

RAJAR DATA RELEASE

Quarter 2, 2010 - August 5, 2010



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All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	June '09	Mar '10	June '10		June '09	Mar '10	June '10		June '09	Mar '10	June '10
All Radio	90.3	90.6	90.6		1,029	1,013	1,030		100	100	100
All Digital	35.0	38.5	38.7		217	243	253		21.1	24.0	24.6
DAB	20.6	23.1	23.5		135	153	162		13.1	15.1	15.8
DTV	11.1	12.6	13.1		37	41	42		3.6	4.0	4.1
Internet	6.8	8.1	8.2		22	29	30		2.2	2.9	2.9
Digital Unspecified *	8.0	7.5	7.6		22	19	19		2.1	1.9	1.8

(*)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