

RAJAR DATA RELEASE

Quarter 1, 2010 - May 13, 2010



All Radio Listening Charts

1. All Radio Listening including share via platform
2. All Digital Radio Listening
3. BBC Radio / Commercial Radio - weekly reach and share
4. BBC Radio / Commercial Radio - platform share
5. DAB set ownership
6. Listening to radio via a mobile phone

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	Mar '09	Dec '09	Mar '10
All Radio Listening			
Weekly Reach ('000)	45,762	45,968	46,479
Weekly Reach (%)	90.2	89.6	90.6
Average hours per head	20.2	19.3	19.8
Average hours per listener	22.4	21.5	21.8
Total hours (millions)	1,025	988	1,013
All Radio Listening - Share Via Platform (%)			
AM/FM	67.5	66.6	66.7
All Digital	20.1	20.9	24.0
DAB	12.7	13.7	15.1
DTV	3.4	3.4	4.0
Internet	2.2	2.1	2.9
Digital Unspecified *	1.8	1.7	1.9
Unspecified *	12.5	12.5	9.3

* 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.

Source RAJAR / Ipsos MORI / RSMB

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All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
All Radio	90.2	89.6	90.6		1,025	988	1,013		100	100	100
All Digital	33.8	33.4	38.5		206	206	243		20.1	20.9	24.0
DAB	19.9	20.4	23.1		130	136	153		12.7	13.7	15.1
DTV	11.1	10.5	12.6		35	33	41		3.4	3.4	4.0
Internet	6.8	6.3	8.1		23	21	29		2.2	2.1	2.9
Digital Unspecified *	7.4	6.9	7.5		18	17	19		1.8	1.7	1.9

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
All BBC Radio	33,809	33,264	34,877	All Commercial Radio	31,498	31,374	32,162
All BBC Network Radio	30,261	30,010	31,318	All National Commercial	13,315	13,001	13,614
All BBC Local / Regional Radio	9,589	8,862	9,987	All Local Commercial	25,608	25,306	26,089

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
All BBC Radio	56.3	55.2	56.5	All Commercial Radio	41.6	42.6	41.3
All BBC Network Radio	47.0	46.7	47.2	All National Commercial	10.2	10.4	10.3
All BBC Local / Regional Radio	9.4	8.5	9.3	All Local Commercial	31.3	32.2	31.1

Source RAJAR / Ipsos MORI / RSMB

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Platform Share

	All BBC Radio				All Commercial Radio		
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
AM/FM	67.9	66.9	66.3	AM/FM	67.5	67.1	67.5
All Digital	20.2	21.4	24.6	All Digital	19.6	19.7	22.9
DAB	14.9	16.2	17.7	DAB	9.9	10.6	12.1
DTV	2.7	2.6	3.3	DTV	4.2	4.3	5.0
Internet	1.9	1.9	2.7	Internet	2.2	1.8	2.4
Digital Unspecified *	0.7	0.8	1.0	Digital Unspecified *	3.3	2.9	3.3
Unspecified *	11.9	11.7	9.0	Unspecified *	12.9	13.2	9.6

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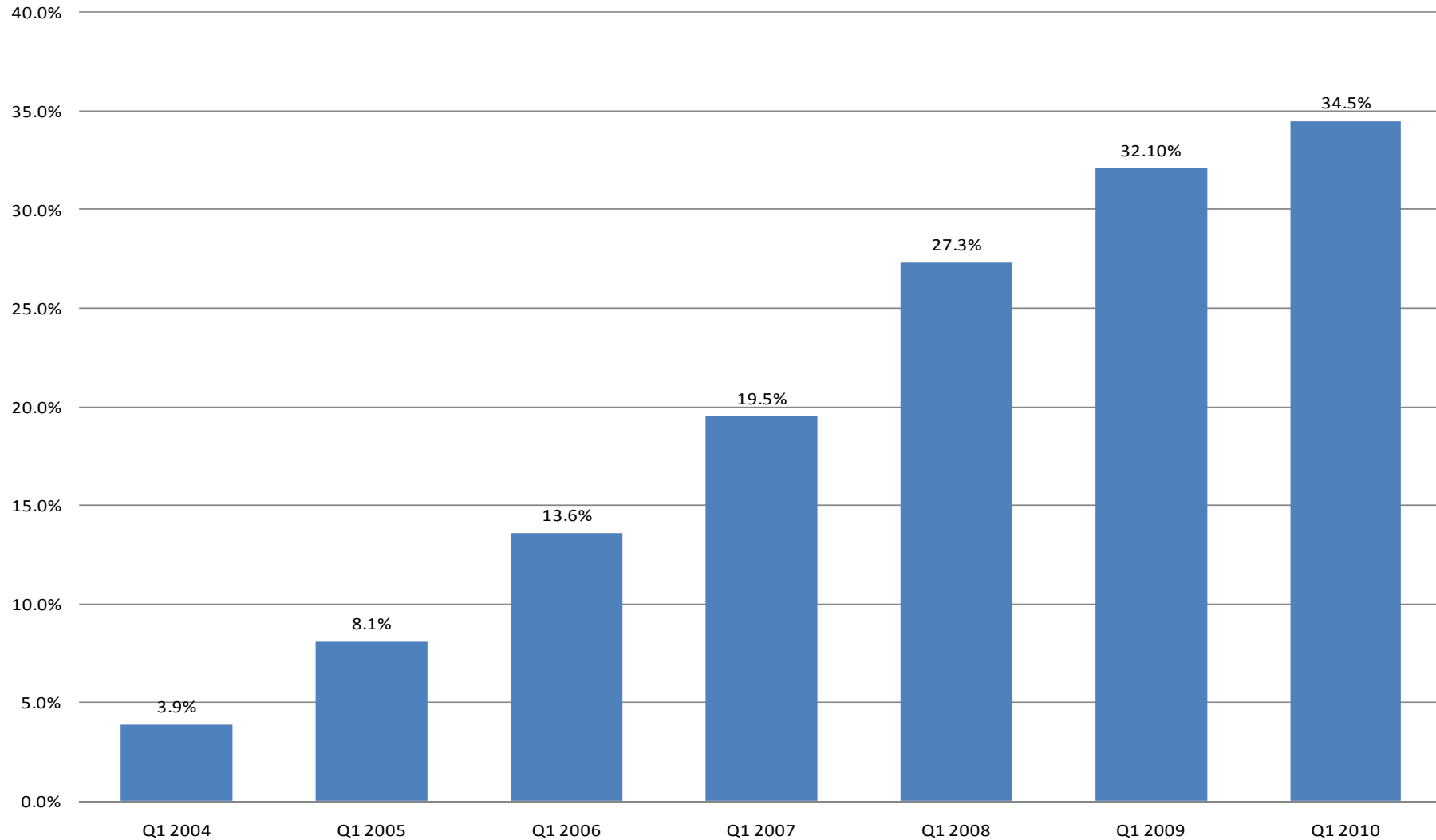
Source RAJAR / Ipsos MORI / RSMB

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

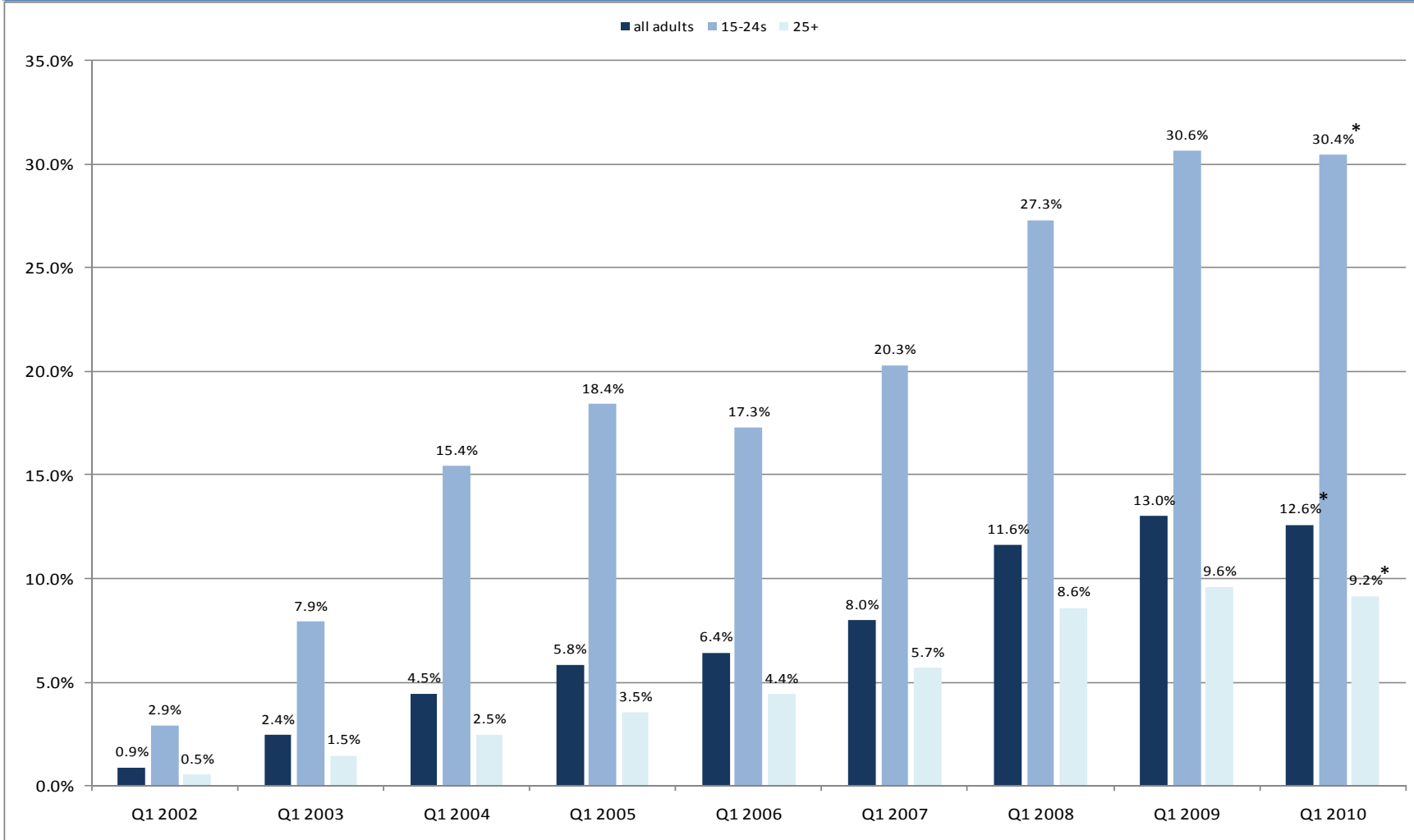


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% who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB

* In Q1, 2010 RAJAR introduced a number of changes to the self-completion questionnaire which impacted on questions regarding mobile phone listening: therefore caution should be used when comparing Q1, 2010 with similar data from previous quarters.