

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2007

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LISTENING VIA PLATFORM - ALL RADIO

KEY
Quarter 3, 2007 in blue
Quarter 4, 2007 in pink

	Platform Shares %		Digital Listening Weekly Reach %		Digital Listening Total Hours (in millions)	
	Q3, 2007	Q4, 2007	Q3, 2007	Q4, 2007	Q3, 2007	Q4, 2007
AM / FM	71.1	74.0				
All Digital Radio	15.0	16.6	28.4	29.9	153	169
DAB	8.6	9.9	15.3	16.8	87	101
DTV	3.0	3.1	9.9	10.3	30	32
Internet	1.6	1.9	5.1	5.7	17	19
Digital unspecified	1.9	1.7	7.9	7.1	19	17

Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms. In Q3, 2007 the analogue unspecified share was 13.9%. In Q4, 2007 it was 9.4%.