



RAJAR Press Conference

Data Release – Quarter 1, 2008

May 1, 2008



Digital Listening








Platform Shares (%)

<u>All Radio</u>	Sept 07	Dec 07	Mar 08
AM/FM	71.1	74.0	72.7
All Digital	15.0	16.6	17.8
DAB	8.6	9.9	10.8
DTV	3.0	3.1	3.2
Internet	1.6	1.9	2.1
Digital unspecified	1.9	1.7	1.7
Unspecified	13.9	9.4	9.5






DIGITAL LISTENING

Weekly Reach %

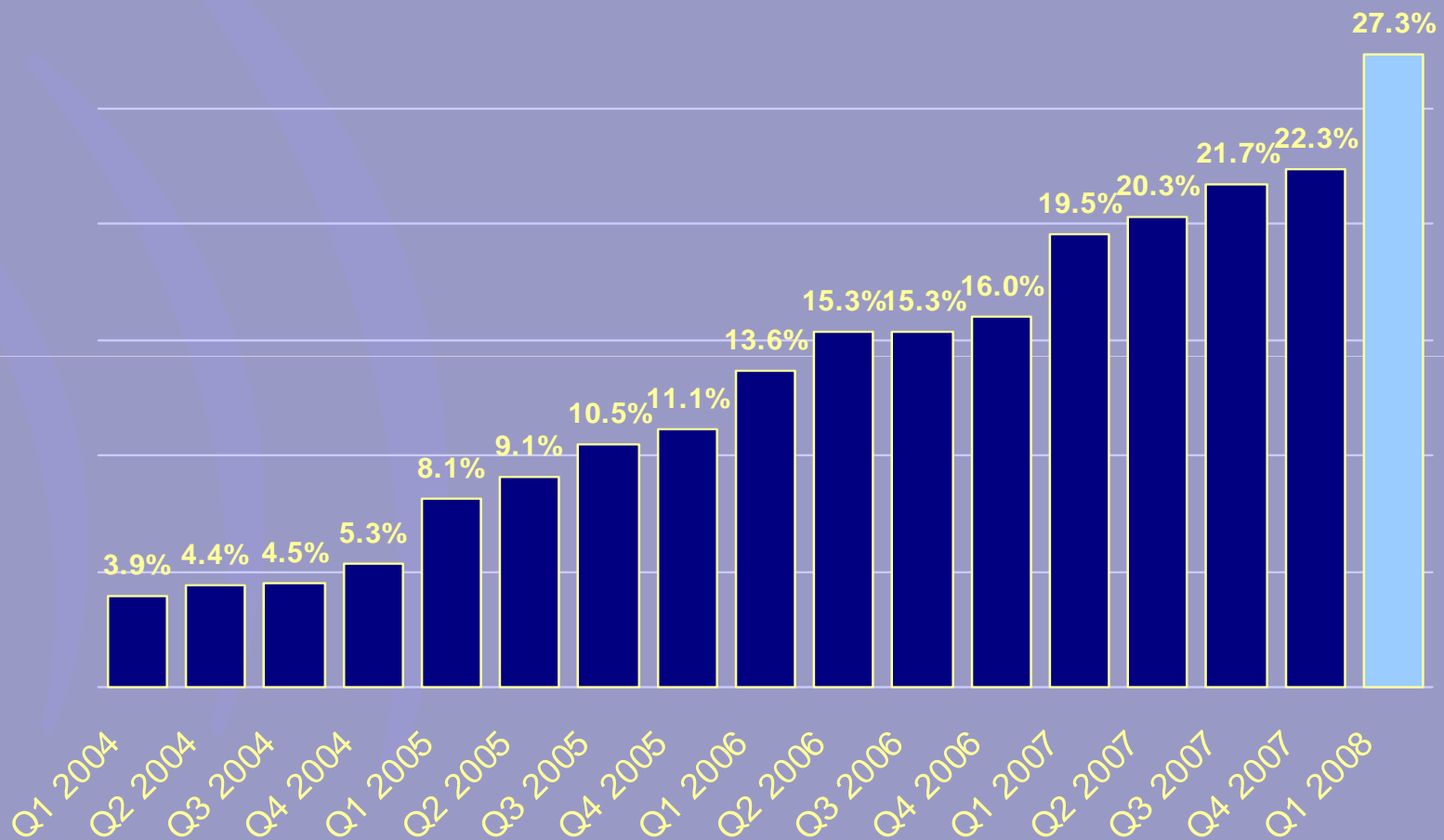
	<u>All Radio</u>	Sept 07	Dec 07	Mar 08
 All Digital		28.4	29.9	31.4
 DAB		15.3	16.8	17.9
 DTV		9.9	10.3	10.5
 Internet		5.1	5.7	6.2
 Digital unspecified		7.9	7.1	7.0

DIGITAL LISTENING

Total Hours (millions)

	<u>All Radio</u>	Sept 07	Dec 07	Mar 08
 All Digital		153	169	184
 DAB		87	101	111
 DTV		30	32	34
 Internet		17	19	21
 Digital unspecified		19	17	18

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



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

