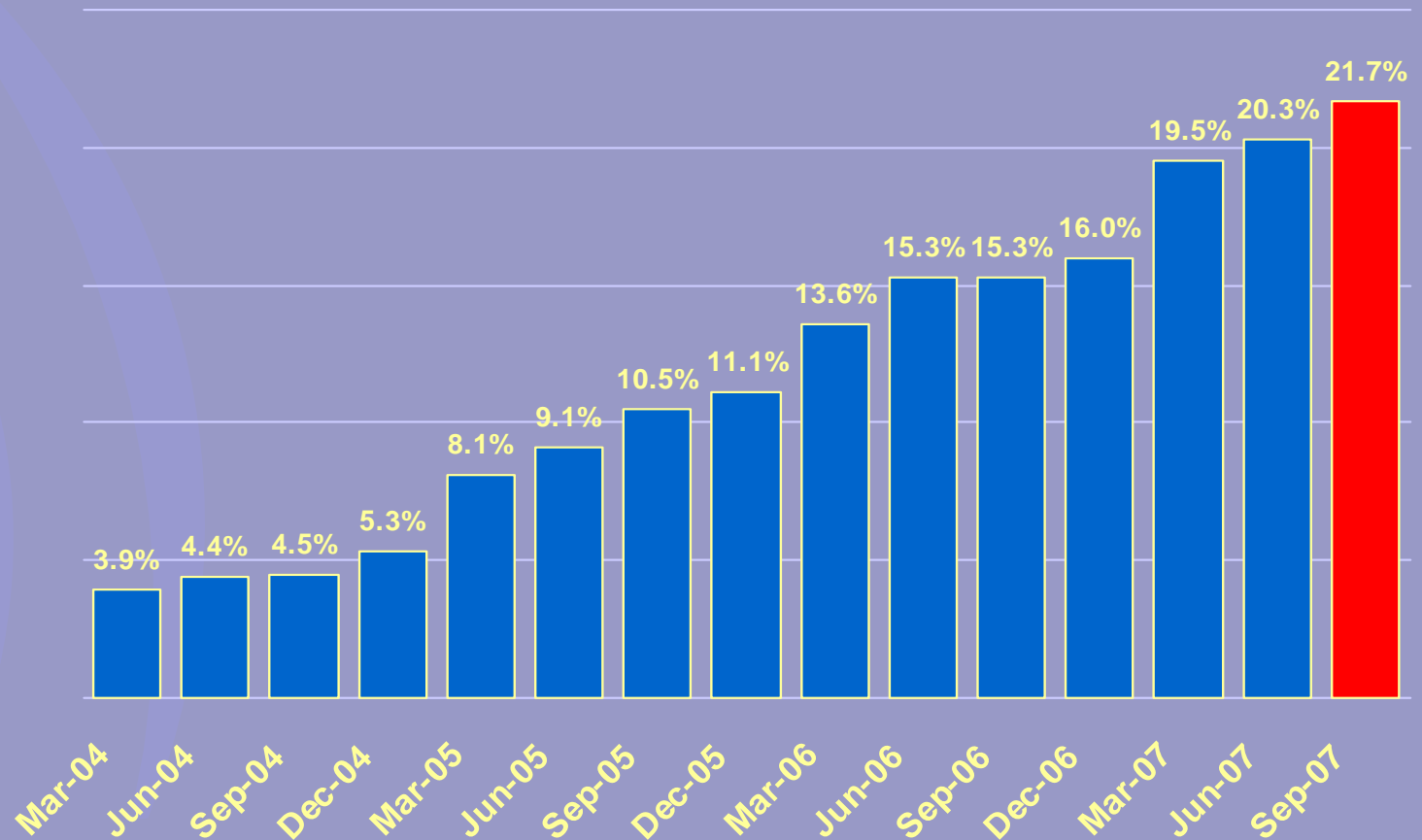
All adults 15+

Digital only radio reach (000s)

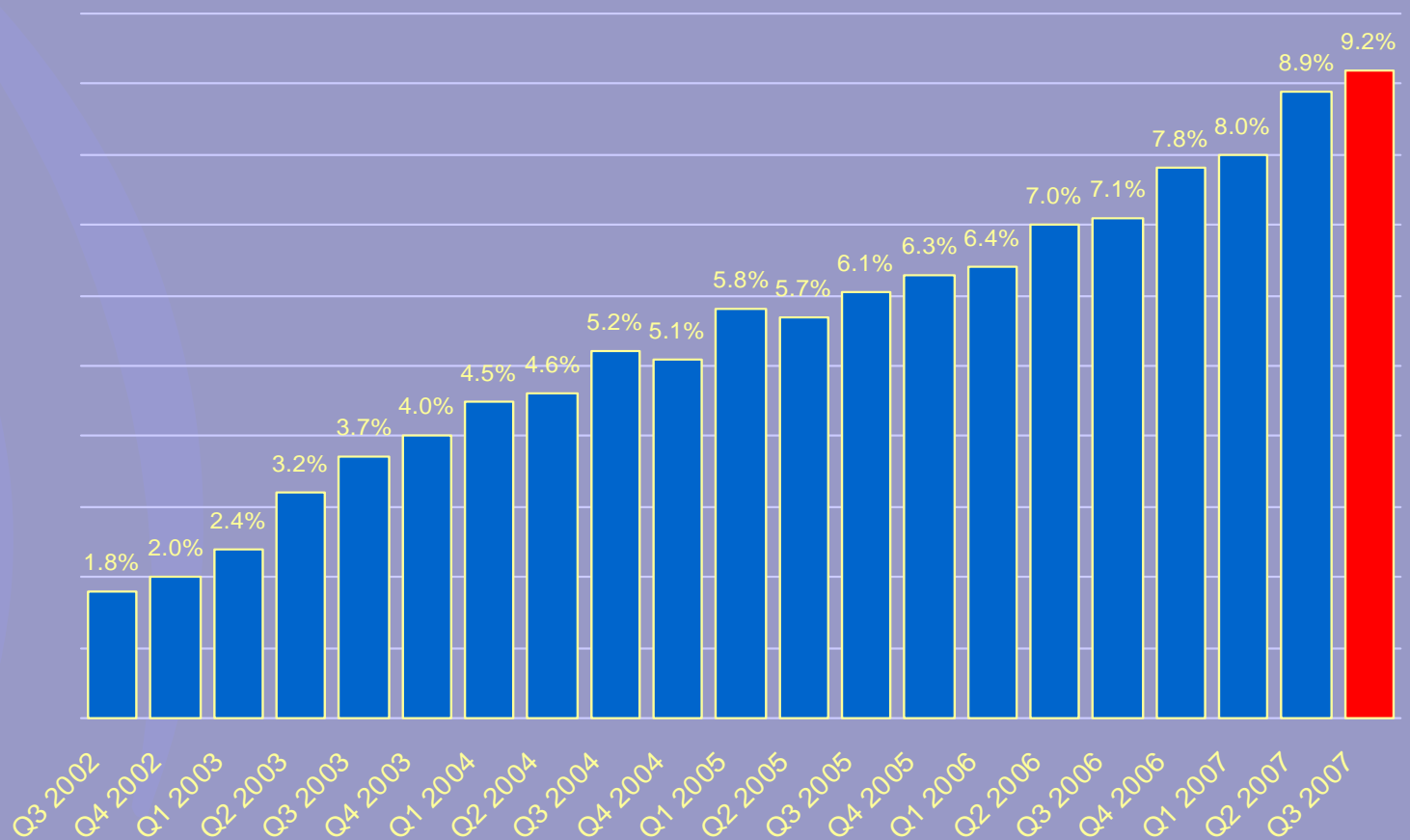
Digital only radio hours (000s)



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



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



Use of mp3 player for podcasting (000s)

